



#### **How much TV do Canadians watch?**

Canadian adults watch almost 21 hours of TV per week!

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

No. Young adults 18-34 watch 8.6 hours per week

#### What is TV's reach?

TV reaches 86% of Canadian adults every week

#### How much TV is watched live?

85% of linear TV viewing is live (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 4.3 more TV than YouTube, and A18-34 watch 40% more TV than YouTube\* (\*YouTube time spent includes listening to music)

#### **How does time spent with TV compare to Social Media?**

TV dwarfs time spent with social media: A18+ spend 9x more and A18-34 spend 2.5x more time watching TV than they spend on social media\* (\*Facebook + Instagram + TikTok + Twitter + Snapchat)

#### How many impressions does a TV campaign deliver?

The average TV campaign delivers an astounding 342 million impressions

#### Are paid TV subscriptions down significantly?

No. There are 10.2 Million paid TV subscriptions, down only 2% 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%

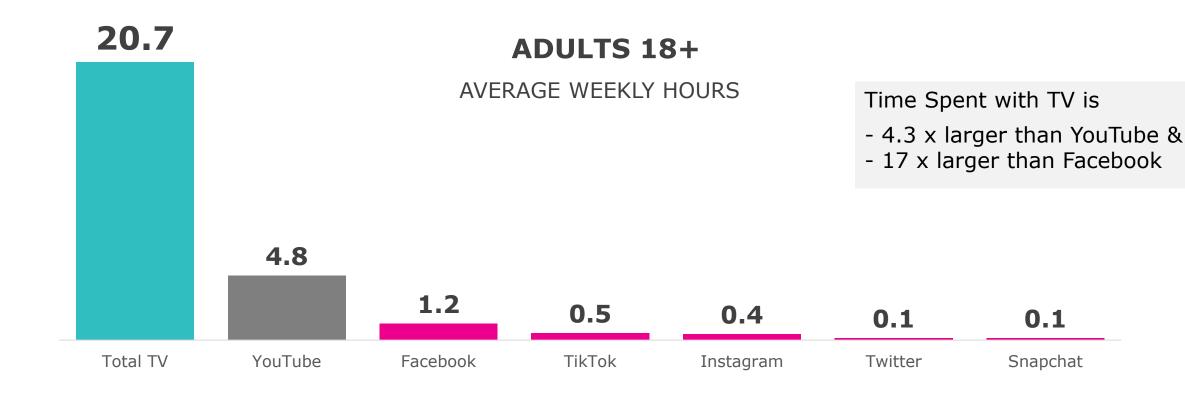
#### Does TV have a good ROI?

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





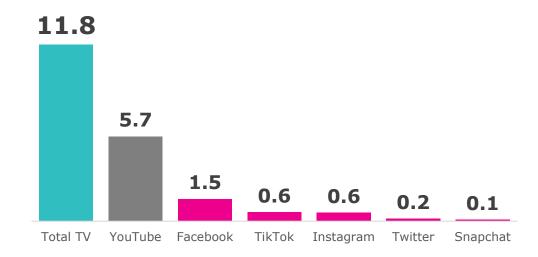
## Canadians watch a lot of tv

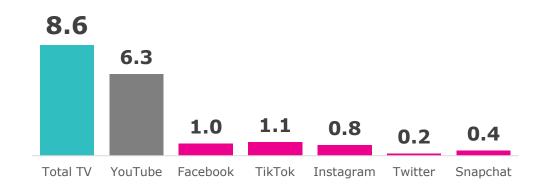
**ADULTS 25-54** 

AVERAGE WEEKLY HOURS

#### **ADULTS 18-34**

**AVERAGE WEEKLY HOURS** 

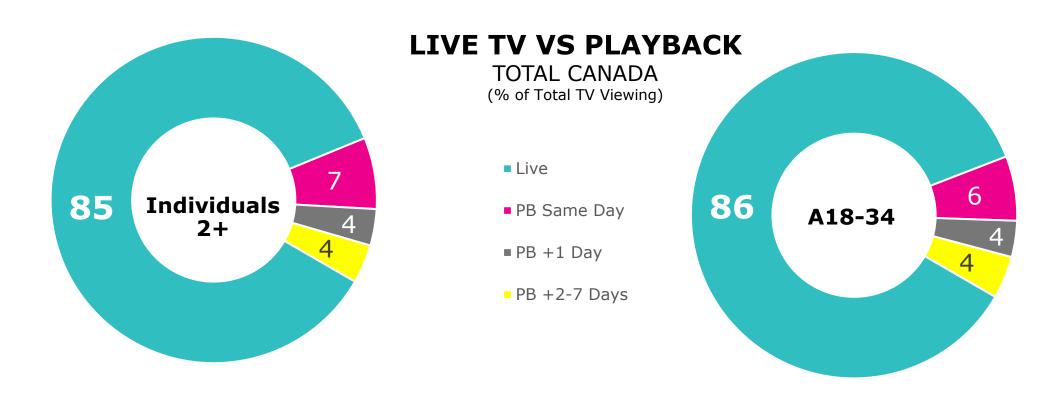






# 85% of linear tv viewing is live

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





# 707 million hours

time spent with tv last week

85%
Canadians
2+
tv's weekly reach





86% adults (18+) weekly reach

80% adults (25-54) weekly reach

**79**% adults (18-49) weekly reach

**76**%

adults (18-34) weekly reach

teens (12-17)

weekly reach

74%

children (2-11)

weekly reach



# the average tv campaign delivers



342
million
impressions

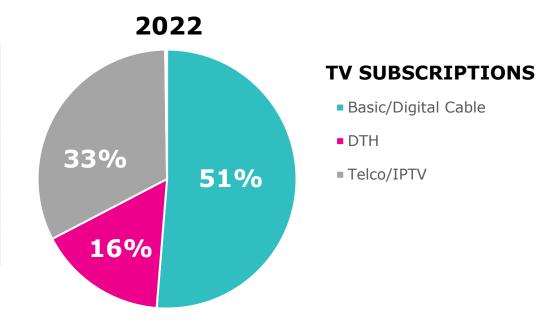


## 10.2 million paid w subscriptions

#### Cord cutting has been far overstated: Total paid subs down only 2%.

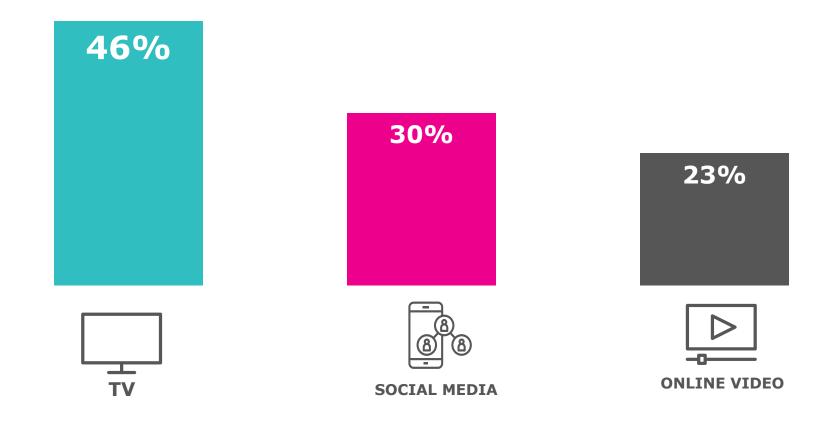
Additionally, two thirds of those without a pay TV subscription have access to a smart TV connected to the internet\*, extending access to linear TV even further.

	June '21	June '22	Index
Total Paid Subs	10,370,353	10,201,983	98
Basic/Digital Cable	5,497,952	5,282,405	96
Satellite	1,786,392	1,654,445	93
Telco/IPTV	3,175,139	3,338,871	105
Other	23,953	23,928	100





# tv ads get the most attention

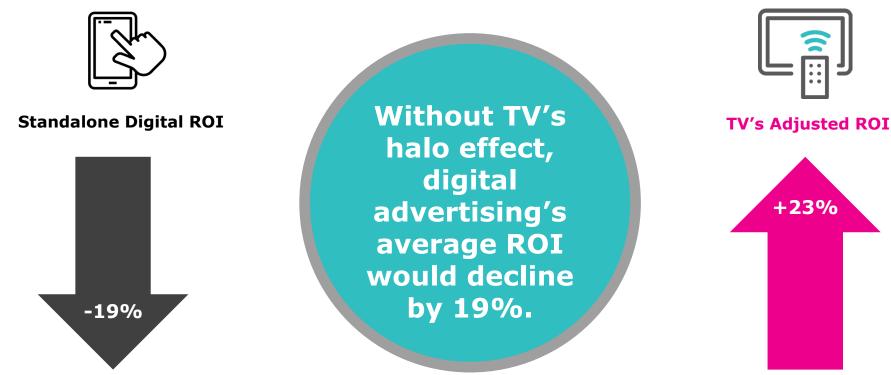


Q: Which ONE of the following media carries video advertising that best captures your ATTENTION?



# tv improves digital's performance

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

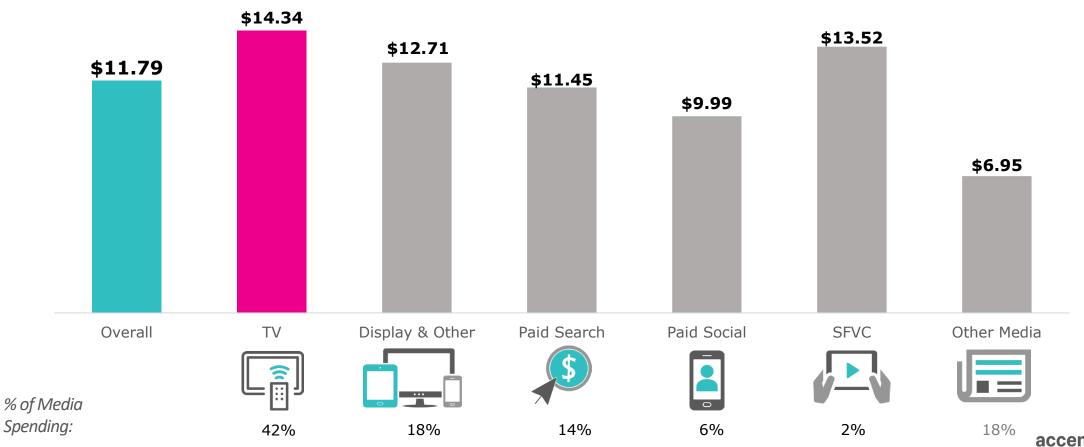




# tv delivers the best ROI

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

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD

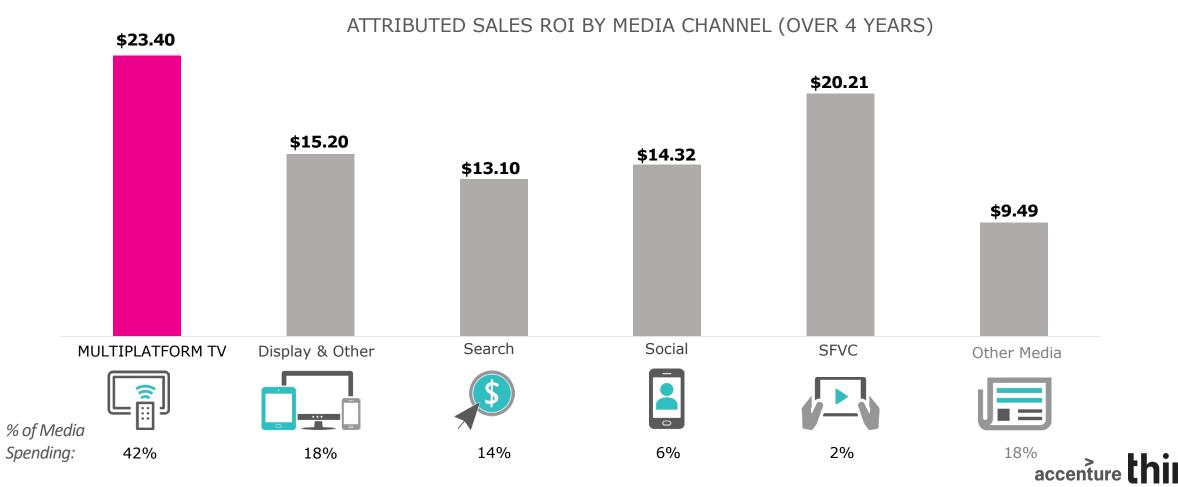


Source: Canadian Media Attribution Study

accenture think

# tv delivers the best ROI

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



# digital companies know tv works!

TV spend by internet-related products & services\* is **up 2.5x** since 2017







## 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:

Accenture	Media Stats
ARF (Advertising Research	MRC (Media Ratings Council)
Foundation), member	Nielsen
CRTC	Numerator
Ebiquity	RTS
IPA	Statistics Canada
Ipsos	WARC
Nlogic	



## in case you missed it

Check out these additional research reports

## power of TV in an attention economy

TV's unparalleled reach and strong viewer connection make it the most impactful and efficient advertising medium. This report covers all the proof points to support that statement

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 »

### 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 »

#### effectiveness in context

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

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 »

#### 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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