



tv

FAQs

think<sup>tv</sup>



# FAQ's

## How much TV do Canadians watch?

Canadians watch 19.7 hours of TV per week!

## I've heard young people don't watch TV – is that true?

No. Adults 18-34 watch 9.2 hours of TV per week (most of it live)

## What is TV's reach?

TV reaches 87% of Canadian adults every week.

## How much TV is watched live?

86% of linear TV viewing is live (and also 86% for A18-34)

## How does time spent watching TV compare to time spent with YouTube?

Time spent with TV far exceeds time spent on YouTube: A18+ watch 5x more TV than YouTube, and A18-34 watch 40% more TV than YouTube\* (\*YouTube time spent includes listening to music)

## How does time spent watching TV compare to Social Media?

TV dwarfs time spent with social media: A18+ spend 8x more and A18-34 spend twice as much time watching TV than they spend on social media\* (\*Facebook + Snapchat + Instagram + Twitter + TikTok)

## How many impressions does a TV campaign deliver?

The average TV campaign delivers an astounding 337 million impressions.

## How many people have TV subscriptions?

Over 10.4 Million HHs have TV subscriptions (down only 1% from PY)

## Everyone multitasks these days – are people even paying attention to TV ads?

Yes – more than any other type of advertising

## Do TV + Digital work together?

TV and digital make a great combo – in fact TV will improve the performance of your digital media by an average 19%

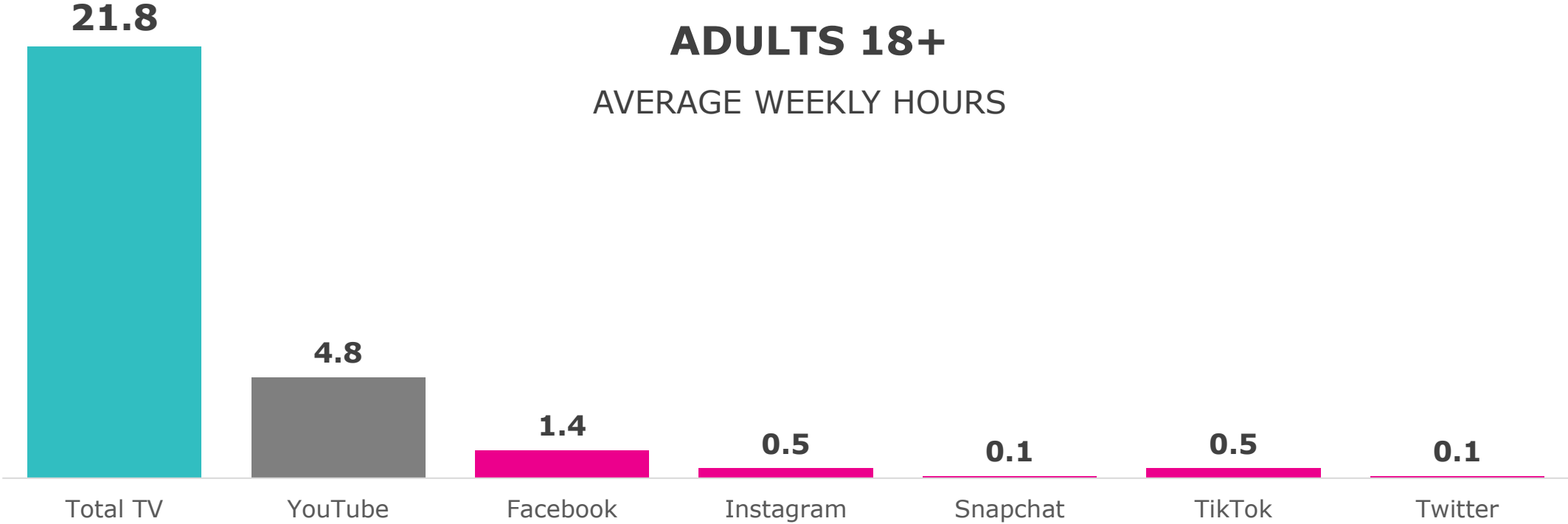
## Does TV have a good ROI?

TV has the best sales ROI of any medium, delivering a \$14.34 return on each media dollar spent (and \$23.40 if you extend the period from 1 to 4 years)

## These numbers don't ring true to me - what sources do you use?

We use accredited, third-party sources, including Numeris, Comscore, and many others. No walled gardens, just the facts.

# Canadians watch a lot of



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

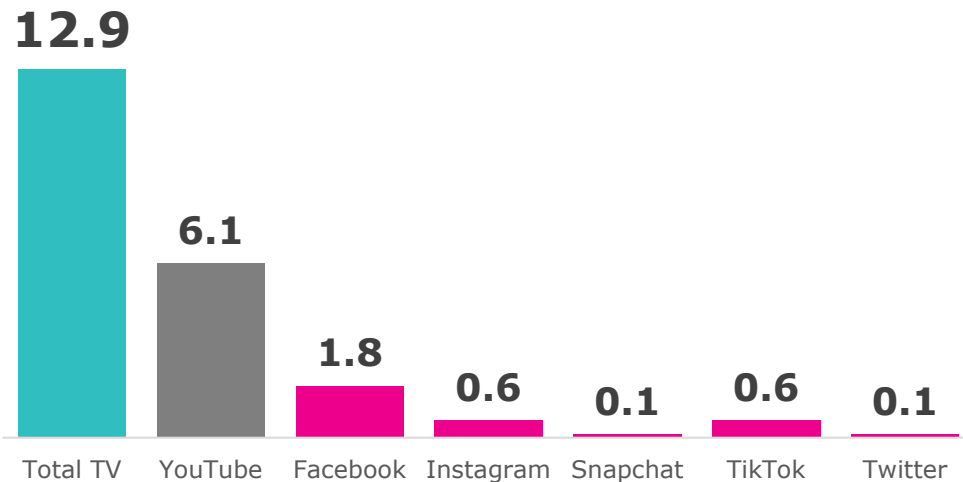


# Canadians watch a lot of



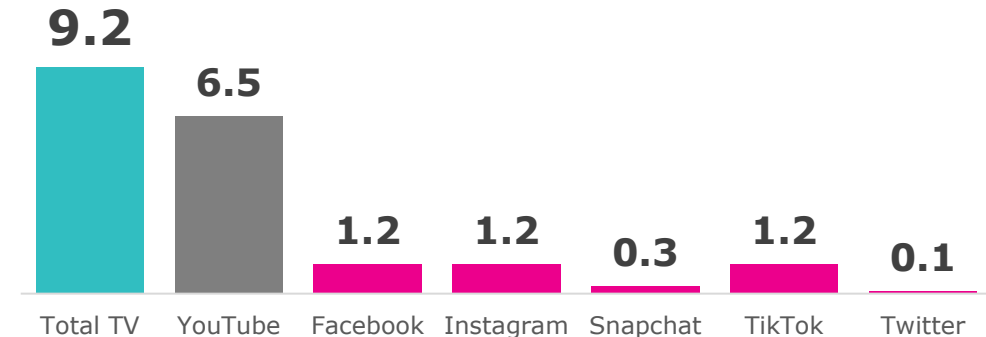
## ADULTS 25-54

AVERAGE WEEKLY HOURS



## ADULTS 18-34

AVERAGE WEEKLY HOURS



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

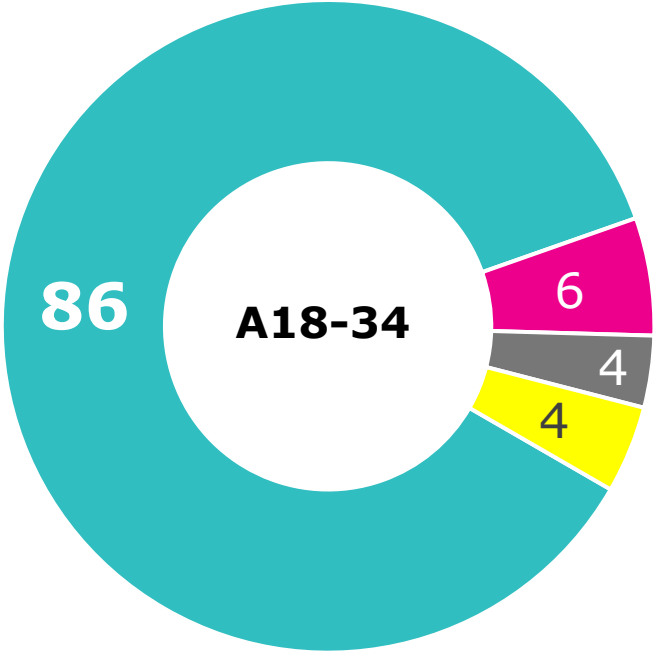
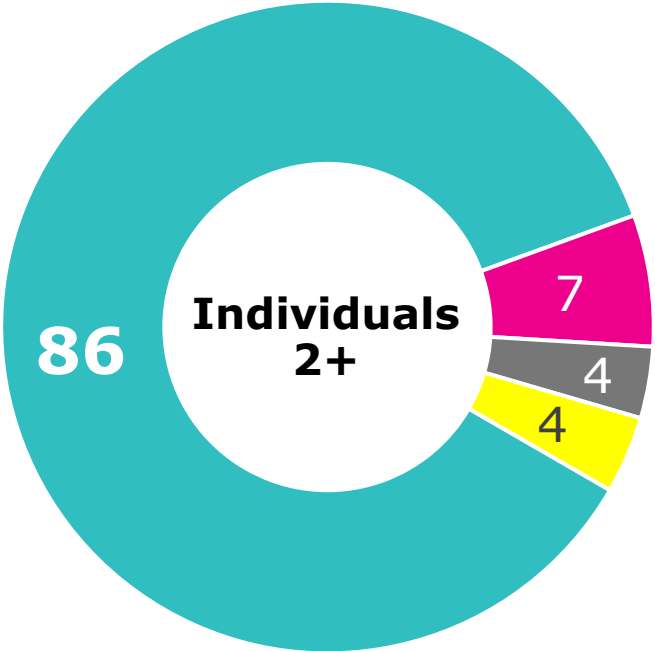
# 86% of linear **tv** viewing is **live**

Even among young adults, 86% of TV viewing is live; 92% is live + same day playback

## LIVE TV VS PLAYBACK

TOTAL CANADA  
(% of Total TV Viewing)

- Live
- PB Same Day
- PB +1 Day
- PB +2-7 Days



TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.



**tv reaches**  
**26,007,000**  
**Canadians every day**

**87%**

**adults (18+)**

weekly reach

**76%**

**adults (18-34)**

weekly reach

**77%**

**kids (2-11)**

weekly reach

**106**

**million  
hours**

**time spent  
with tv yesterday**

**85%**

**Canadians**

**2+**

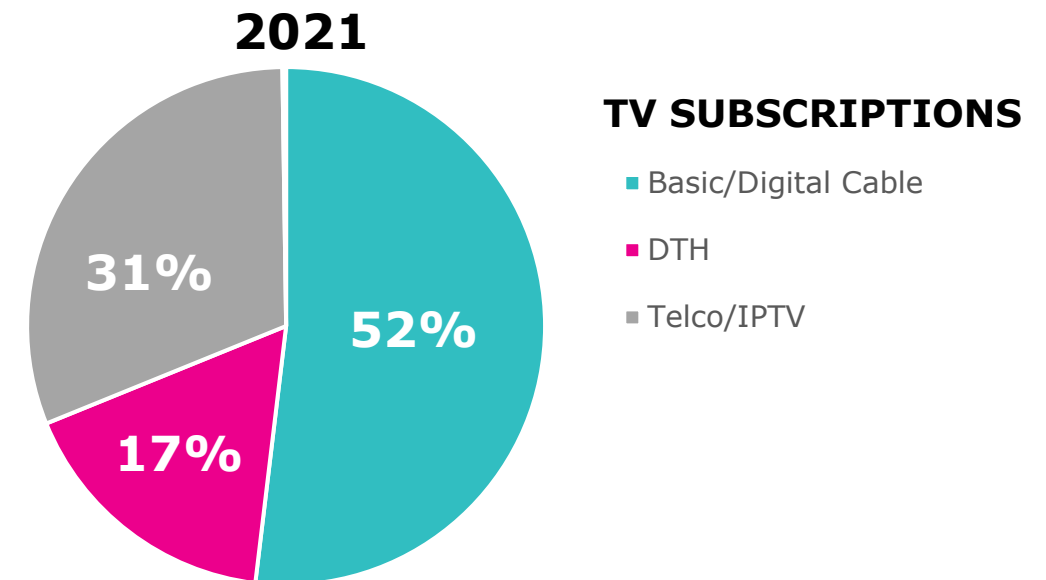
**tv's weekly  
reach**

# 10.4 million Canadian HH's have a paid **tv** subscription

**Cord cutting has been far overstated: total subs are down less than 1%.**

The notion that “no millennials subscribe to TV” is also false: **62% of 18-34 year olds subscribe to TV**, and they’re also accessing linear TV out-of-home and via streaming (which is how TV is able to reach 78% of A18-34 on a weekly basis).

	June '20	June '21	Index
<b>Total Subscribers</b>	10,494,434	10,370,353	<b>99</b>
Basic/Digital Cable	5,614,732	5,382,222	96
Satellite	1,894,646	1,758,078	93
Telco/IPTV	2,961,321	3,206,124	108
Other	23,917	23,852	100



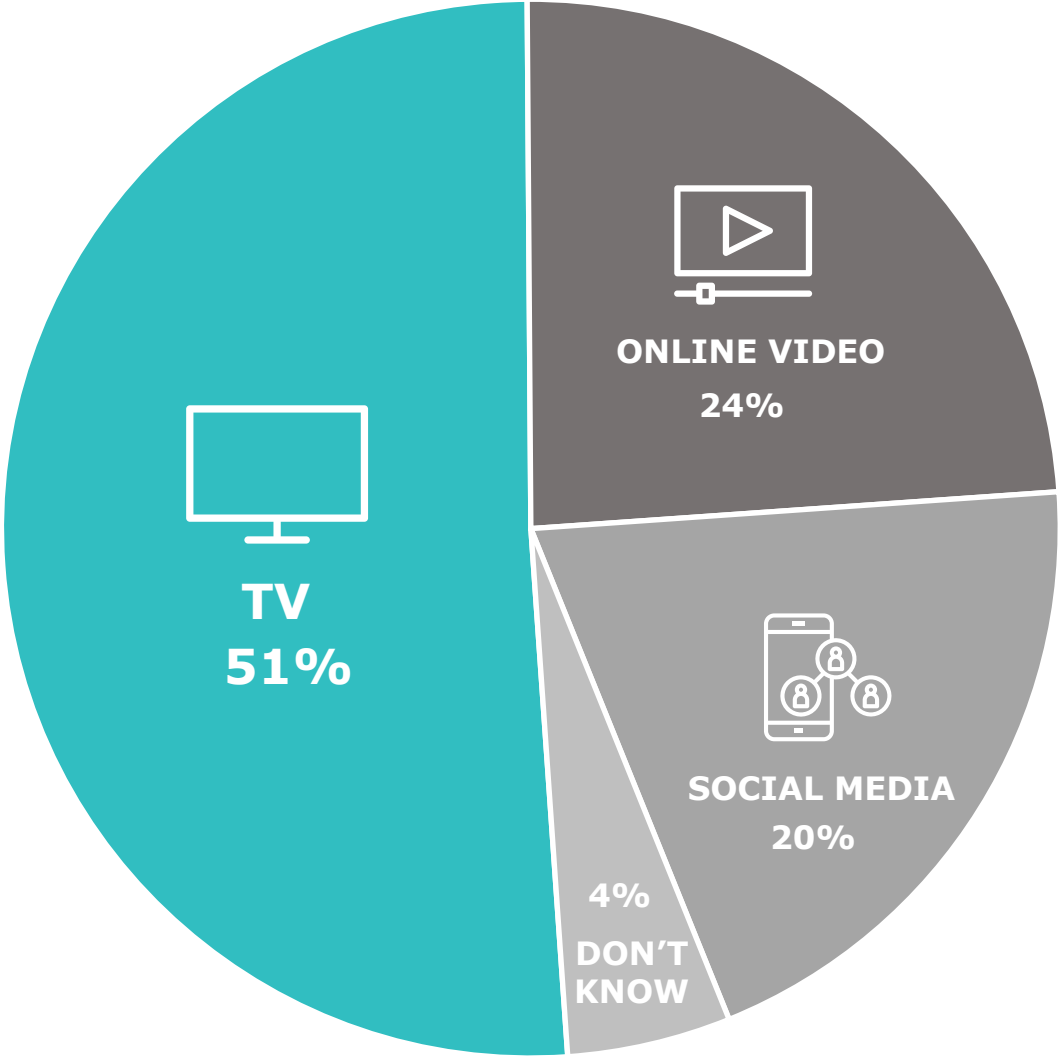


# Canadians pay most attention

to ads on **tv**



Which one of the following media carries video advertising that best captures your attention?

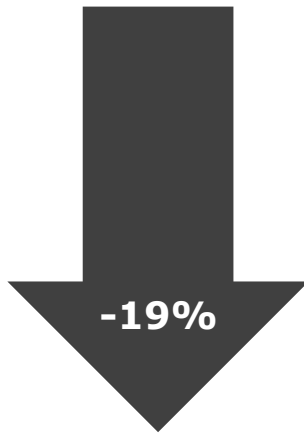


# tv improves digital's performance

TV has a significant halo effect on digital media, increasing its sales ROI by 19%



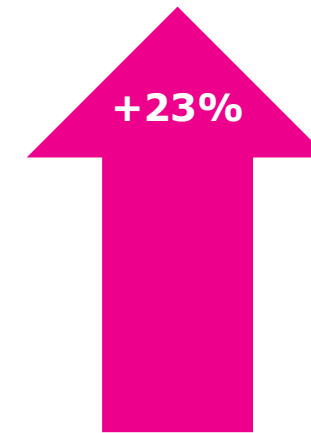
Standalone Digital ROI



Without TV's halo effect, digital advertising's average ROI would decline by 19%.



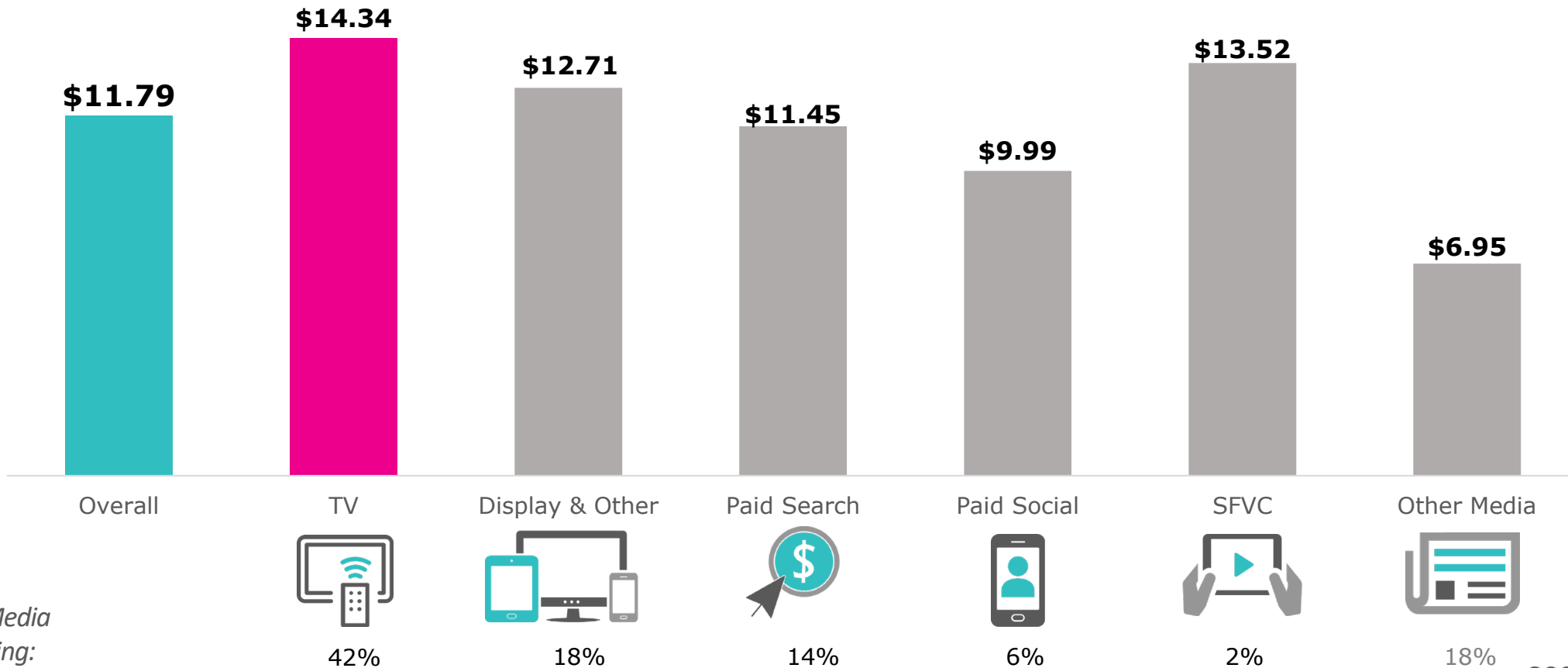
TV's Adjusted ROI



# tv delivers the best ROI

TV's ROI is \$14.34 for every dollar spent

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD

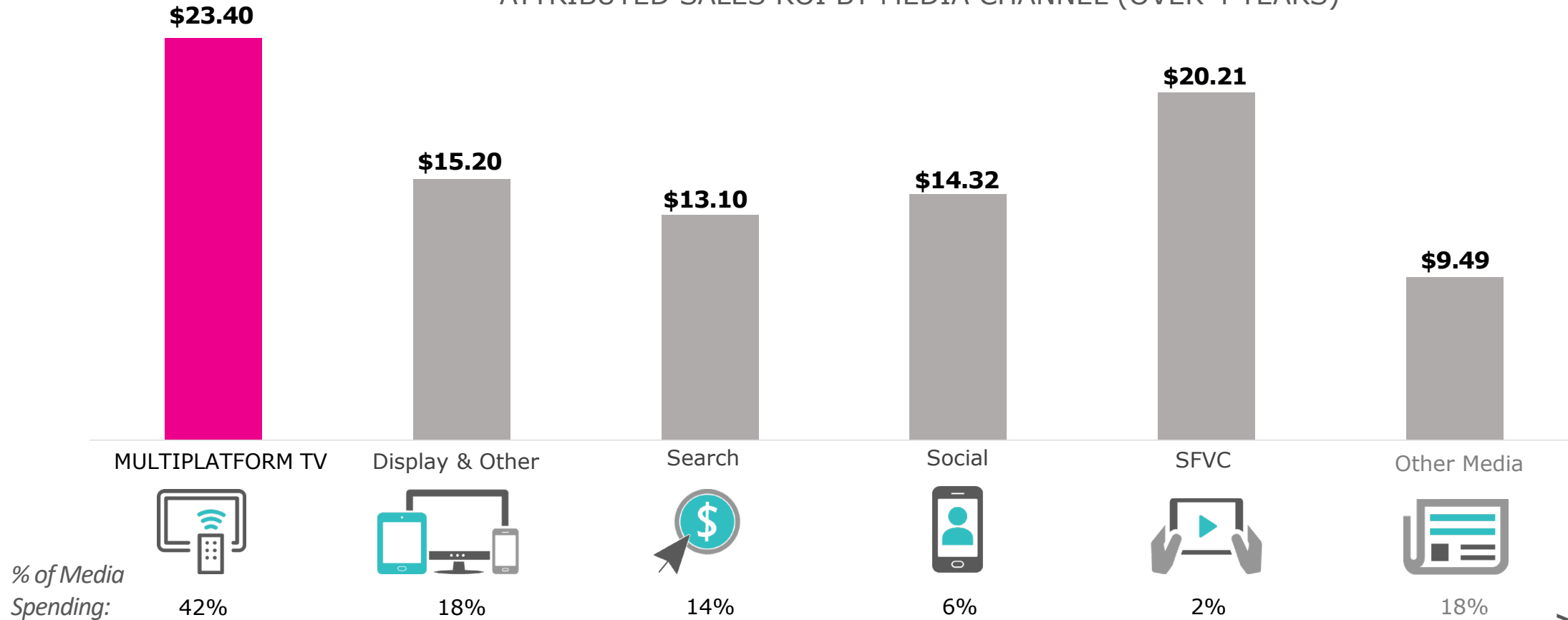


% of Media Spending:

# tv delivers the best ROI

In the long term, TV's ROI grows to \$23.40

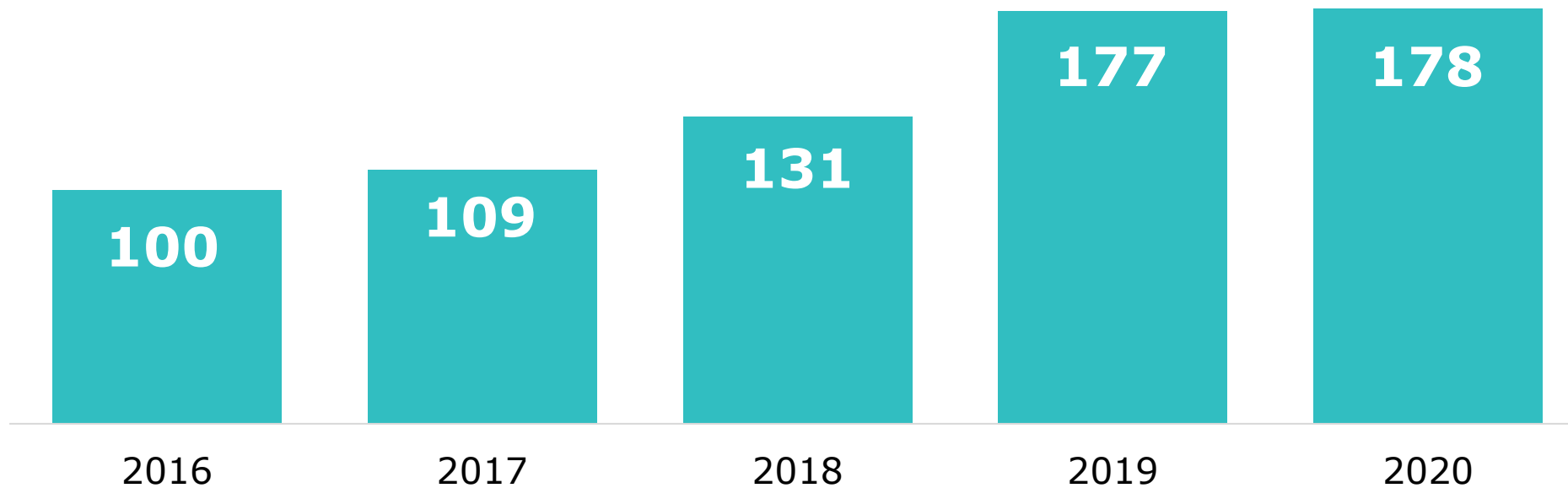
ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



# digital companies know **tv** works!

TV spend by internet-related products & services\* is **up over 1.8x** since 2016

**TV SPEND BY INTERNET BUSINESSES**  
INDEXED TO 2016



Companies like:



# trusted sources



**Numeris is an audited, transparent, tripartite, not-for-profit Canadian Broadcast industry measurement organization, whose voting members include Advertisers, Agencies and Broadcasters.** How it works: All Canadian television signals (and many US border stations) are encoded with a distinct audio tone. Viewing data is collected through a personal portable passive meter on a minute by minute basis, 24 hours per day, 365 days per year. The PPM device captures Live and Playback viewing (when the sound is on) both In and Out of the home, as well as live streamed content on PC's and mobile devices. Data is downloaded and verified on a daily basis. The data collection is panel-based and includes 11,000 Canadians (4,560 households). The panel is statistically significant and balanced to the population through StatsCan census data. Homes included in the panel include those with paid subscriptions (cable, satellite, IPTV) as well as internet only homes.



**Comscore is a global third party Digital measurement organization** that measures second by second data interactions across Desktop and Mobile devices (regardless of whether the sound is on or off). Data is captured continuously, collected from a census based panel of 40,000 Canadians, and reported on a monthly basis.

Supplementing the 2 main audience measurement services, we also access information from a number of other research studies and measurement sources, including:

- |  |                                    |
|--|------------------------------------|
| <b>Accenture</b>                                       | <b>Nlogic</b>                      |
| <b>ARF (Advertising Research Foundation), member</b>   | <b>Media Stats</b>                 |
| <b>Brainsights</b>                                     | <b>MRC (Media Ratings Council)</b> |
| <b>CRTC</b>  | <b>Nielsen</b>                     |
| <b>Ebiquity</b>  | <b>Numerator</b>                   |
| <b>IPA (Institute of Practitioners in Advertising)</b> | <b>RTS</b>                         |
| <b>Ipsos</b>   | <b>Statistics Canada</b>           |
|  | <b>WARC</b>                        |

# in case you missed it

check out these additional research reports

## the 10 key factors driving advertising effectiveness

What has Mark Ritson, the outspoken marketing consultant and industry pundit, learned from his review of 50 years of Effie winners? In this highly engaging and informative talk, Mark outlines the 10 key factors that drive advertising effectiveness.

[learn more »](#)

## ad nation Ipsos Canada

This new research, conducted by Ipsos and commissioned by think**tv**, identifies how the media habits of the advertising and media communities differ from the rest of Canada, and how those differences impact our assumptions of general media usage.

[learn more »](#)

## Peak Performance: Advertising Effectiveness that Lasts

Accenture assessed \$700M+ of media spend in Canada, covering 105 brands across four verticals. The research clearly outlines the ways different advertising channels impact sales, what that impact is in the short and long-term, and how TV and digital work together.

[learn more »](#)

## effectiveness in context

Peter Field's latest report explores the damage being done as companies increasingly cut long-term brand investment in favour of short-term sales activation, and highlights how the "60/40 rule" changes depending on the context.

[learn more »](#)

## target the (whole) market

Byron Sharp famously challenged a number of traditionally held beliefs in his ground-breaking book 'How Brands Grow'. We commissioned MediaCom Business Science to examine Sharp's best practices and how they apply in Canada.

[learn more »](#)

## online businesses on tv

Digital companies continue to invest heavily in TV advertising. TV spend by internet-related companies is up 30% from last year.

[learn more »](#)

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newsletter**



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# sources

- Slide 3 & 4:** Total TV, Live TV, PVR: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 13 to Dec 19, 2021 | Facebook.com, Instagram.com, Twitter.com, TikTok.com, Snapchat, Inc.: Comscore Media Metrix Multi-Platform, Canada, Sept to Nov 2021 | YouTube: Comscore Video Metrix Multi-Platform, Canada, Total Video, Sept to Nov 2021 (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)
- Slide 5:** Numeris, PPM, Total Canada, Consolidated, All Locations, Sept 13 to Dec 19, 2021
- Slide 6:** Numeris, PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Sept 13 to Dec 19, 2021
- Slide 7:** Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sept 13 to Dec 19, 2021 | TV campaign based on a 900 GRP campaign (6 weeks x150 GRPs), Sept 13 to Dec 19, 2021, Total Canada, Ind. 2+, Numeris 2020-21 population estimates.
- Slide 8:** Mediastats, Total Canada, June 2020, June 2021, BDU Profile Report, CTAM 2021, Numeris, PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Sept 13 to Dec 19, 2021
- Slide 9:** thinktv, nlogic, omniVu National survey [Attention in Advertising](#), Feb 2020 (Don't Know/Refuse not included).
- Slides 10-12:** Accenture, [Peak Performance: Driving Advertising Effectiveness That Lasts](#), 2020; Accenture Strategy attribution study, [The Moneyball Moment for Marketing in Canada](#); January 2019
- Slide 13:** Numerator, Canada, Internet related sites & services category; for [full list of companies](#) contact thinktv

For more TV and advertising information, check out [The Power of TV in an Attention Economy](#)