

# TV FAQs

think<sup>tv</sup>



# 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%.

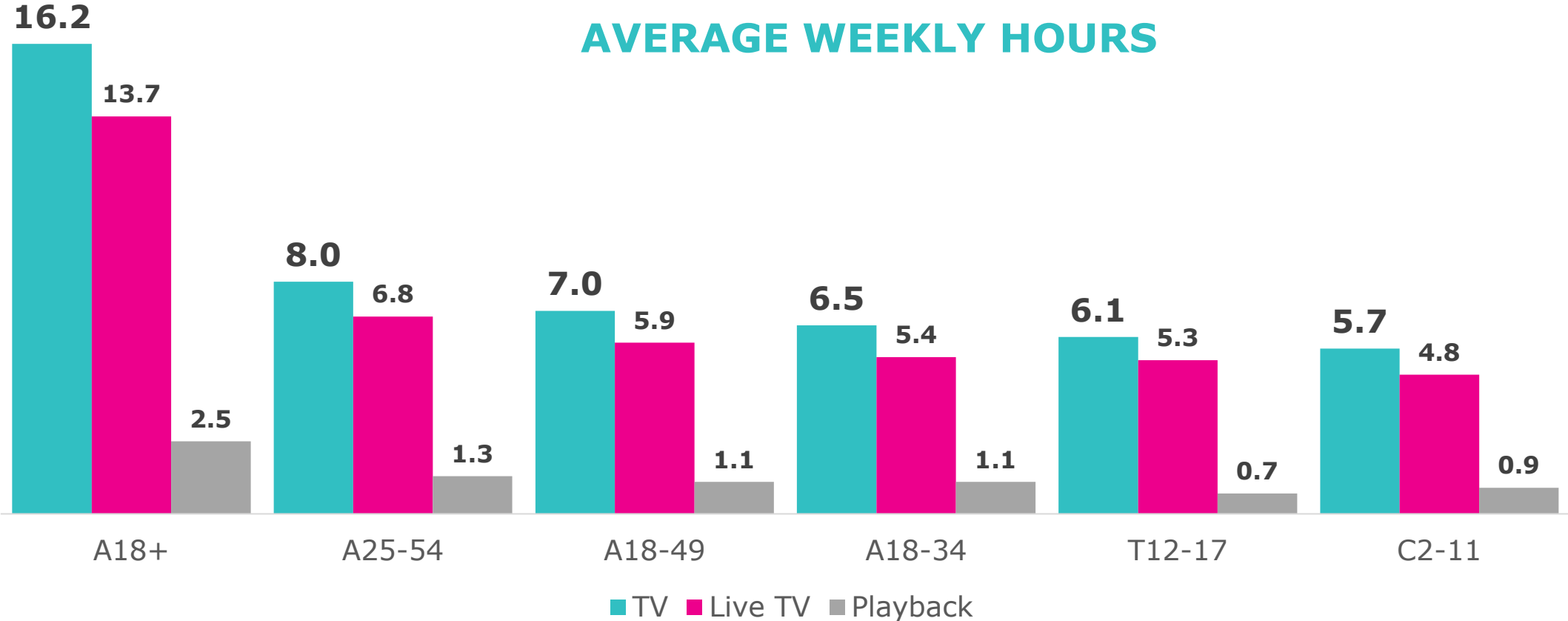
## Does TV have a good ROI?

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.

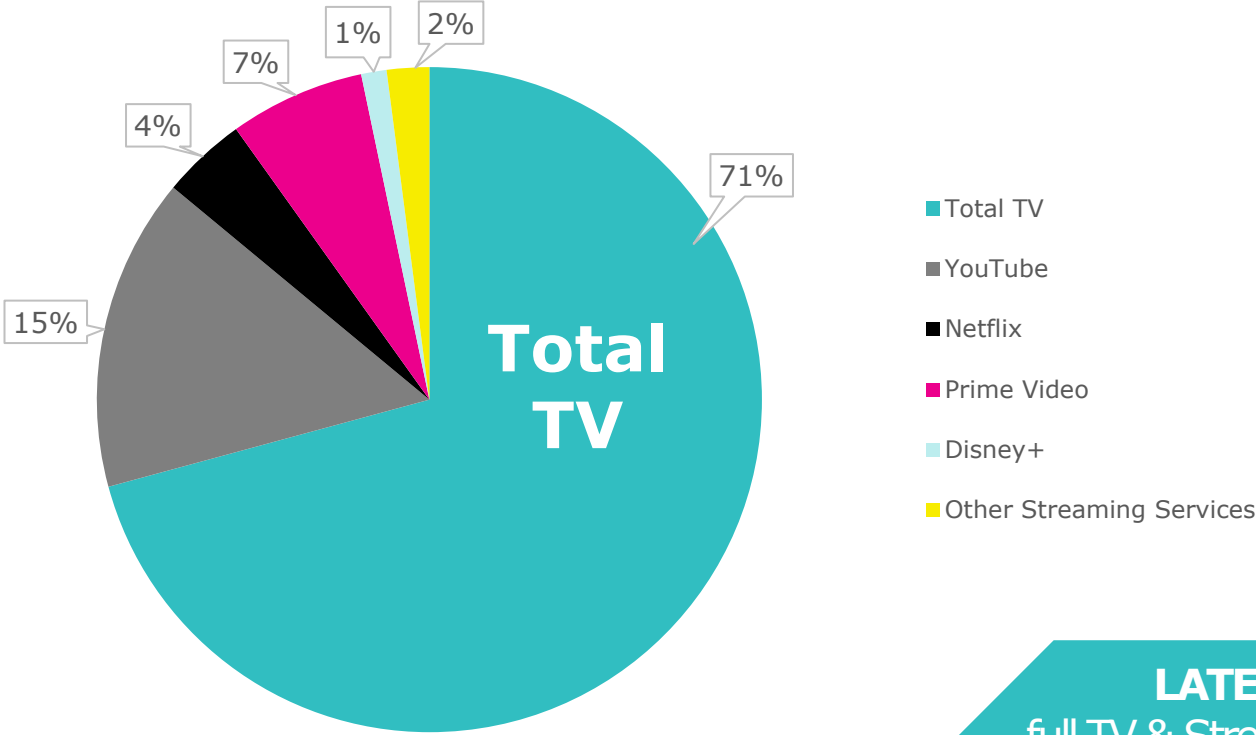
# Canadians watch a lot of linear TV and **most of it is live**



Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025  
 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.  
 Playback = non live viewing 0-7 days post airing

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

## SHARE OF VIDEO



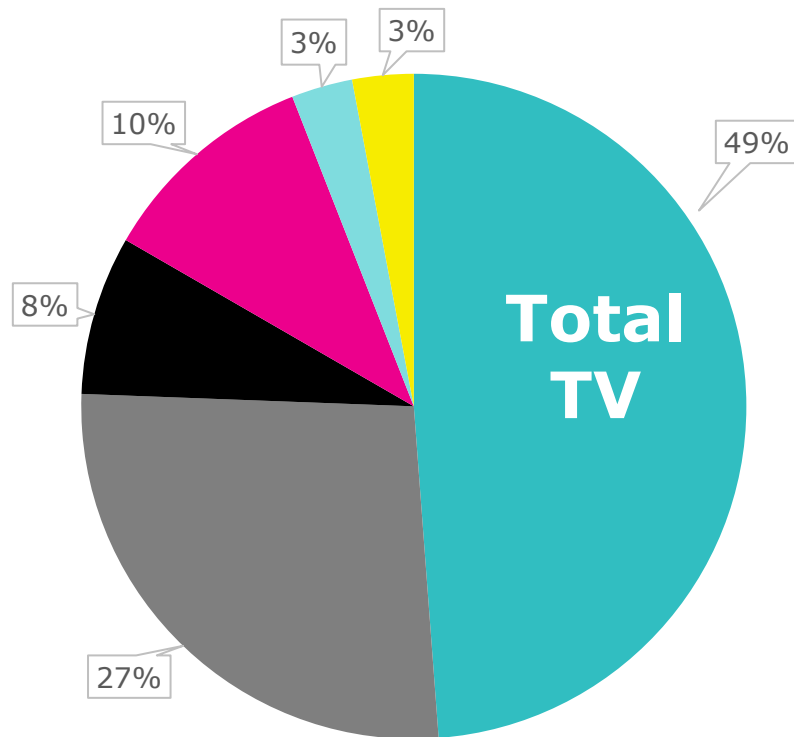
**LATEST VAM DATA**  
full TV & Streaming Report Available  
[HERE](#)

Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada, Adults 18+, all time spent per capita  
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are 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

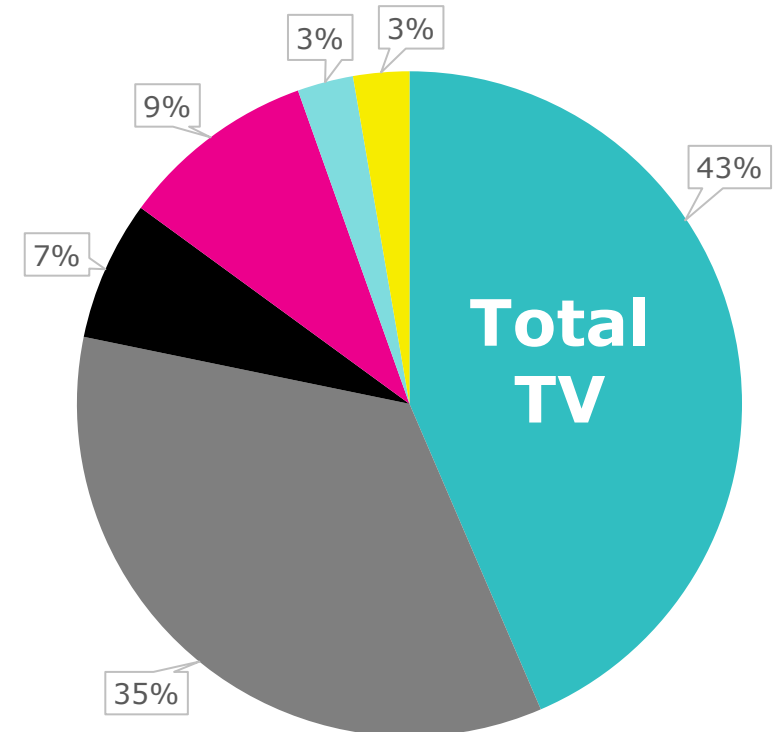
# ...across key demos

## SHARE OF VIDEO

ADULTS 25-54



ADULTS 18-34



- Total TV
- YouTube
- Netflix
- Prime Video
- Disney+
- Other Streaming Services

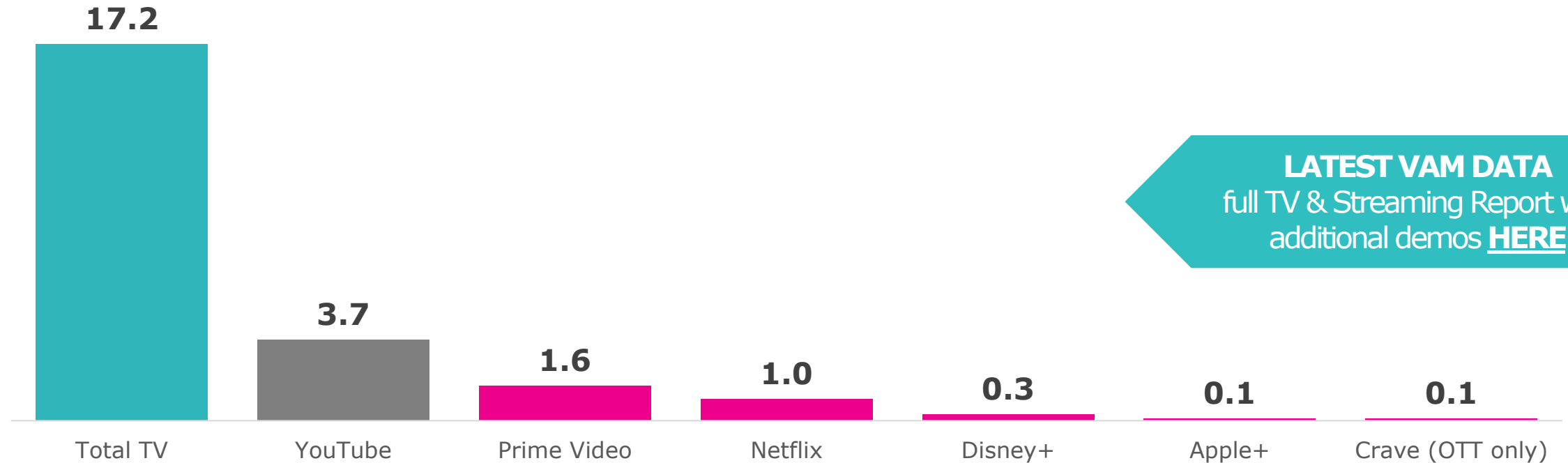
Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada, all time spent per capita

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# Total TV dominates time spent

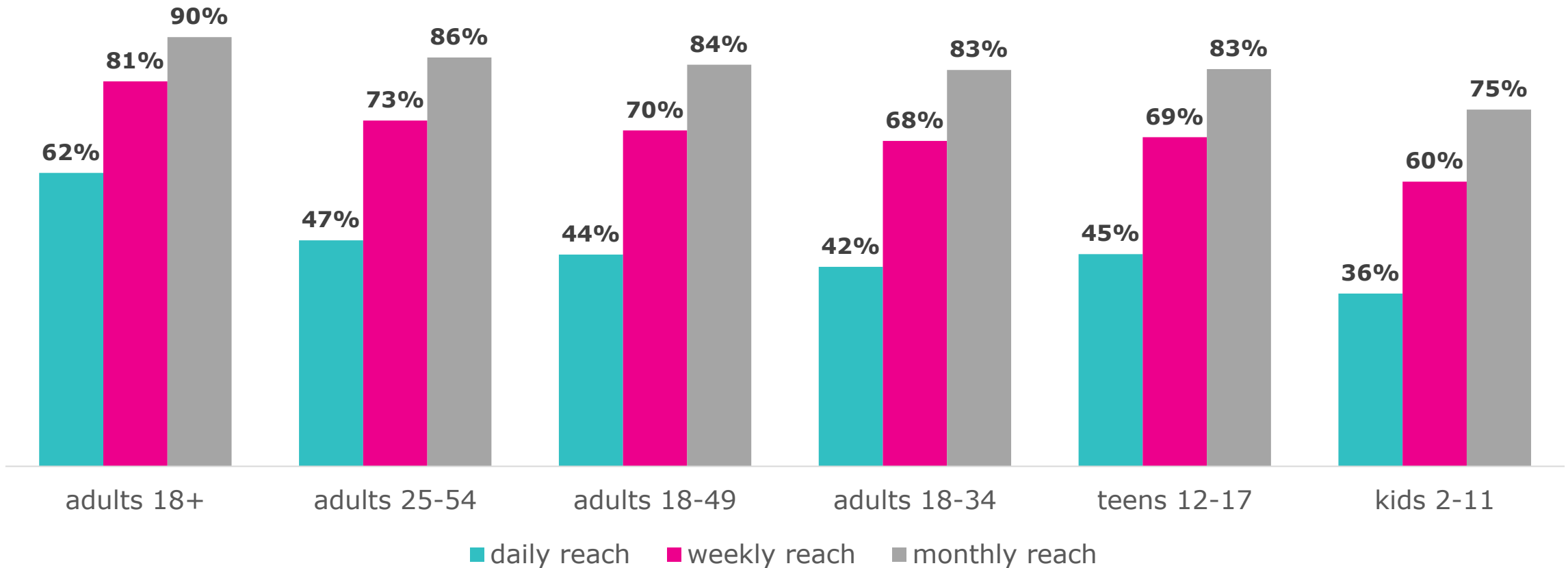
## AVERAGE WEEKLY HOURS ADULTS 18+



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

Source: Numeris VAM 09/15/25 to 12/21/2025 | Total Canada | all time spent per capita  
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

# Linear TV reaches **90%** of Canadians monthly



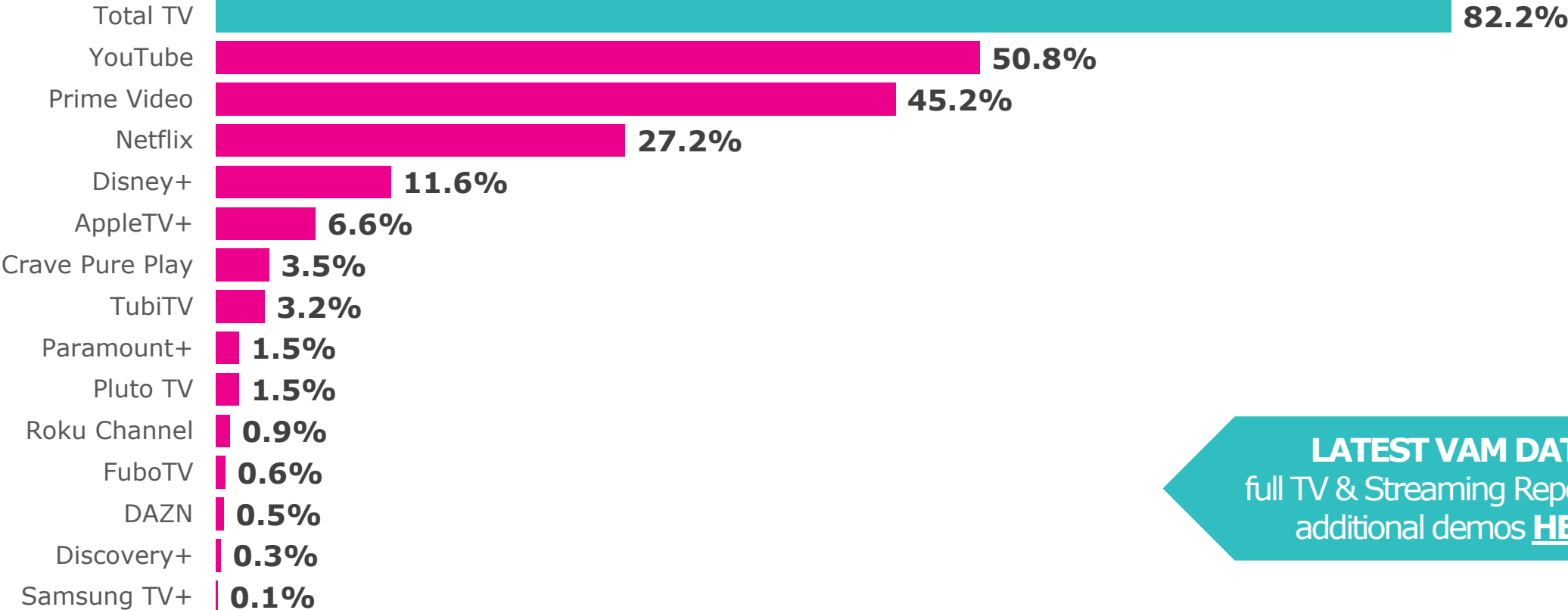
Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025

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 delivers unmatched reach

## AVERAGE WEEKLY REACH %

ADULTS 18+



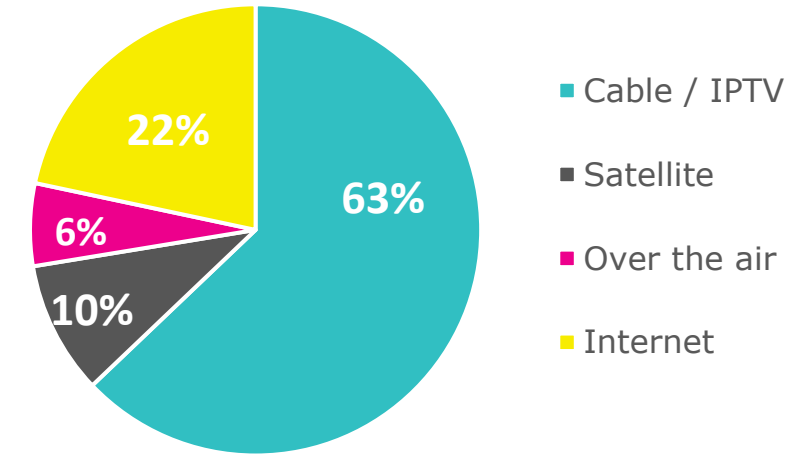
**LATEST VAM DATA**  
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Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada  
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

# 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

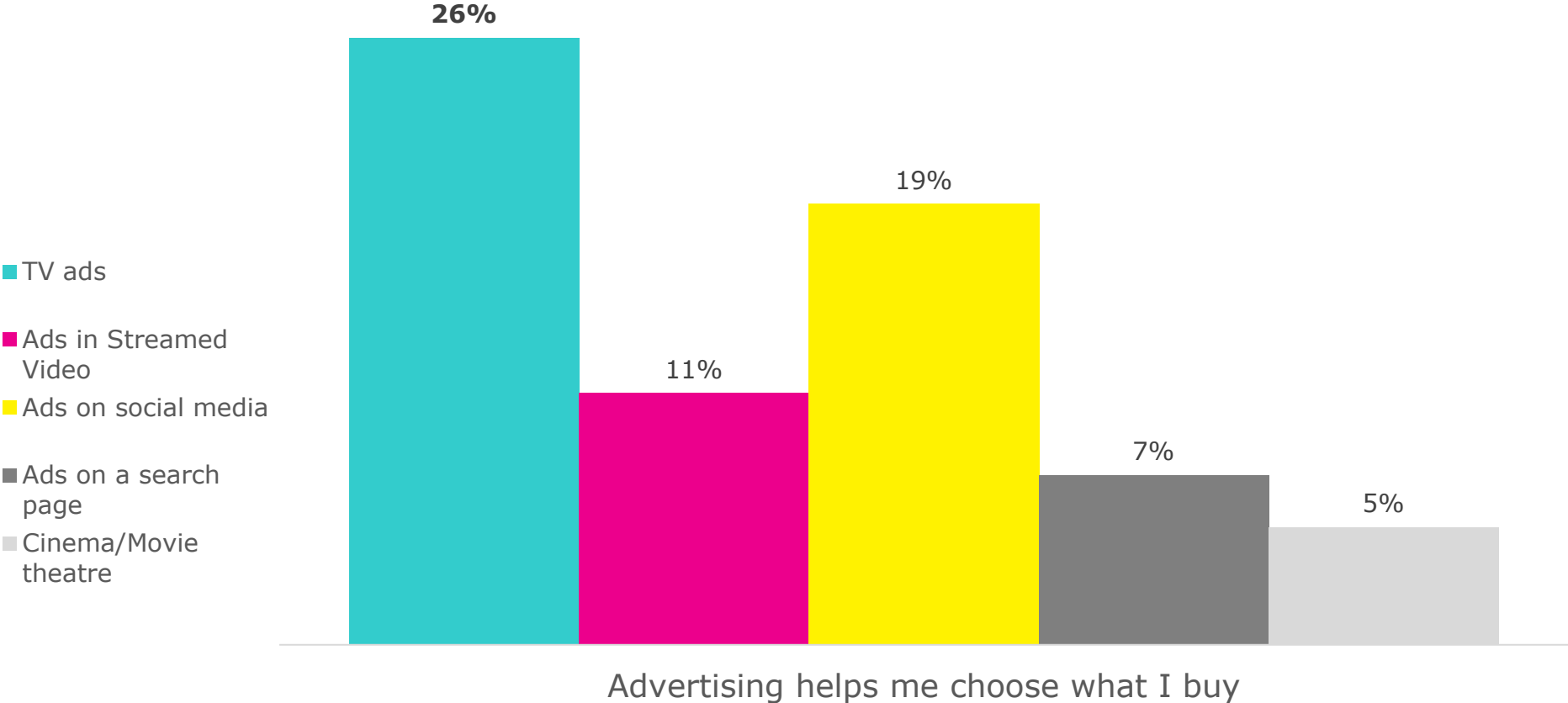
while household penetration of paid TV subscriptions remains strong in Canada, declining just 3.6% year-over-year, anyone with an internet connection has access to linear TV content

	Sep '24	Sep '25	Index (YOY)
<b>TOTAL PAID SUBS</b>	9,555,924	9,214,736	<b>(3.6%)</b>
Basic/Digital Cable	4,467,831	4,315,548	(3.4%)
Satellite	1,246,727	1,028,117	(17.5%)
Telco/IPTV (Internet Protocol TV)	3,818,491	3,859,578	+1.1%
Other	22,875	22,799	(0.3%)

Source: Numeris Universe Estimates: \* Sept 2025 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

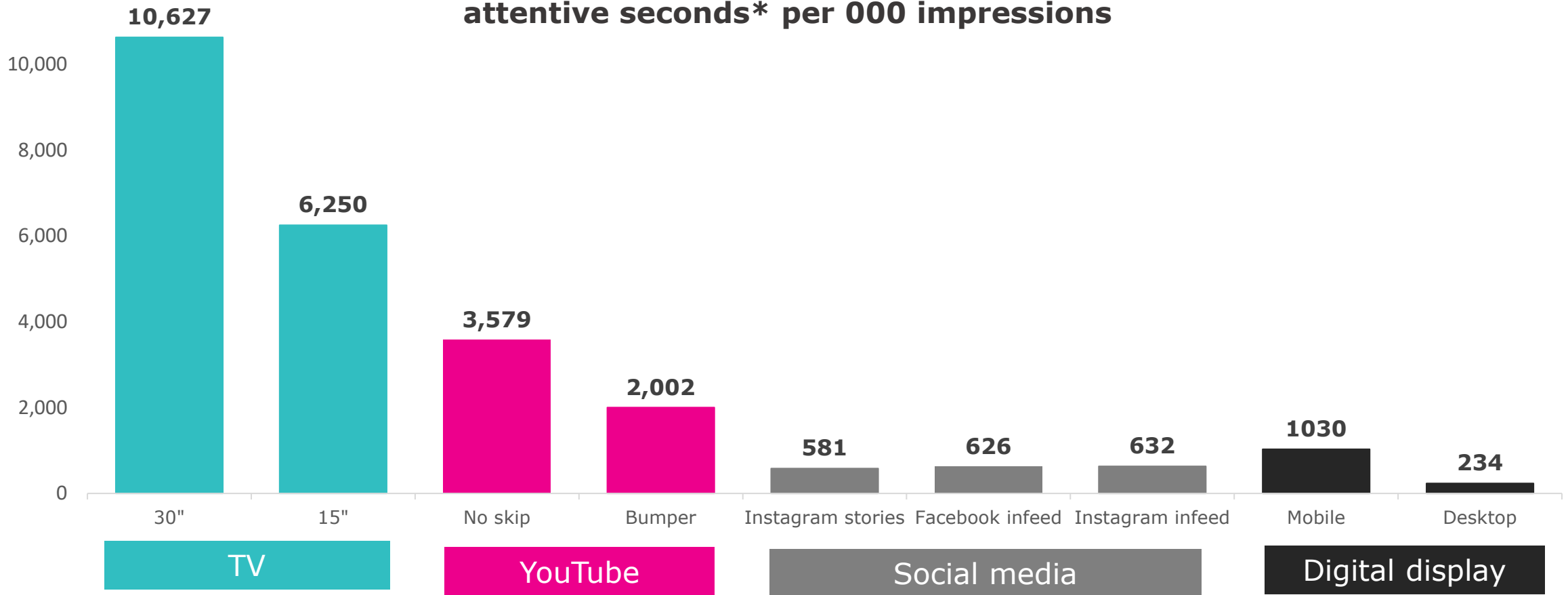
# TV advertising is most likely to drive purchase decisions



Source: Vividata SCC | Study of the Canadian Consumer Fall 2025 | Adults 18+

# TV ads deliver the most “attentive seconds”

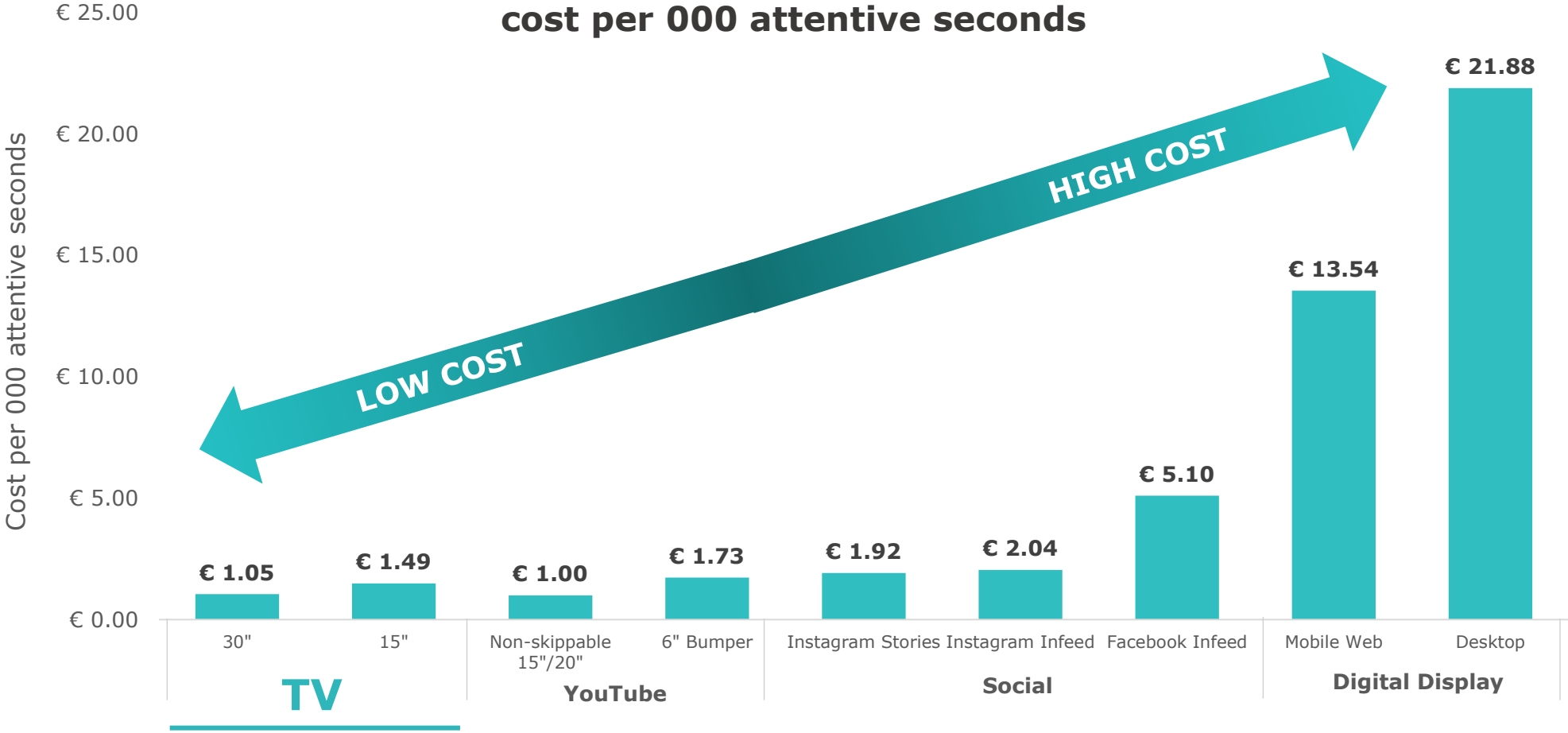
measuring awareness through attention  
**attentive seconds\* per 000 impressions**



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](#)

# the **big screen** delivers more **attention**



## TV ENVIRONMENT DELIVERS

### **Higher ad recall than computer screens**

The big screen creates stronger memory encoding

**+ 34%**

### **Higher ad recall than mobile devices**

Mobile is distracted and divided, TV is not

**+ 60%**

### **More attentive seconds than social media**

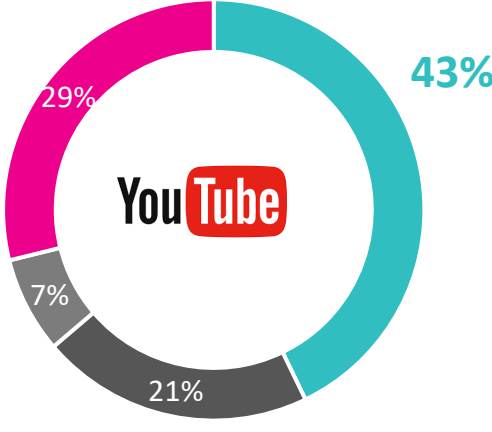
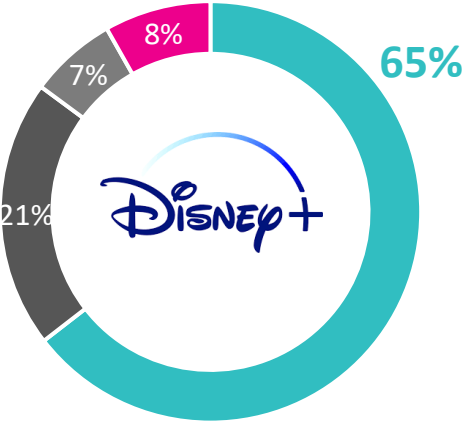
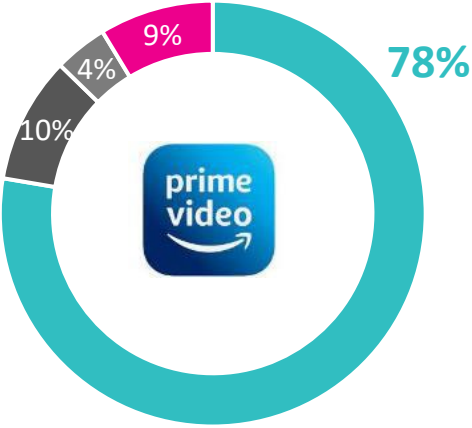
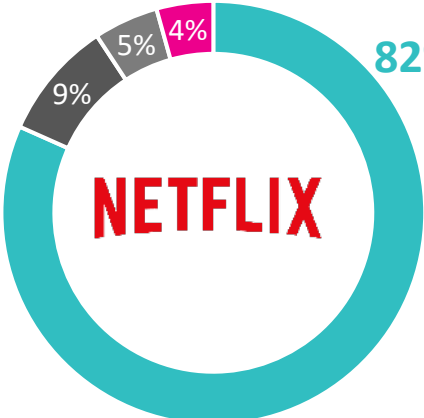
Attention is the multiplier

**2.4x**

# big screen = big attention

TV screens are the preferred viewing platforms for both linear TV and premium streaming services - **but less so for YouTube**

## SHARE OF TUNING BY DEVICE

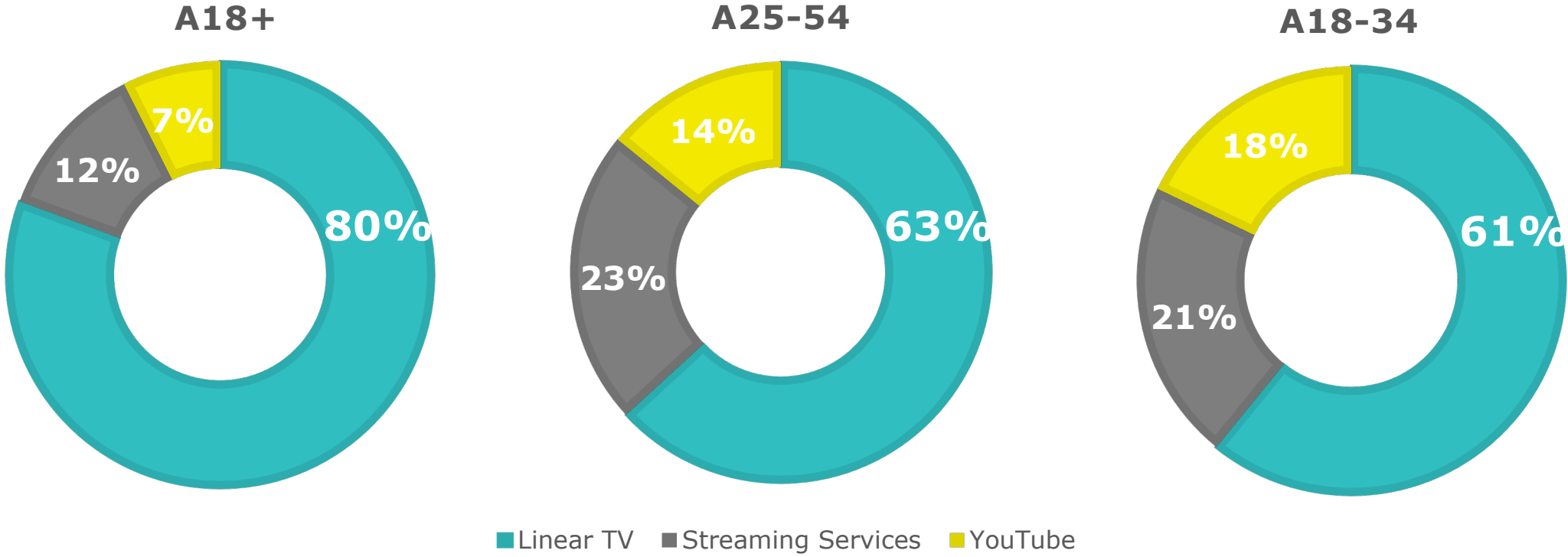


■ TV/Smart TV ■ PC/Mac ■ Mobile ■ Tablet

Source: Numeris VAM, 09/15/25 to 12/21/2025 | Total Canada, Adults 18+ | Streaming Services, YouTube includes in-home viewing only

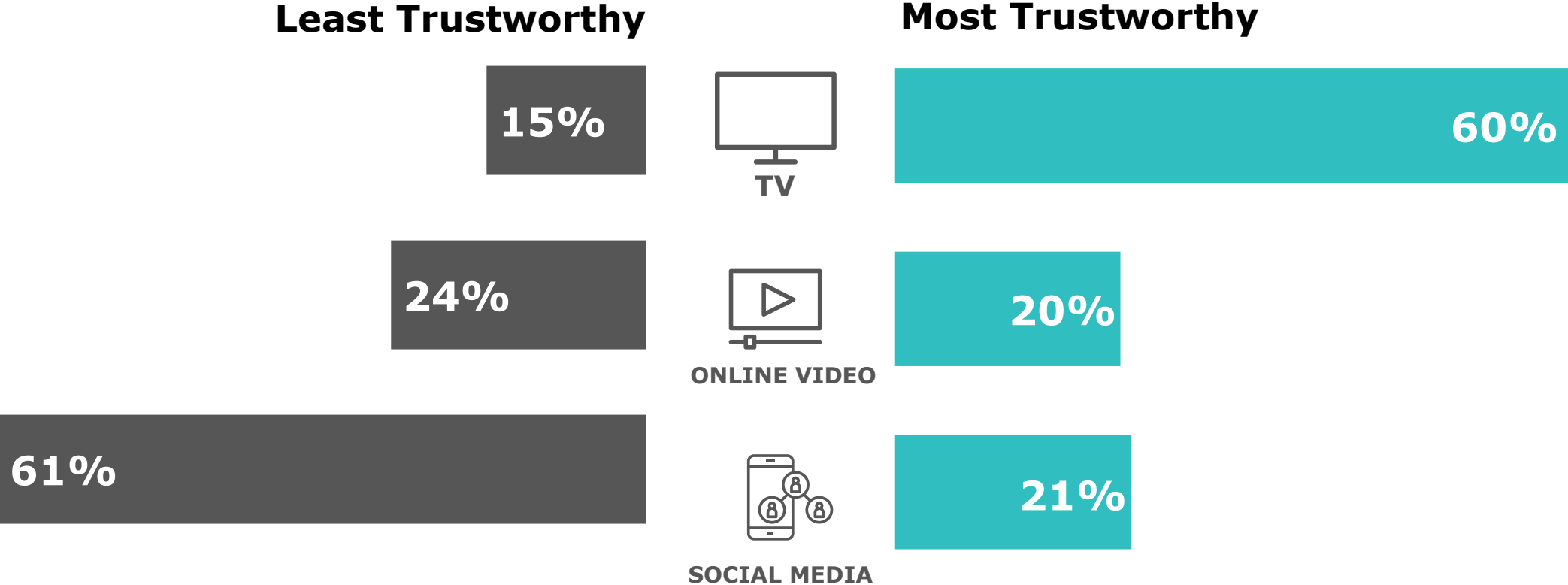
# Linear TV makes up 80% of TV screen viewership

across all ages, linear TV makes up the majority of what we're watching on the big screen



Source: Numeris VAM , 9/1/2025 to 11/30/2025, Total Canada | Total Time (hours) on a TV / Smart TV device; full source in report

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

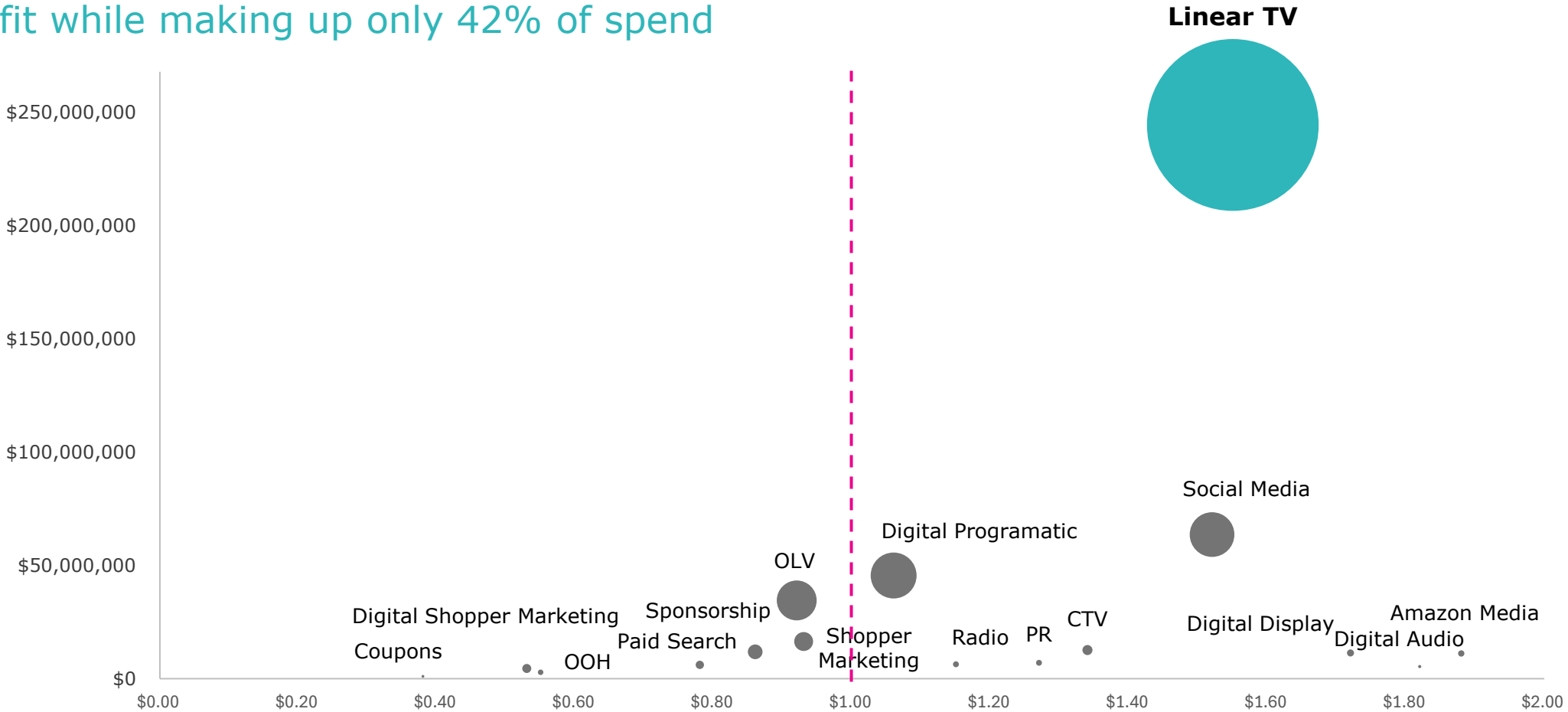


Which one of the following media carries video advertising that you believe to be most trustworthy? least trustworthy?

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

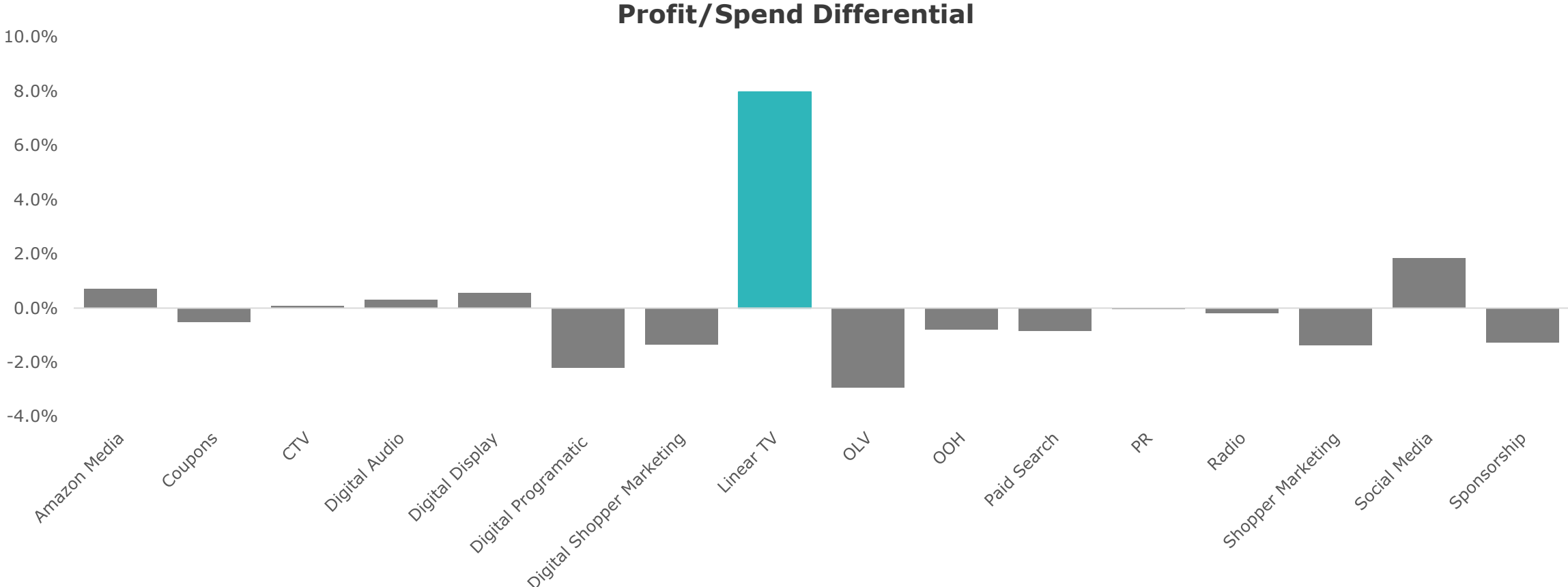
# TV is the largest profit driver in Canada

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



Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m in media spend analyzed, Canadian data

# TV over-indexes on profit vs spend

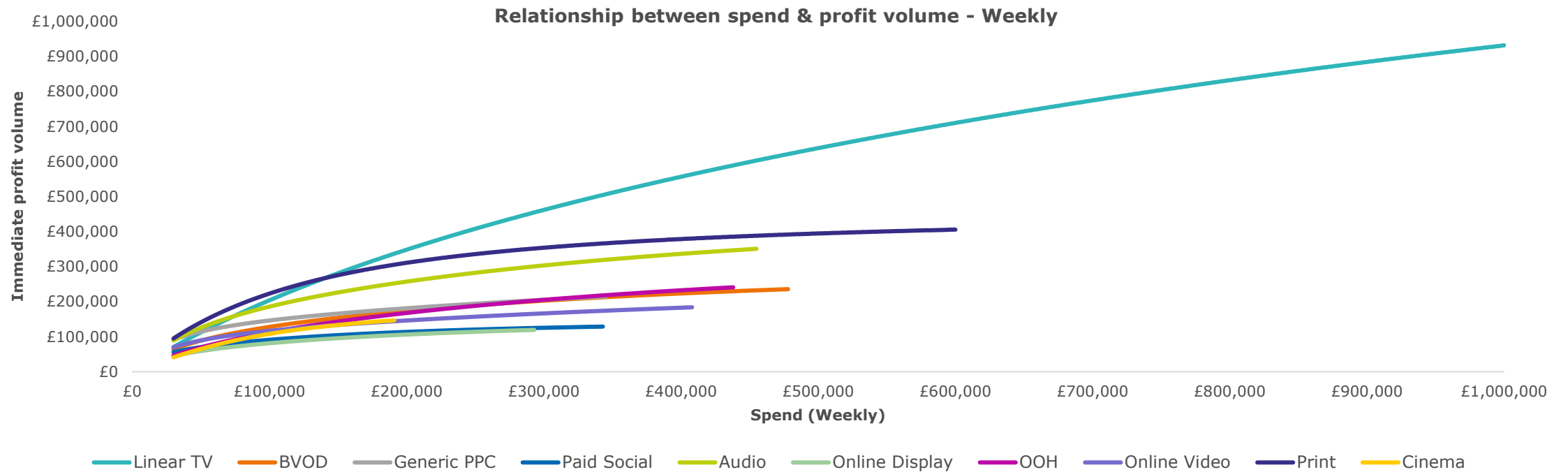


Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m is media spend analyzed, Canadian data  
 Profit spend differential = % of channel profit generation - % of channel spend



# TV has scale

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



Source: [Profit Ability 2](#), April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.  
Immediate effect = profit volume in week of advertising spend



# in case you missed it

check out these additional research reports & presentations



## 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 »](#)



## profit ability 2

This meta-analysis of the drivers of advertising effectiveness shows how and why advertising is a profitable driver of business growth, and which media drives the biggest impact.

[learn more »](#)



## the ongoing evolution of marketing

In this animated, applied, and occasionally provocative session, Mark Ritson reviews the rather dramatic changes taking place across the face of marketing.

[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 »](#)



## creative drivers of effectiveness

This UK study examines the realm of TV advertising creative and its profound impact on memory, all through the perspective of cutting-edge neuroscience.

[learn more »](#)



## TV FAQs

# think<sup>tv</sup>

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