

tv FAQs

think^{tv}



FAQ's

How much TV do Canadians watch?

Canadian adults watch almost 19 hours of linear TV per week!

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

No. Young adults 18-34 watch over 8 hours of TV per week.

How much TV is watched live?

85% of linear TV viewing is live (true for all key demos).

What is TV's reach?

TV reaches 83% of Canadian adults every week.

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

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

Are paid TV subscriptions down significantly?

Cord cutting has been far over-stated: There are almost 10 Million paid TV subscriptions in Canada, down only 1% in the past 6 months.

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).

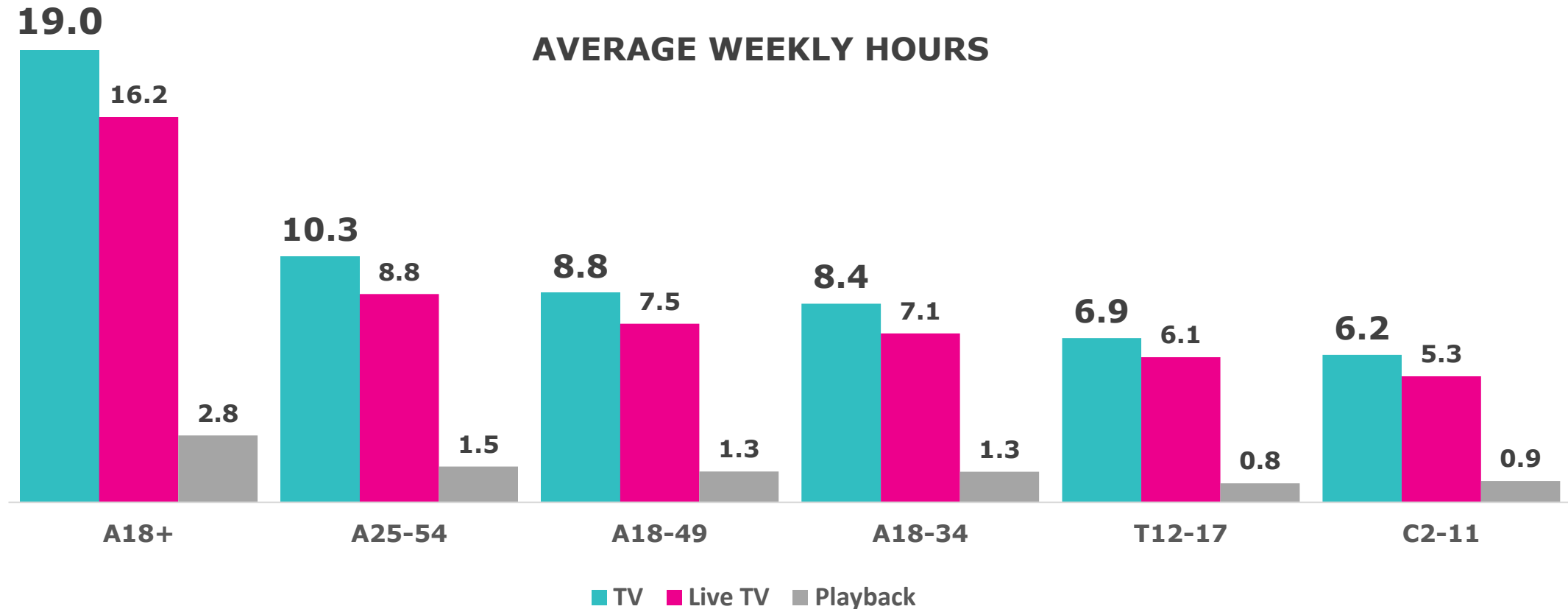
These numbers don't ring true to me - what sources do you use?

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

Canadians watch a lot of



and most of it is live



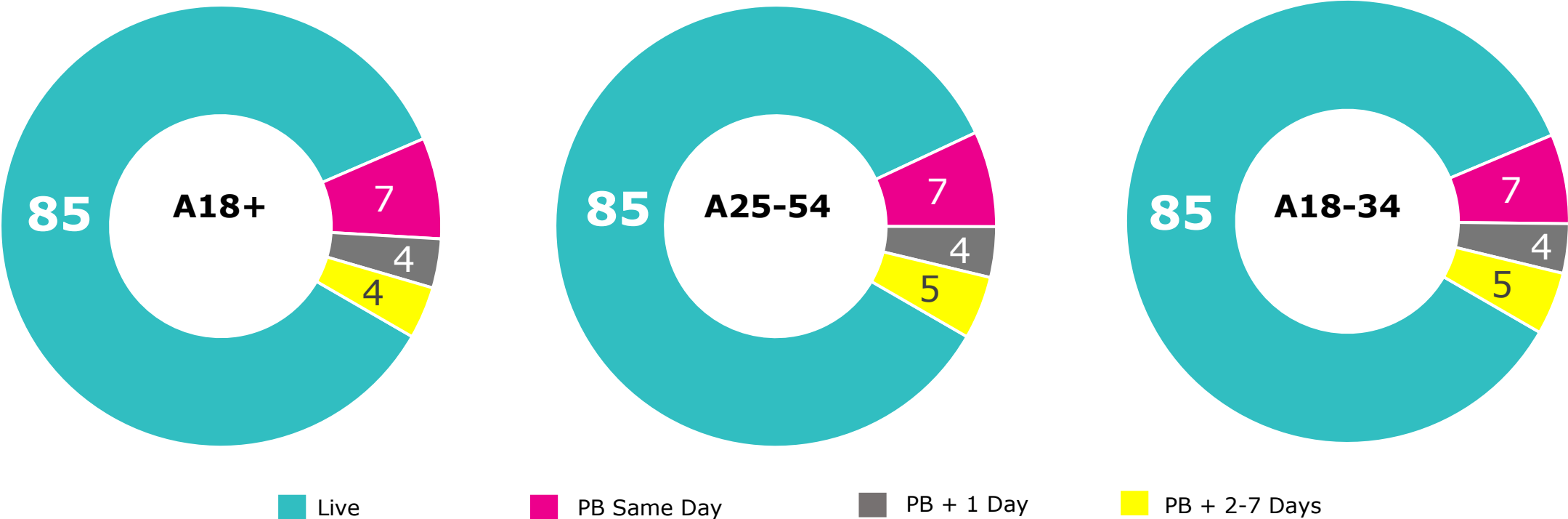
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Source: Numeris PPM, Total Canada, Total Hours (000) Sep 18 - Dec 17, 2023

85% of linear **tv** viewing is **live**

Even among young adults, 85% of TV viewing is live, while 92% is live + same day playback

LIVE TV VS PLAYBACK
(% of Total TV Viewing)



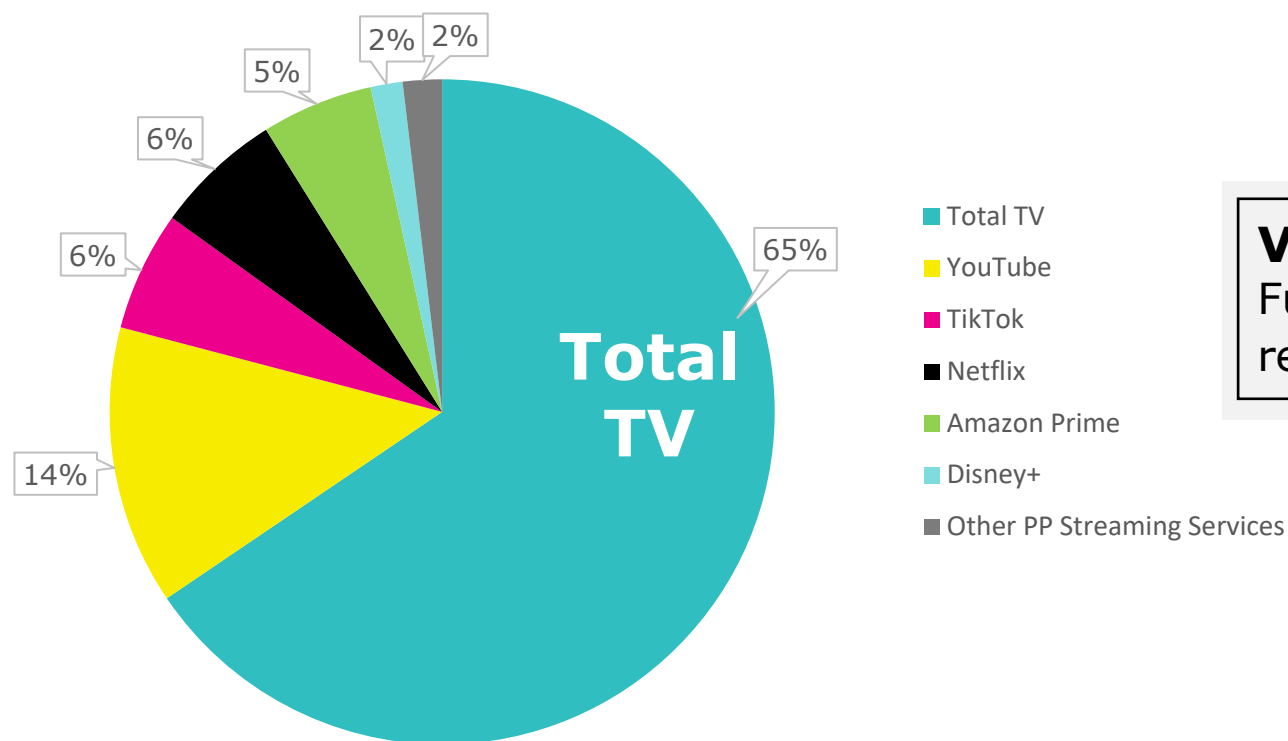
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Source: Numeris PPM, Total Canada, Total Hours (000) Sep 18 - Dec 17, 2023 | PB = Playback

Total TV dominates time spent with video

SHARE OF VIDEO
Ontario

ADULTS 18+



VAM data
Full TV & Streaming
report available [here](#)

All time spent per capita

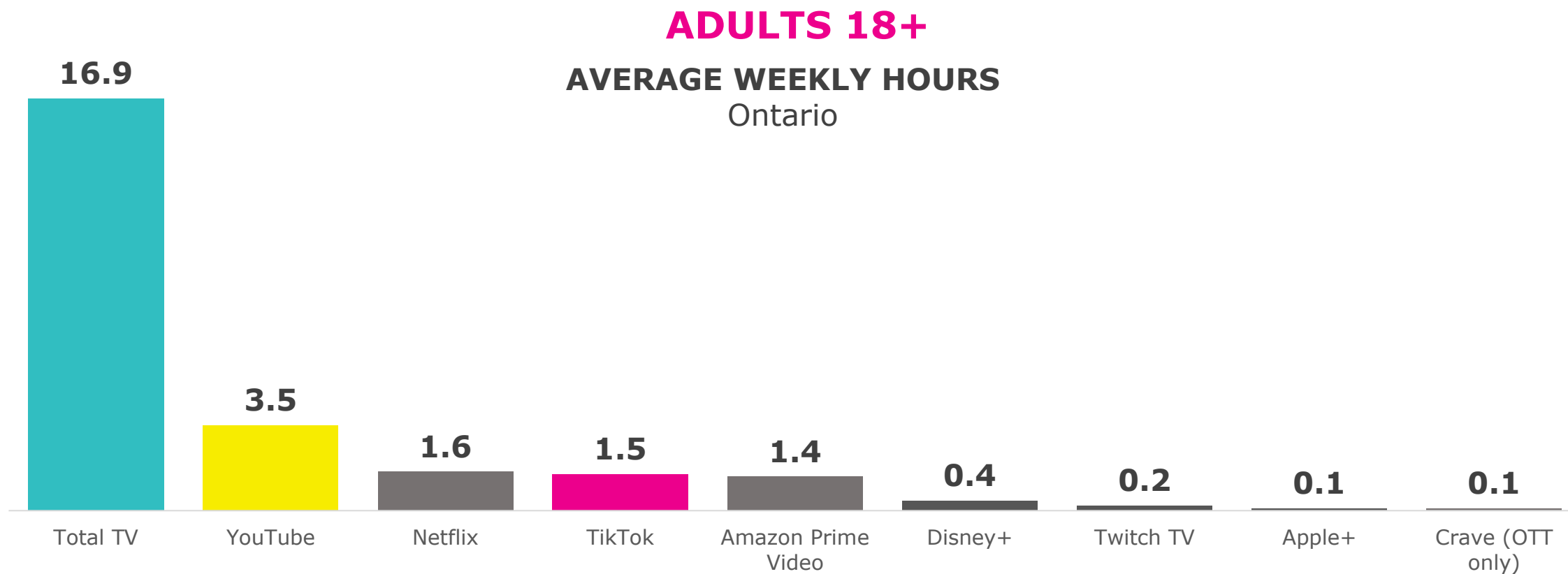
Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only

Other Streaming Services includes 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, Twitch TV.

Source: Numeris VAM 8/28/23 to 11/26/2023

Total TV dominates time spent with video



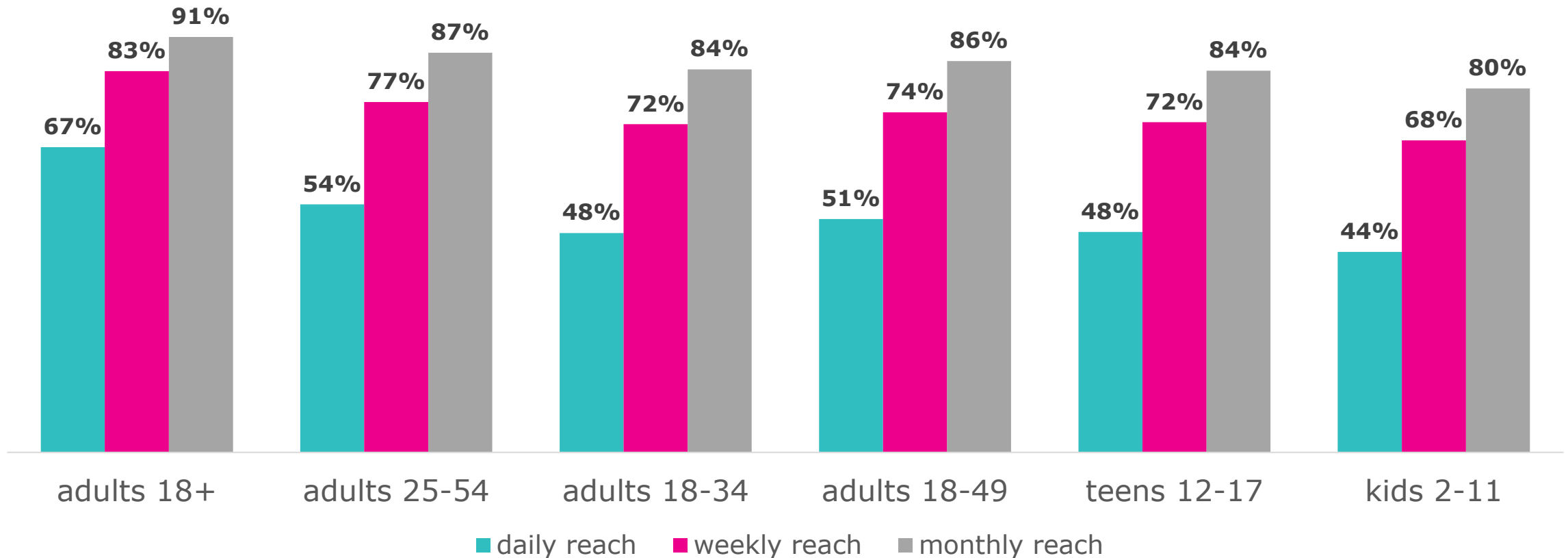
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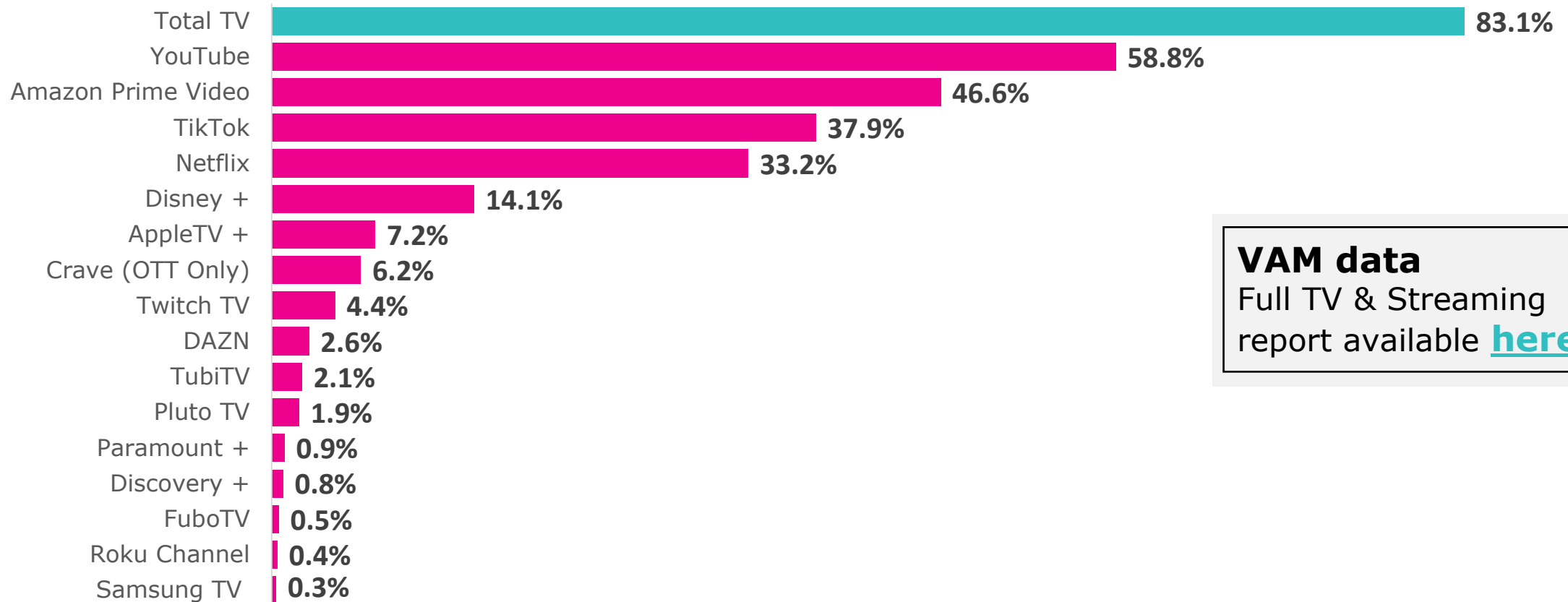
Source: Numeris VAM 8/28/23 to 11/26/2023

tv reaches **91%** of Canadians (18+) every month



tv's reach far exceeds all streaming services

ADULTS 18+ AVERAGE WEEKLY REACH% Ontario



VAM data

Full TV & Streaming
report available [here](#)

Total TV defined as linear TV and broadcaster streaming services

Streaming Services include in-home viewing only

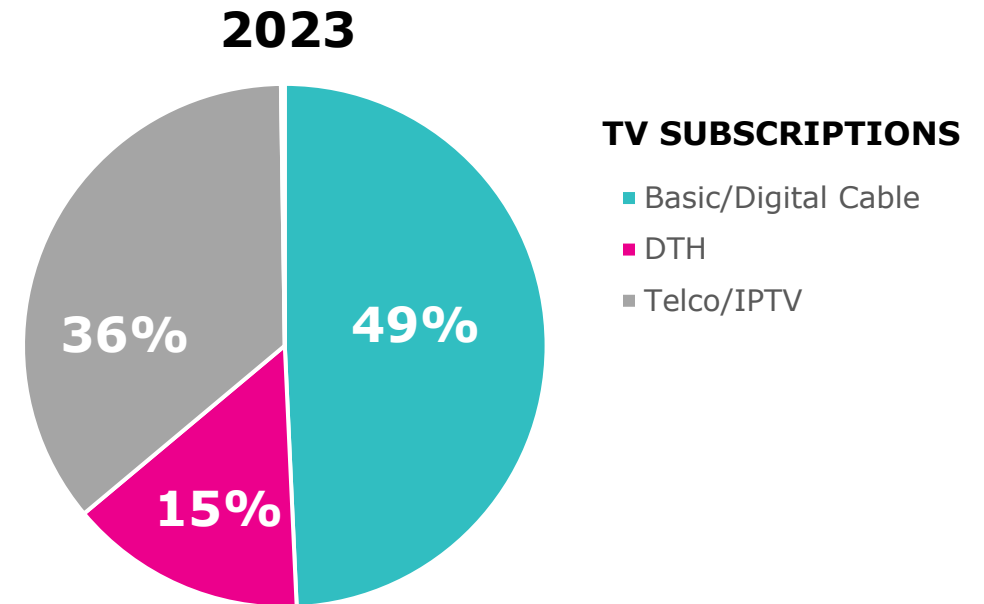
Source: Numeris VAM, Aug 28 – Nov 16 2023

10 million paid **tv** subscriptions

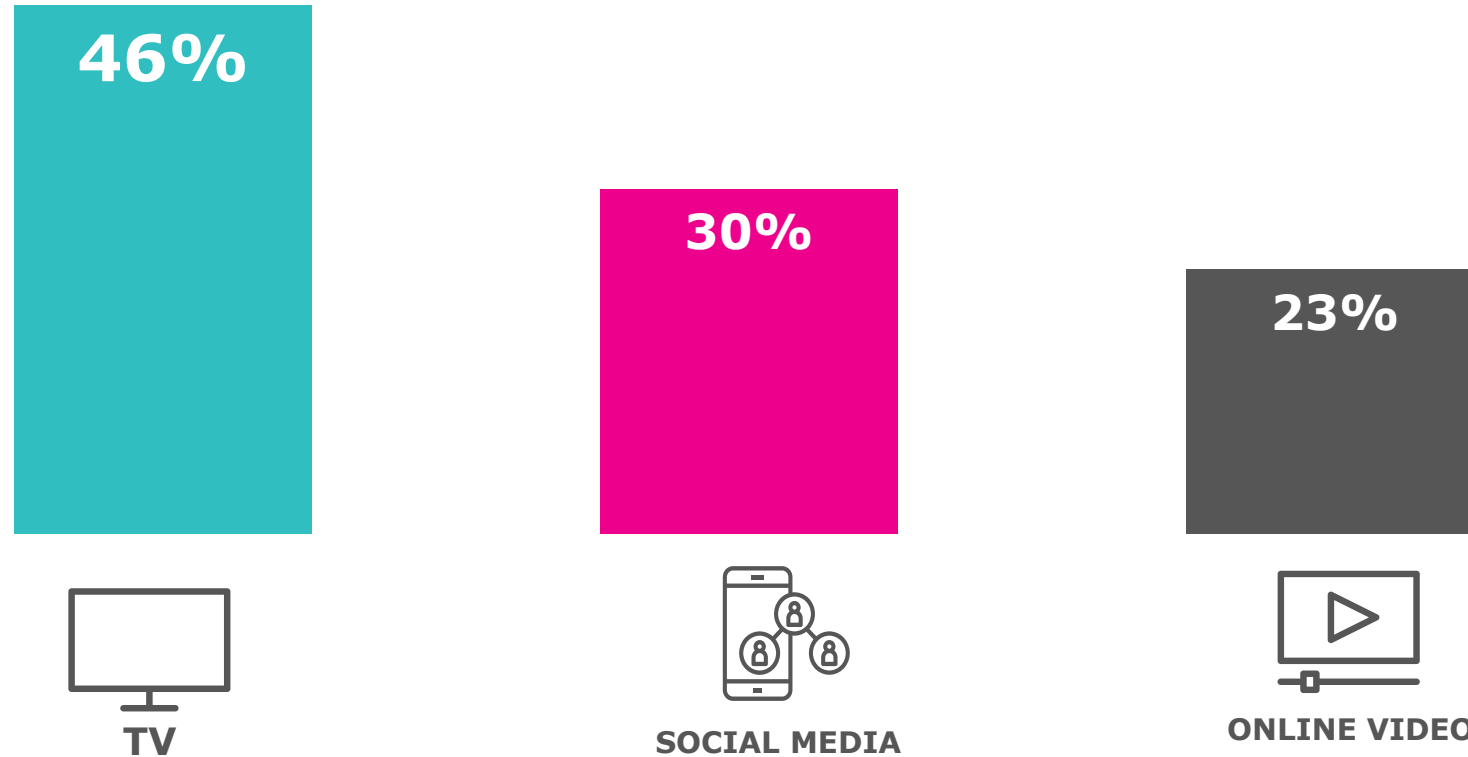
Cord cutting has been far overstated: Paid TV subs down only 1%.

Distribution of linear TV is evolving. Household penetration of paid TV subs is still strong, but the reality is that anyone with an internet connection has access to linear TV.

	January '23	June'23	Index
Total Paid Subs	9,976,228	9,921,891	99
Basic/Digital Cable	4,942,166	4,889,042	99
Satellite	1,493,191	1,452,503	97
Telco/IPTV	3,517,281	3,556,771	101
Other	23,590	23,575	100






tv ads get the most attention



Q: Which ONE of the following media carries video advertising that best **captures your ATTENTION?**

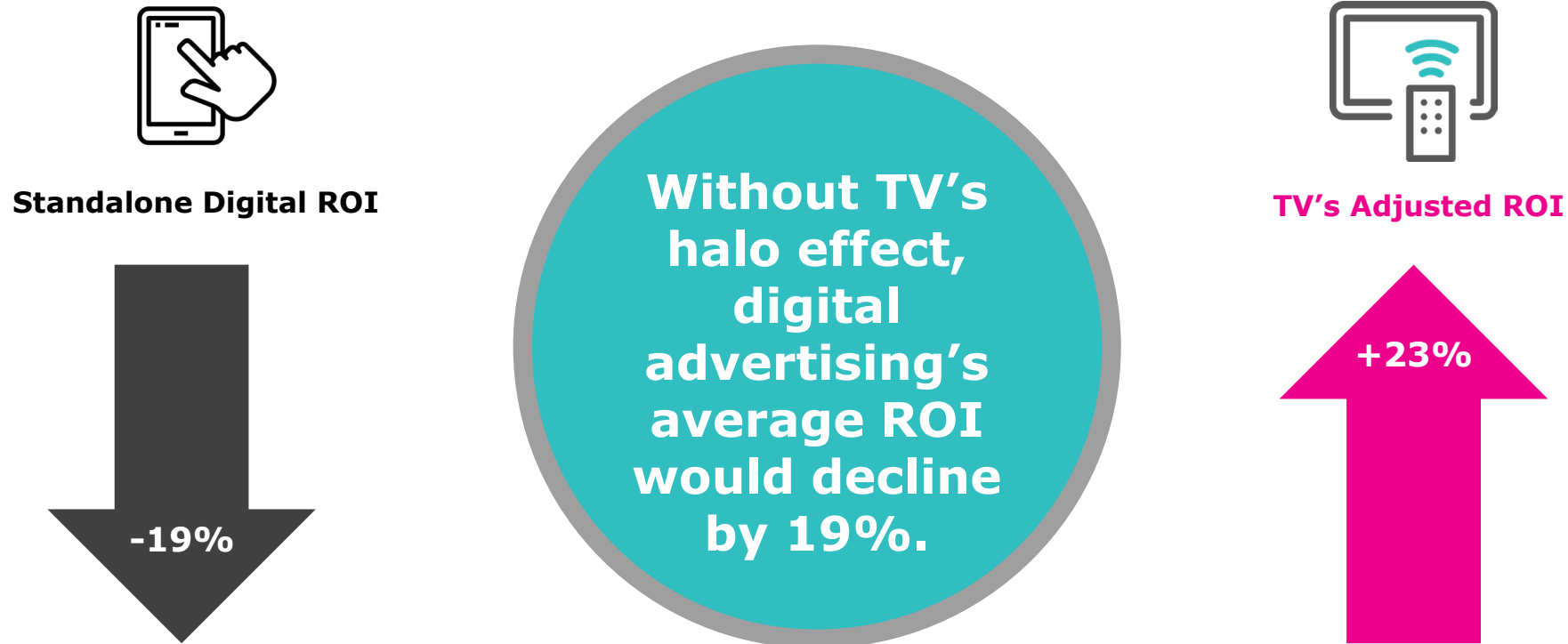
commands more attention

TV commands 2x as much active watching as YouTube and 14x that of Facebook, highlighting one of the key reasons for its ability to have the most impact on sales

			
ACTIVE AVOIDANCE	2%	2%	32%
PASSIVE WATCHING	40%	94%	37%
ACTIVE WATCHING	58%	4%	31%

tv improves digital's performance

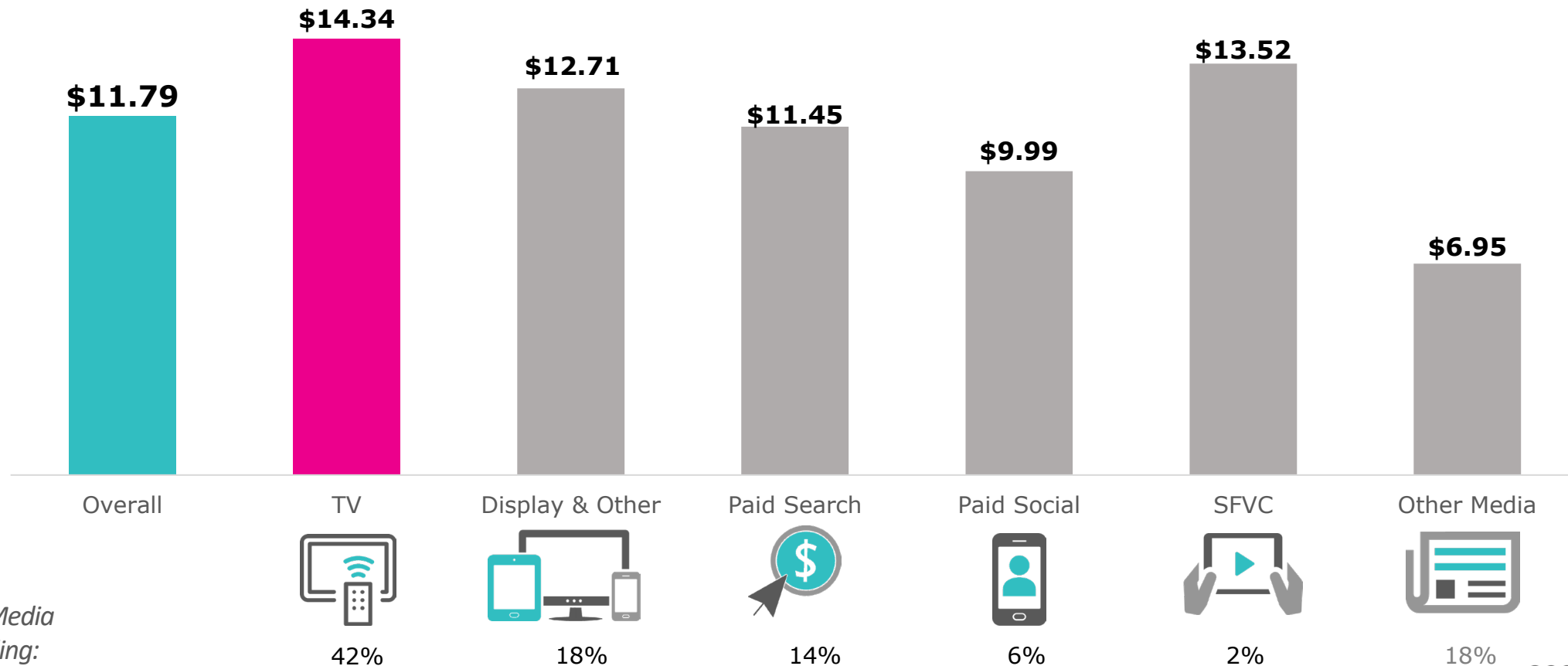
TV has a significant halo effect on digital media, increasing its sales ROI by 19%



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

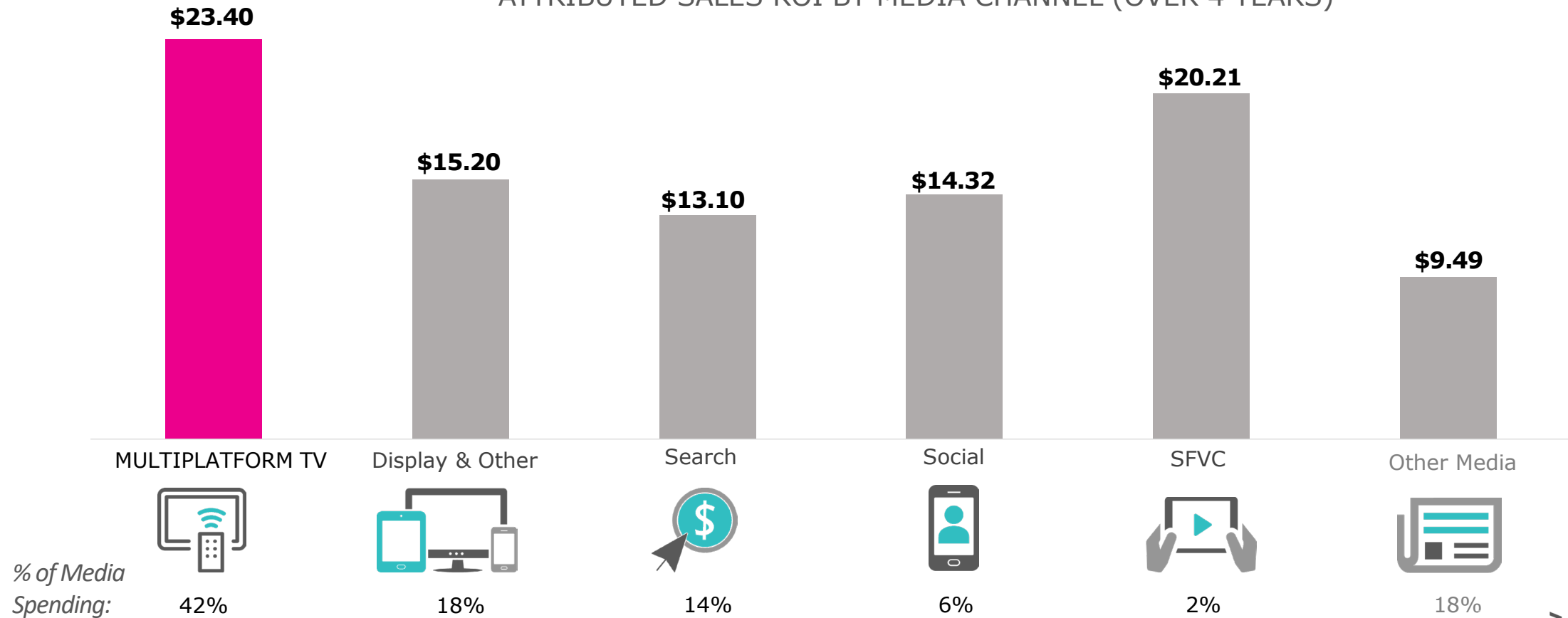


% of Media
Spending:

tv delivers the best ROI

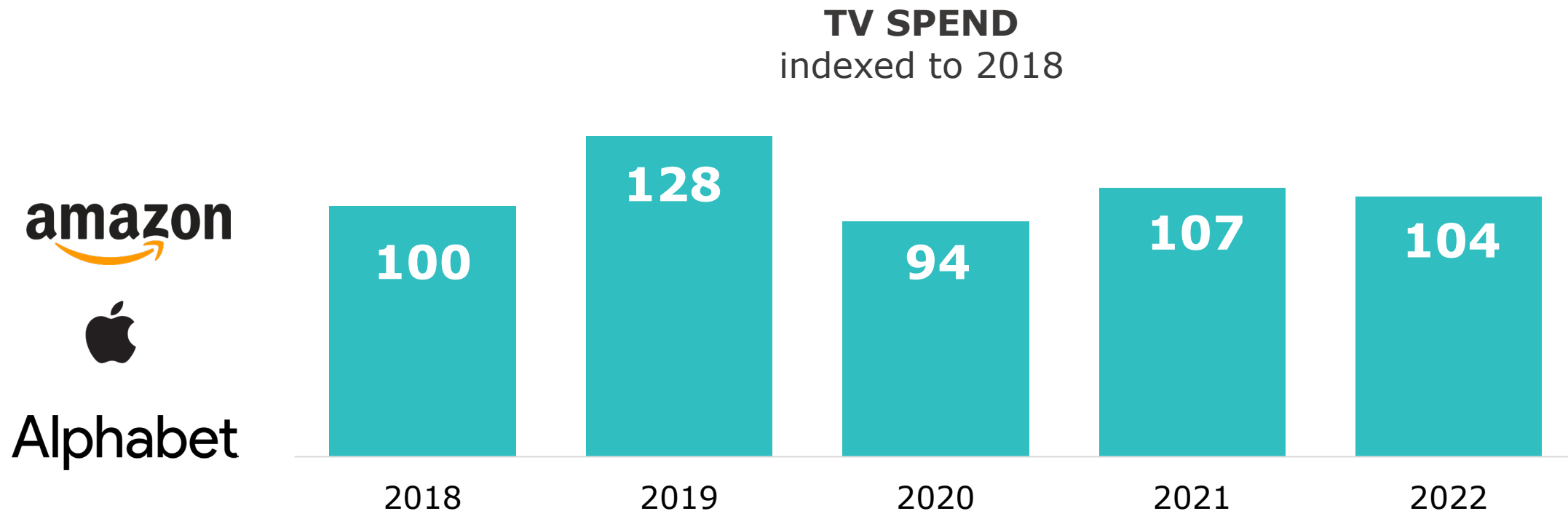
In the long term, TV's ROI grows to \$23.40

ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



tech companies continue to invest in

Amazon, Apple and Alphabet, with some of the best analytics available, continue to invest millions of dollars in TV advertising.



in case you missed it

Check out these additional [research reports](#)

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 »](#)

creative drivers of effectiveness

Simon Tunstill of Thinkbox shares the findings of a new UK study that examines the realm of TV advertising creative and its profound impact on memory, all through the perspective of cutting-edge neuroscience.

[learn more »](#)

ad nation

New research, conducted by Ipsos, examines the media habits and advertising perceptions of industry professionals and ordinary Canadians and highlights the differences between the two groups.

[learn more »](#)

metrics that matter: a Canadian brand lift study

TV has been proven to drive a range of business results, from top-of-the funnel brand building to bottom funnel sales activations. In this study, we've tracked how TV advertising impacts a number of critical brand metrics, like Awareness, Consideration and Value.

[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 »](#)

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 »](#)

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