

TV FAQs

A background image showing a wooden desk with a silver laptop on the left, a white notebook with a black pen on the right, and a black calculator in the foreground. A hand is pressing a button on the calculator, and another hand is holding the pen over the notebook.

think^{tv}

TV facts

How much TV do Canadians watch?

Canadian adults watch over 16 hours of linear TV per week!

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

No. Young adults 18-34 watch 6.5 hours of linear TV per week.

How much TV is watched live?

85% of linear TV viewing is live.

What is TV's reach?

TV reaches 81% of Canadian adults each week & 90% monthly.

How does time spent watching TV compare to time spent with streaming services?

TV commands the largest share of video, beating YouTube and all the streaming services combined (true for all demos).

Does anyone still have a paid TV subscription?

Yes! Cord cutting has been far over-stated: There are over 9 Million paid TV subscriptions in Canada, down only 3.6% YOY.

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

Yes – TV delivers far more attention than both YouTube and social media

Does the screen matter?

Yes. TV screens get more attention, with ad recall 34% higher than ads on a computer, and 60% more than on a tablet or smart phone.

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 of 19%.

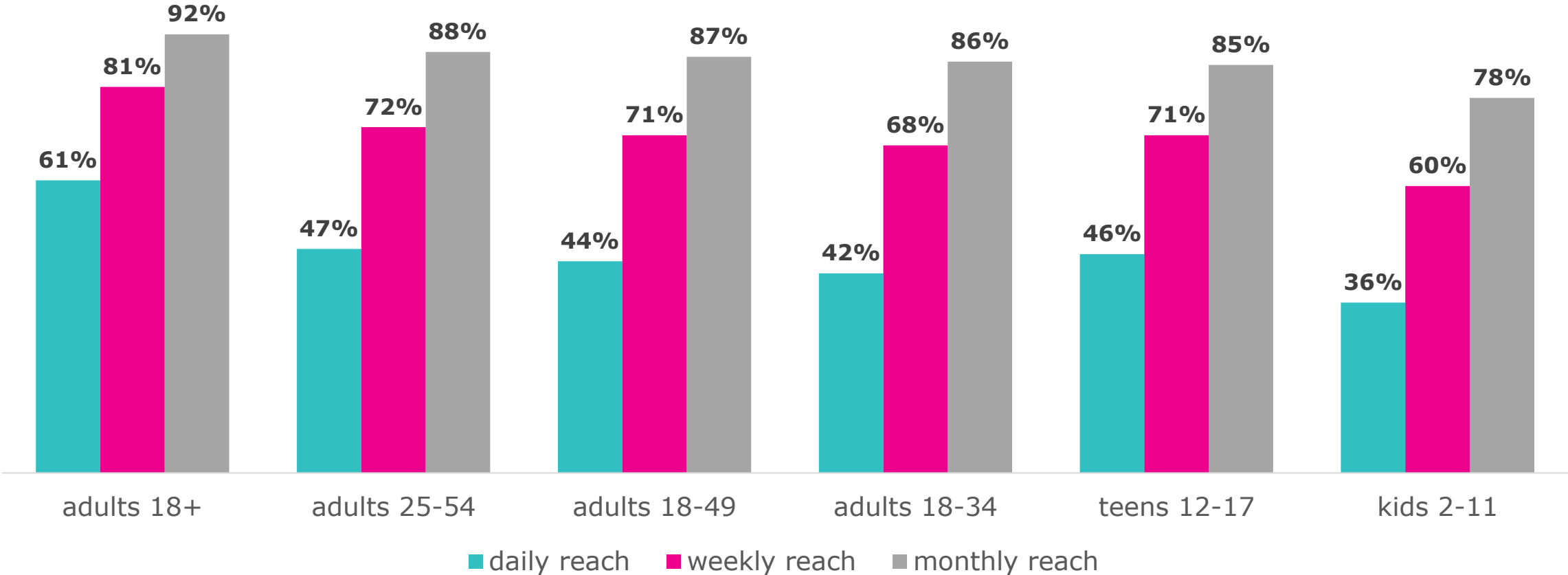
Does TV have a good ROI?

TV delivers one of the strongest ROI's and is the largest contributor of ad-generated profit.

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

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

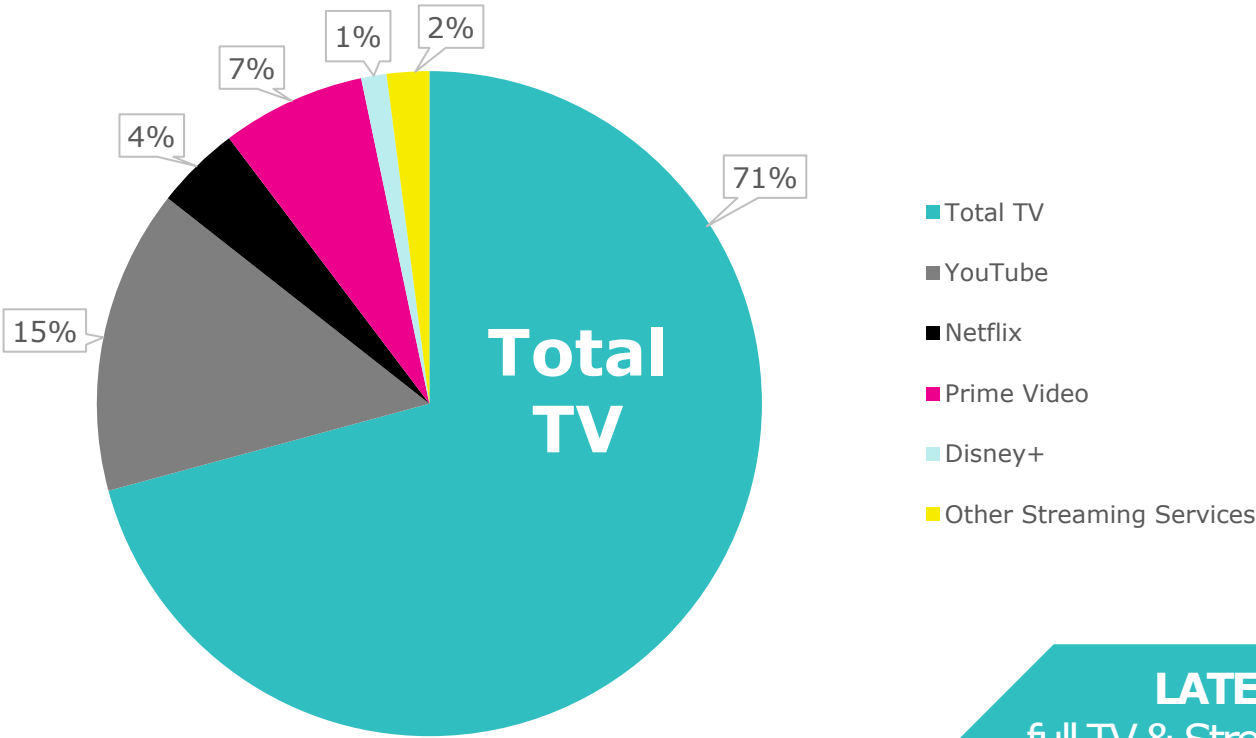
Linear TV reaches **92%** of Canadians monthly



Source: Numeris PPM, Total Canada, 09/15/25 to 05/31/2026
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Total TV captures **greatest share** of time spent with video

SHARE OF VIDEO ADULTS 18+



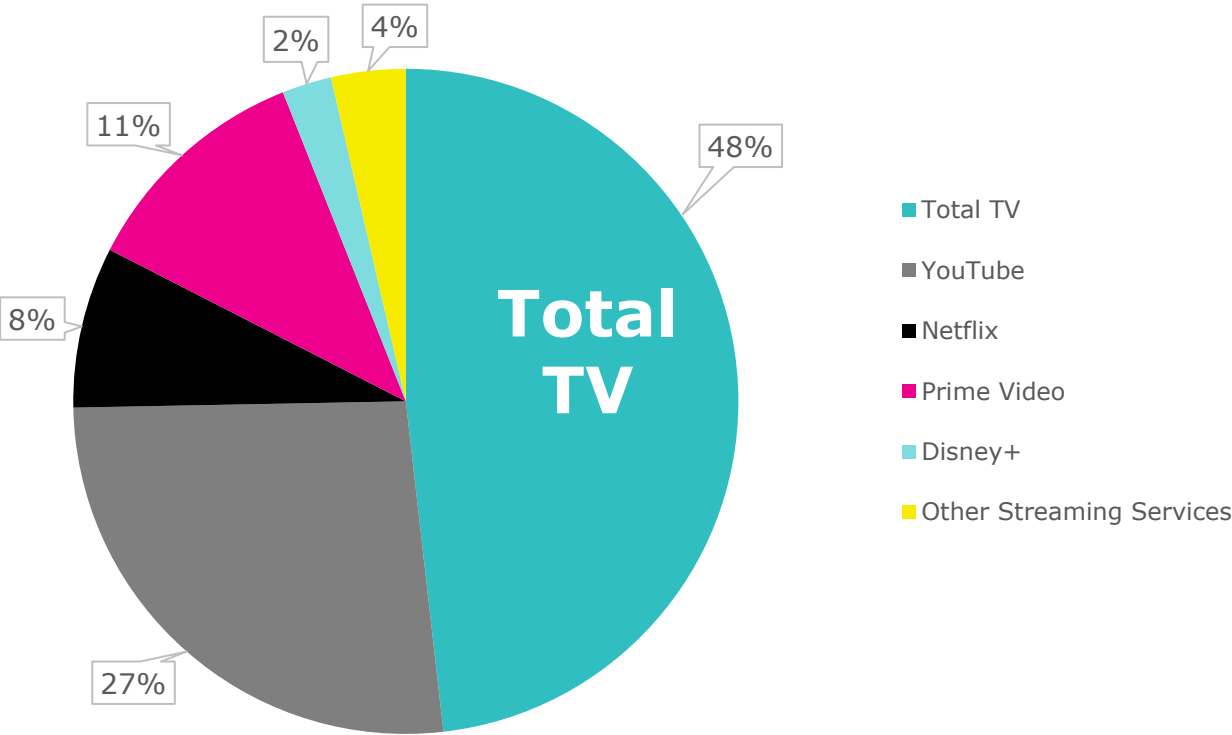
LATEST VAM DATA
full TV & Streaming Report Available
[HERE](#)

Source: Numeris VAM, 9/15/2025 to 5/31/2026, Canada, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)
Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV

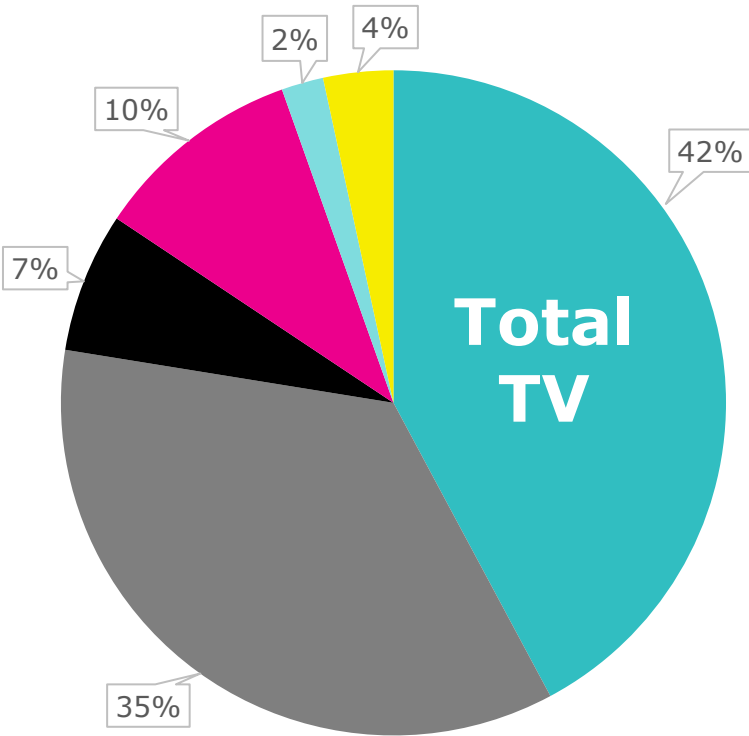
...across **key** demos

SHARE OF VIDEO

ADULTS 25-54



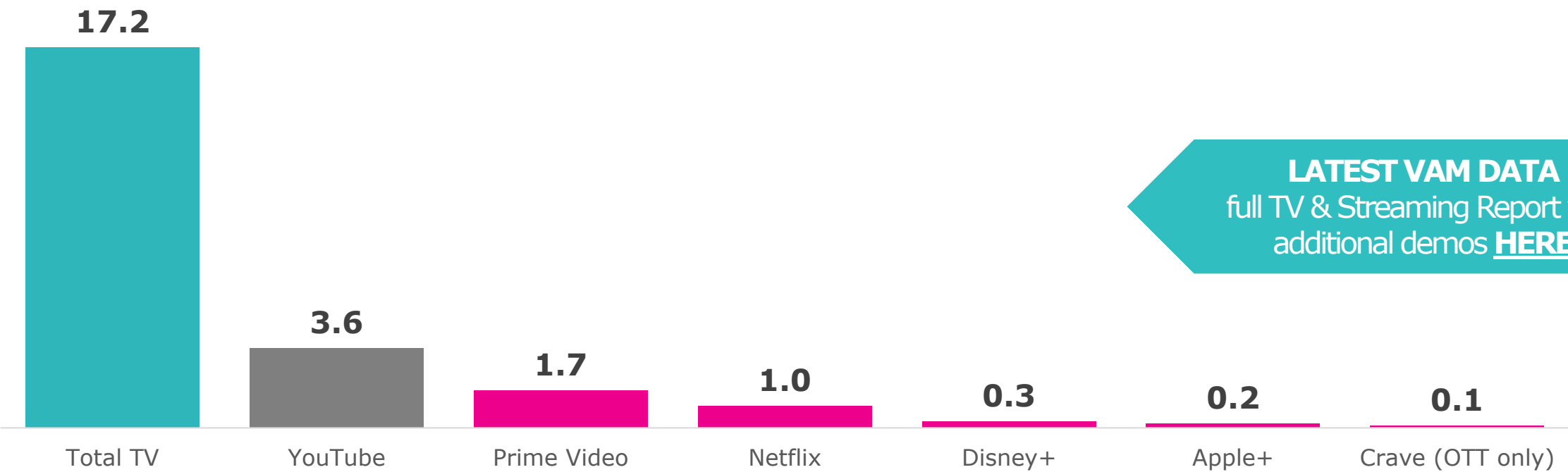
ADULTS 18-34



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Total TV dominates time spent

AVERAGE WEEKLY HOURS
ADULTS 18+

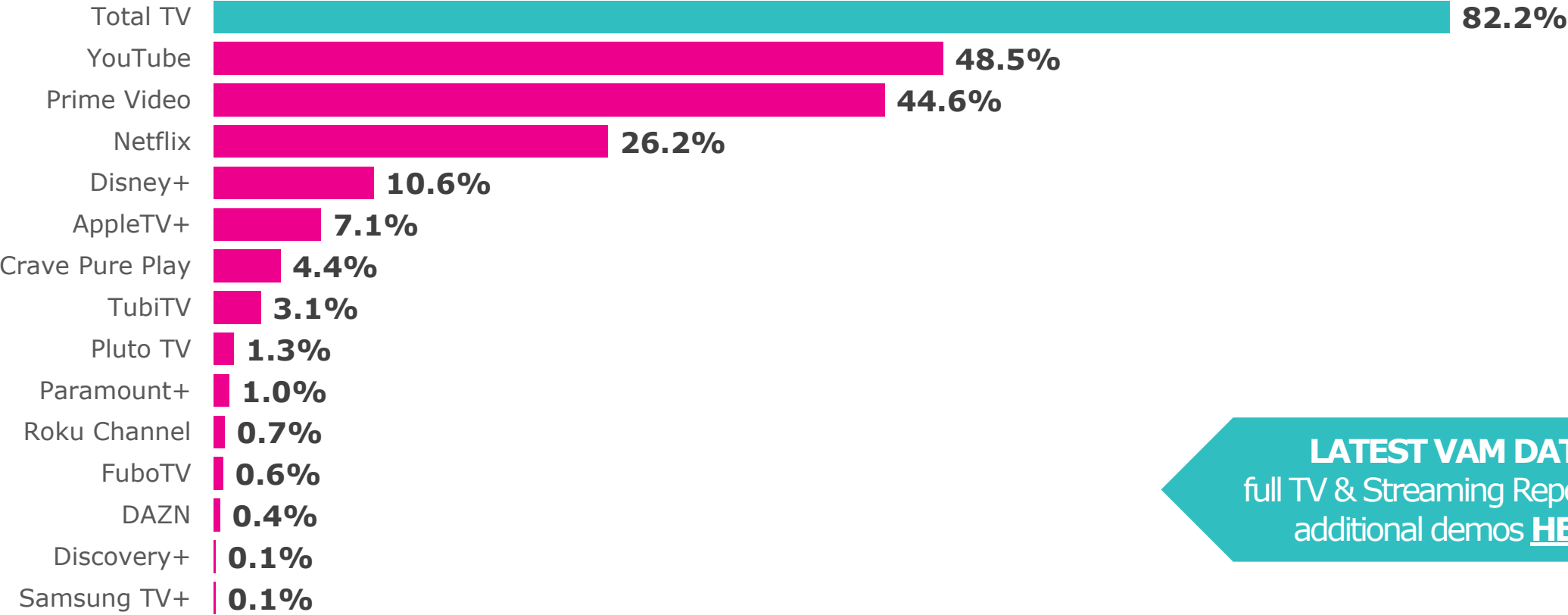


LATEST VAM DATA
full TV & Streaming Report with
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Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)

Total TV delivers unmatched reach

AVERAGE WEEKLY REACH % ADULTS 18+



LATEST VAM DATA
full TV & Streaming Report with
additional demos [HERE](#)

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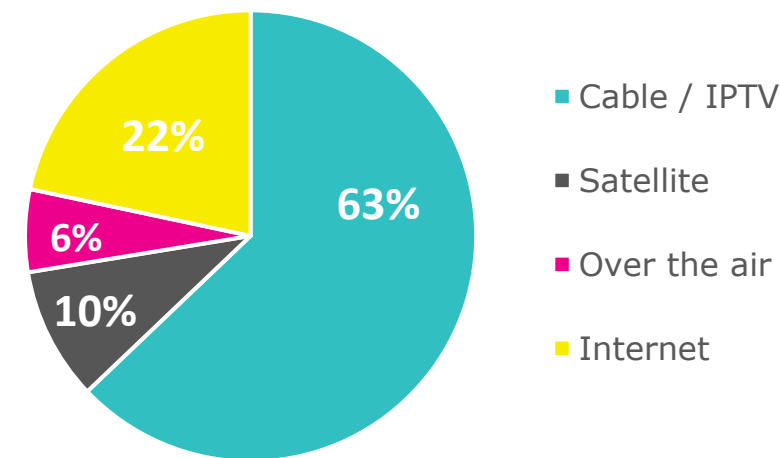
access to TV is almost universal

ACCESS TO LINEAR TV

nearly all Canadians have access to linear TV, either through paid TV services (cable / IPTV) or via streaming on the internet

PAID TV SUBSCRIPTIONS

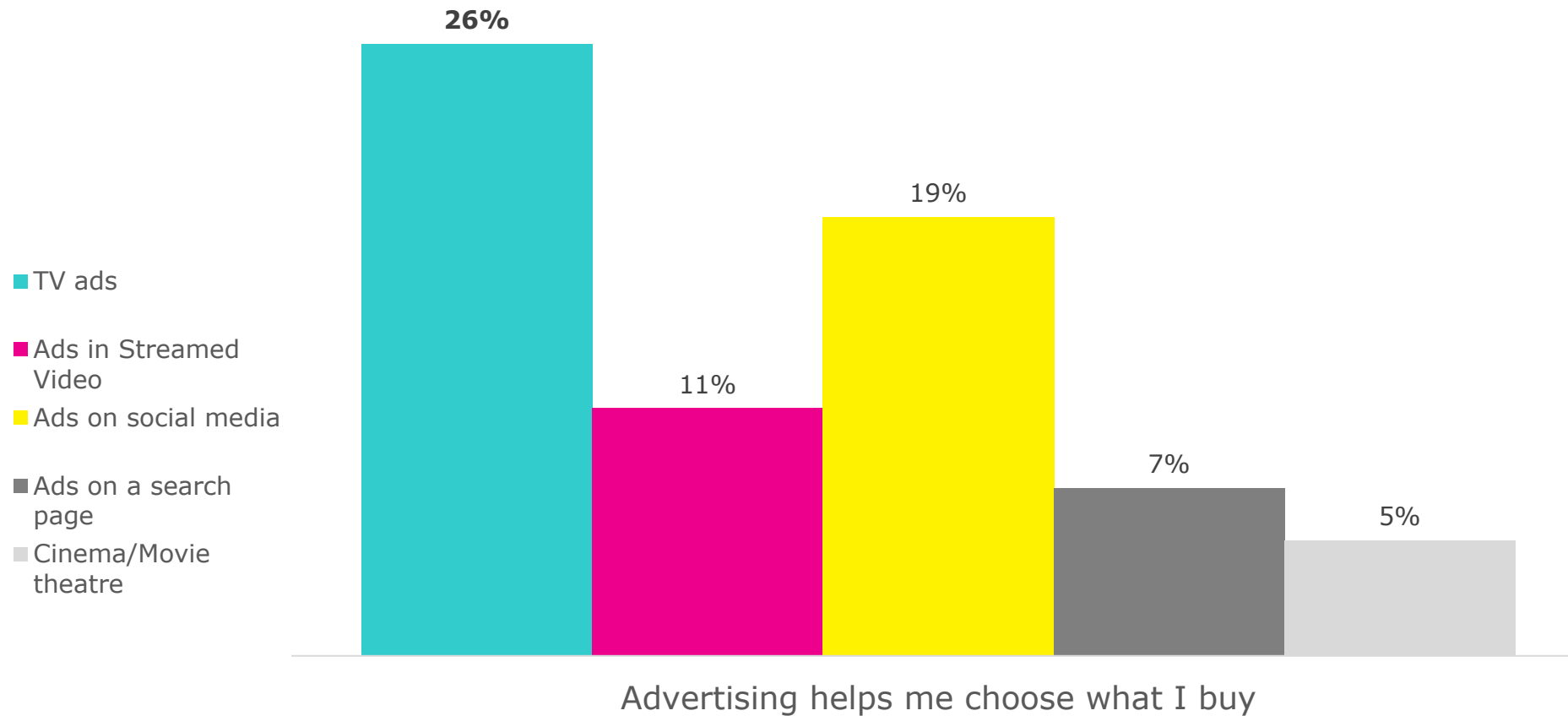
while household penetration of paid TV subscriptions remains strong in Canada, declining just 3.9% year-over-year, anyone with an internet connection has access to linear TV content



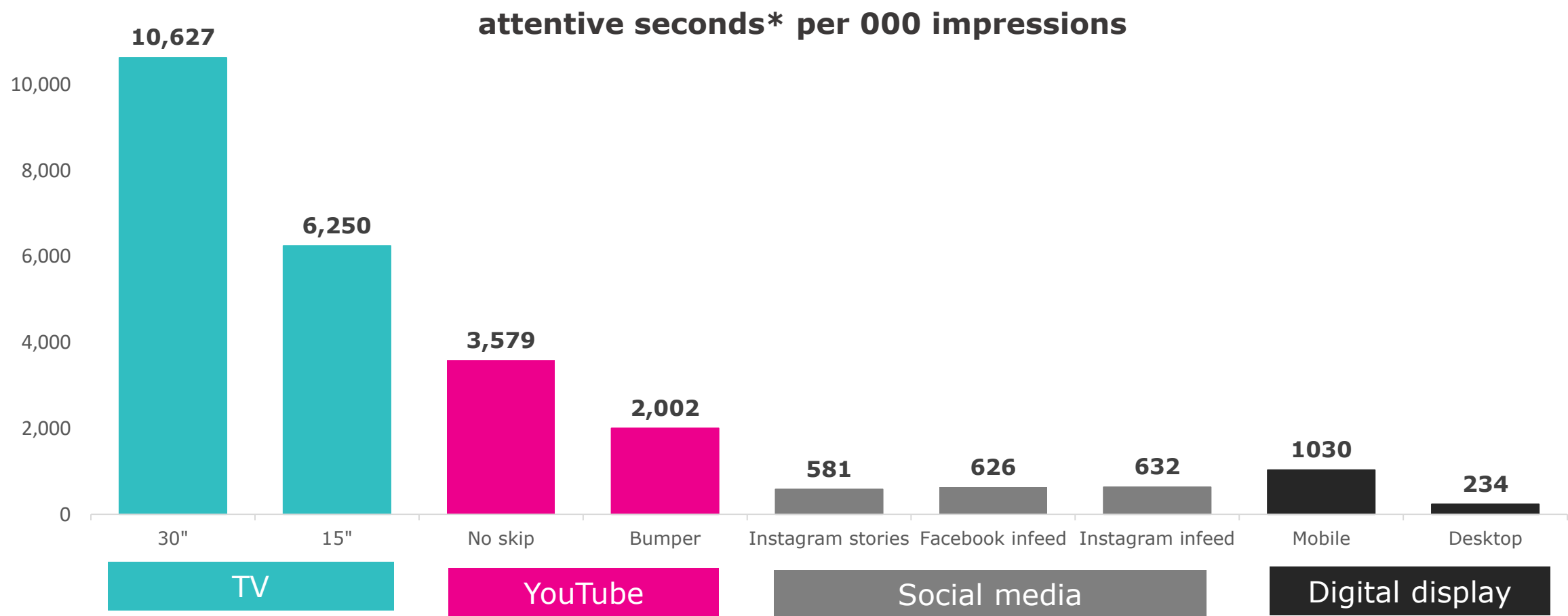
	Jan '25	Jan '26	Index (YOY)
TOTAL PAID SUBS	9,440,222	9,072,648	(3.9%)
Basic/Digital Cable	4,392,375	4,263,015	(2.9%)
Satellite	1,167,493	962,143	(17.6%)
Telco/IPTV (Internet Protocol TV)	3,857,509	3,824,715	0%
Other	22,845	22,775	(0.3%)

Source: Numeris Universe Estimates: * Jan 2026 Reception Type Update - PPM TV Panels, Total Canada, persons 2+
Source: Mediastats, BDU Profile Report, Total Canada | IPTV = Internet Protocol Television: the delivery of television content over Internet Protocol (IP) networks, e.g. Bell Fibe TV, Telus/Optik TV

TV advertising is most likely to **drive purchase** decisions

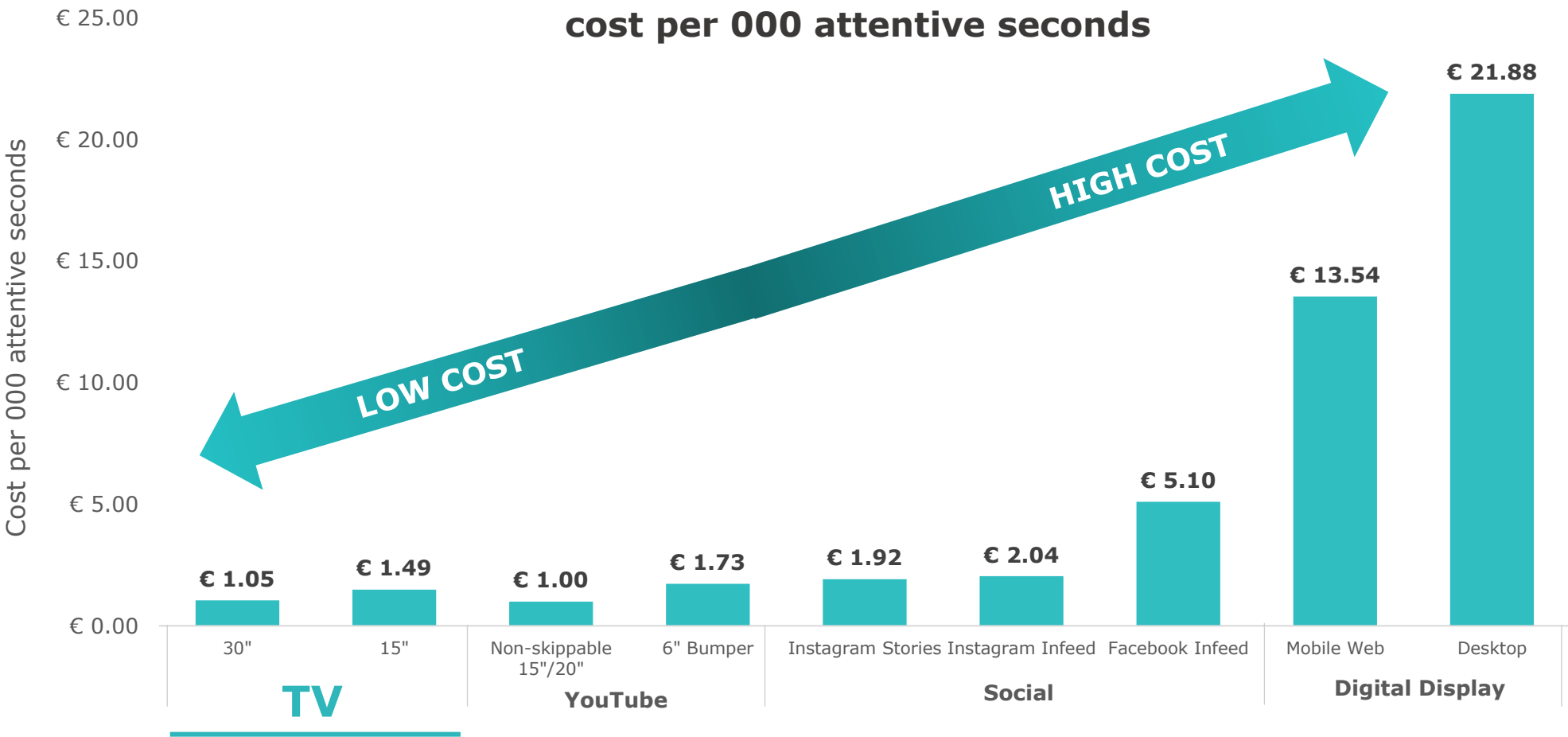


TV ads deliver the most “attentive seconds”



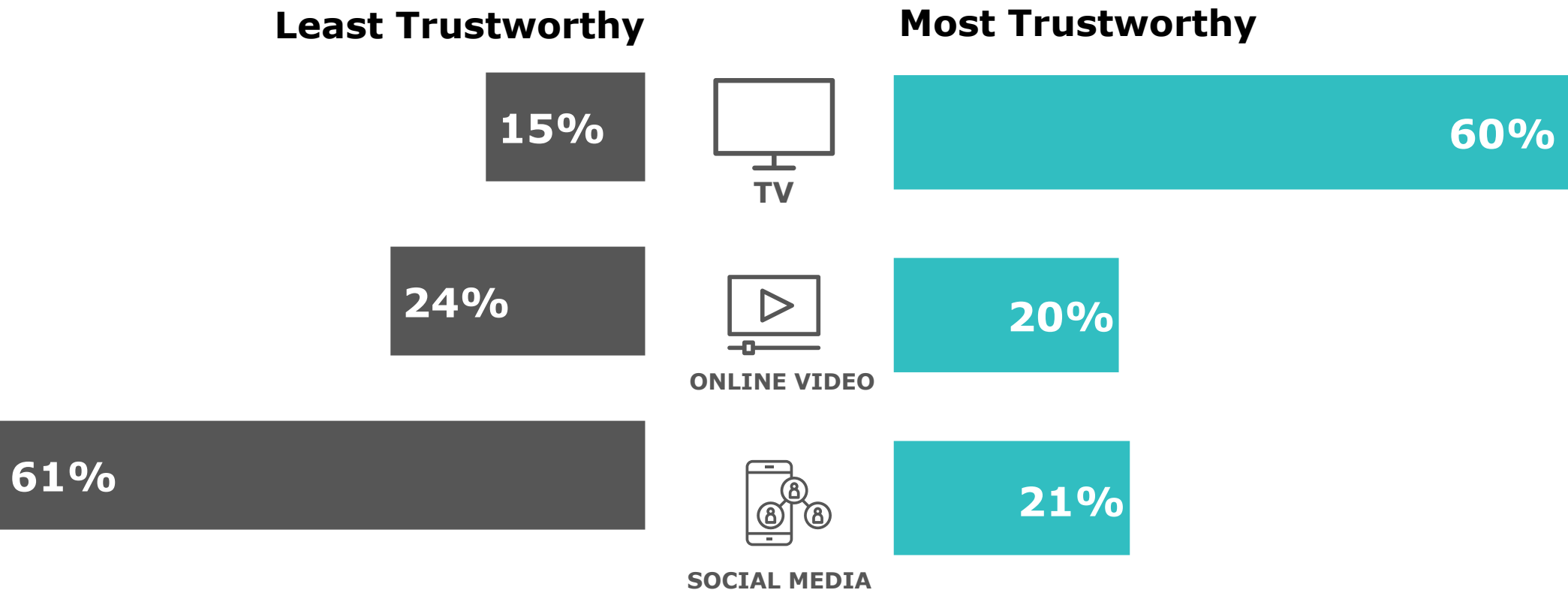
Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, 2024
* “attentive seconds” = the actual time an ad is viewed by a person.

TV is an **attention** bargain



Source: Lumen [The True Cost of Advertising Attention](#)

TV is the **most trustworthy** medium for Canadians, social is the least

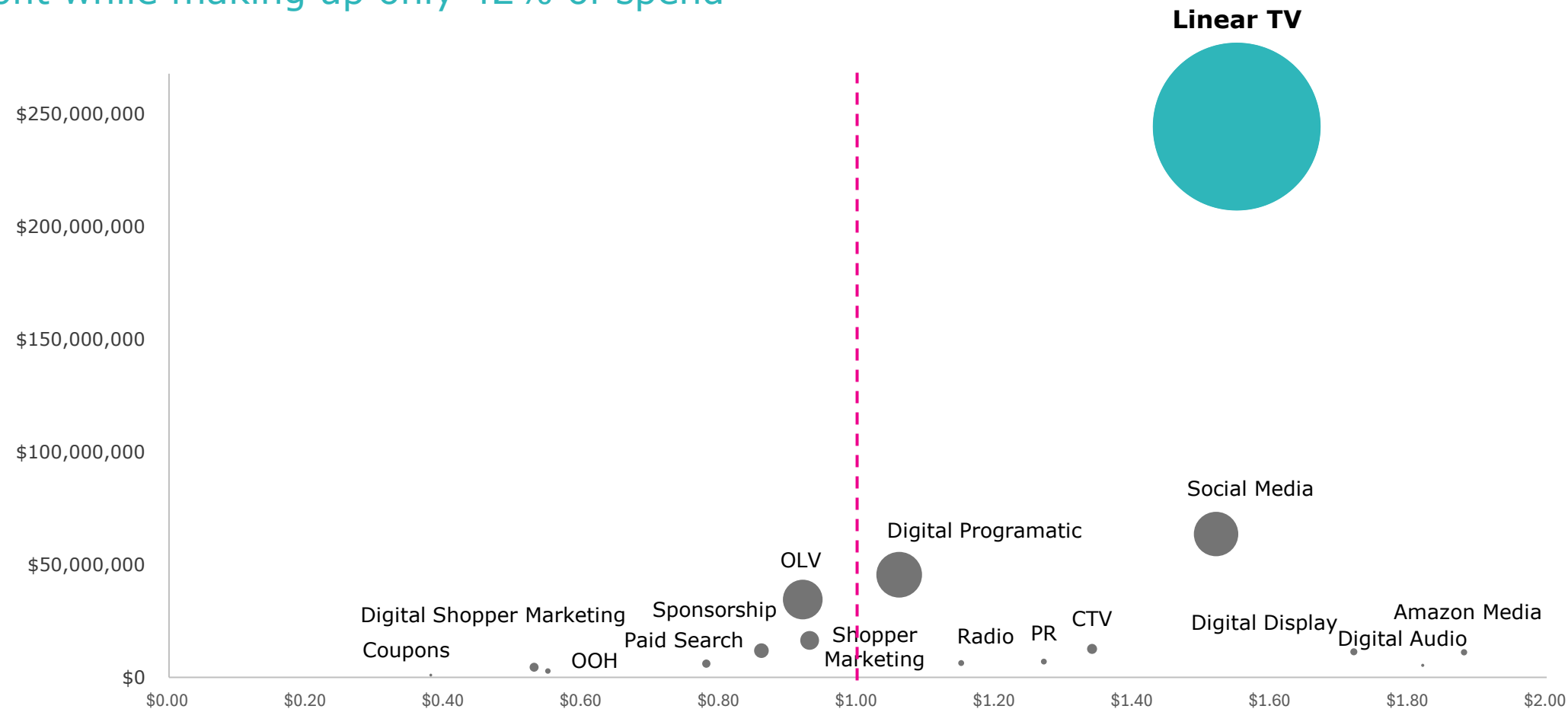


Which one of the following media carries video advertising that you believe to be most trustworthy? least trustworthy?

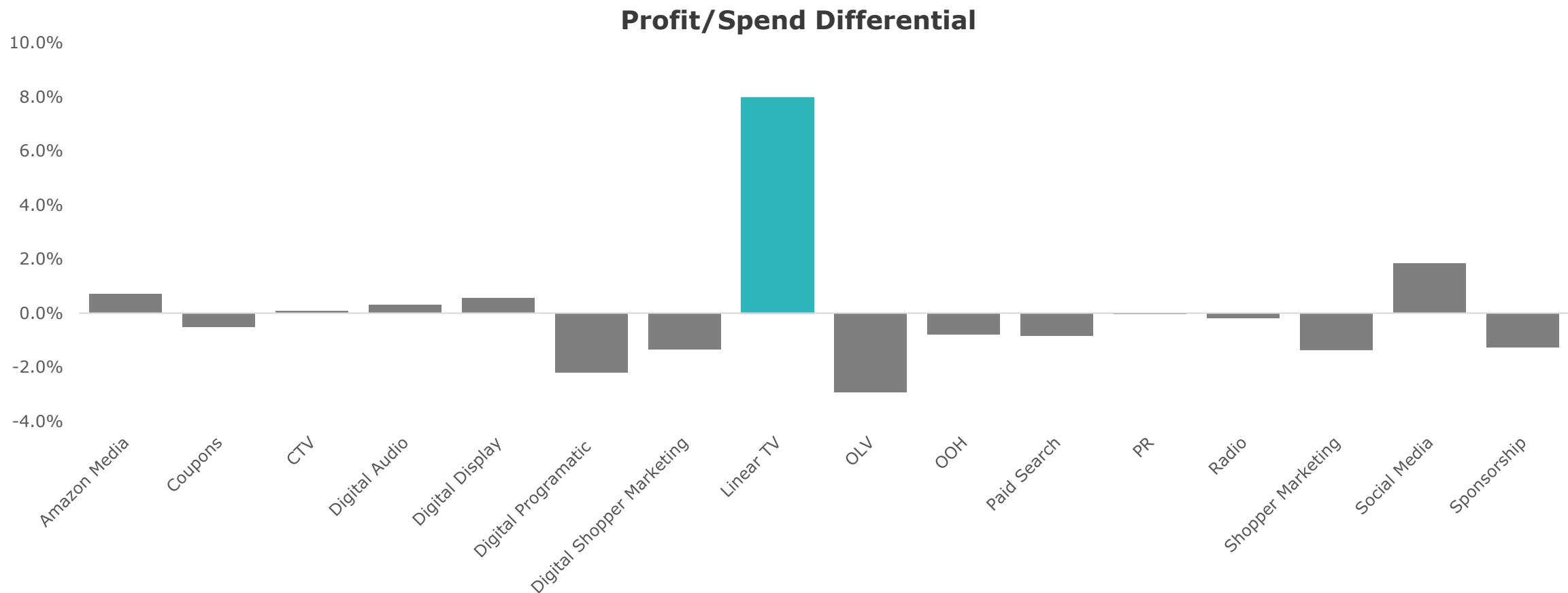
Source: YouGov survey, Total Canada, A18+, July 2024

TV is the largest profit driver in Canada

TV delivers 50% of measured short-term profit while making up only 42% of spend

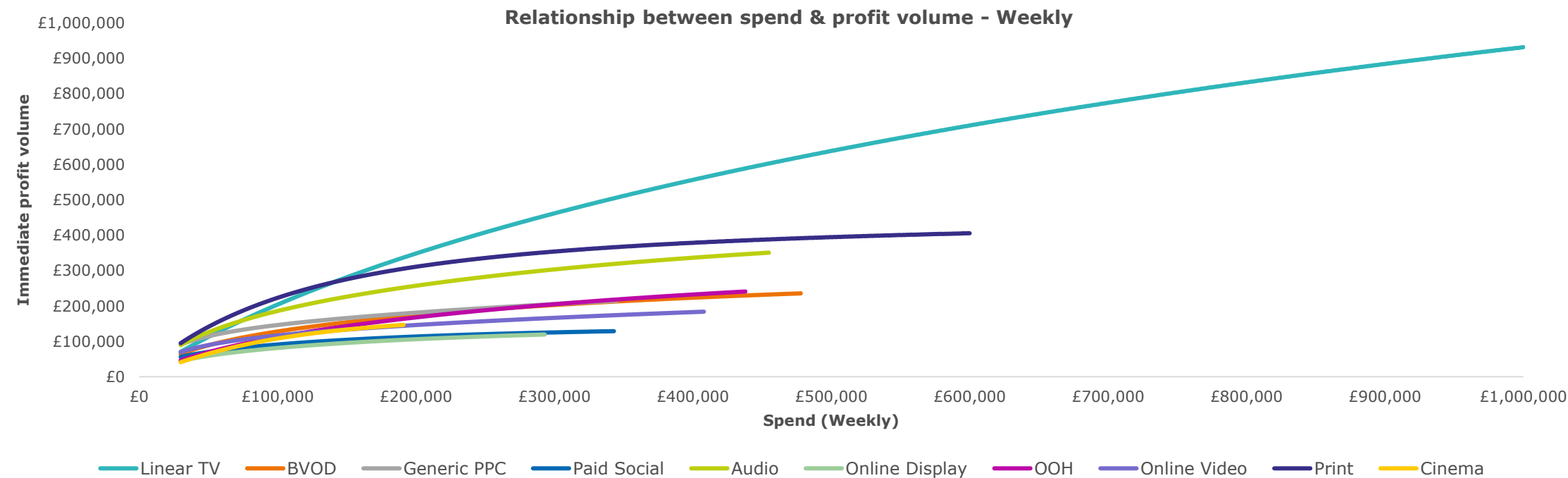


TV over-indexes on profit vs spend



TV has scale

TV's scale means diminishing returns set in later, allowing marketers to increase spend while continuing to generate incremental profit



in case you missed it

check out these additional research reports & presentations



outcomes video measurement

Environics Analytics' David Phillips shares a detailed analysis of TV campaign-level performance across a variety of brands and categories. The findings demonstrate that TV delivers value throughout the customer journey and drives tangible performance outcomes.

[learn more »](#)



the drivers of advertising creative

Mark Ritson unpacks the commercial, strategic, and psychological factors behind high-performing creative—and challenges marketers to rethink how they brief, evaluate, and invest in advertising.

[learn more »](#)



kickstarting the quality revolution

Erez Levin, media futurist and ad quality evangelist, explains why marketers need to move beyond simple reach and binary metrics like viewability to focus on media quality signals that better predict marketing outcomes.

[learn more »](#)



the eye-watering cost of dull media

Peter Field and Dr. Karen Nelson-Field's latest research project "The Extraordinary Cost of Dull" puts a dollar value (almost \$200 billion!) on invisible impressions and dull media, and identifies tactics to optimize media dollars.

[learn more »](#)



marketing effectiveness in Canada

Through extensive analysis of Canadian businesses' marketing plans, Miix Analytics quantifies the value of media spend, reveals the impact of each media channel, and uncovers opportunities to maximize return on media investment in Canada.

[learn more »](#)



spotlight on Quebec

French-speaking Canadians have a strong connection with TV. They watch more television and spend less time with streaming services than the average Canadian. Find out more about this unique market.

[learn more »](#)



TV FAQs

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