

A person with long brown hair, wearing a grey blazer, is looking at a laptop. The laptop screen shows an email inbox with several messages. The background is slightly blurred, suggesting an office or meeting environment.

tv FAQs



FAQ's

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

How much TV is watched live?

85% of linear TV viewing is live (86% for A18-34)

What is TV's reach?

TV reaches 86% 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)

How does time spent with TV compare to Social Media?

TV dwarfs time spent with social media

How many impressions does a TV campaign deliver?

The average TV campaign delivers an astounding 342 million impressions

Are paid TV subscriptions down significantly?

Cord cutting has been far over-stated. There are 10.2 Million paid TV subscriptions in Canada, 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?

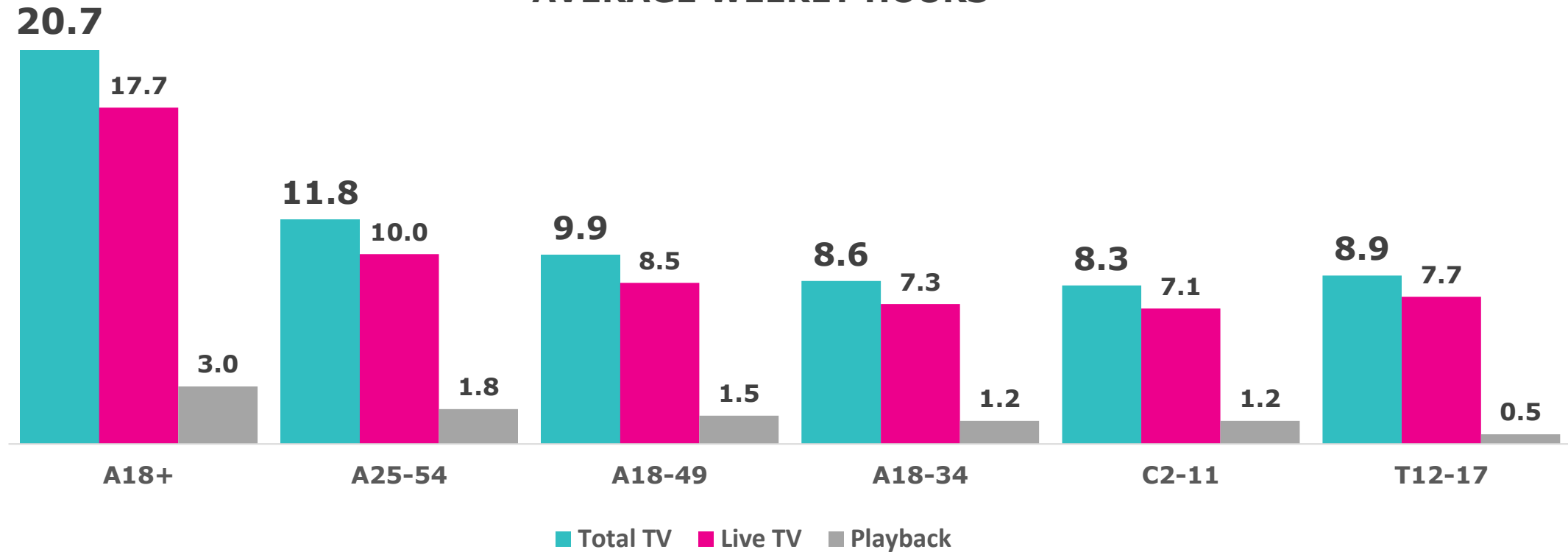
We use accredited, third-party sources, including Numeris, Comscore, and many others. No walled gardens, just the facts

Canadians watch a lot of



and most of it is live

AVERAGE WEEKLY HOURS



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.

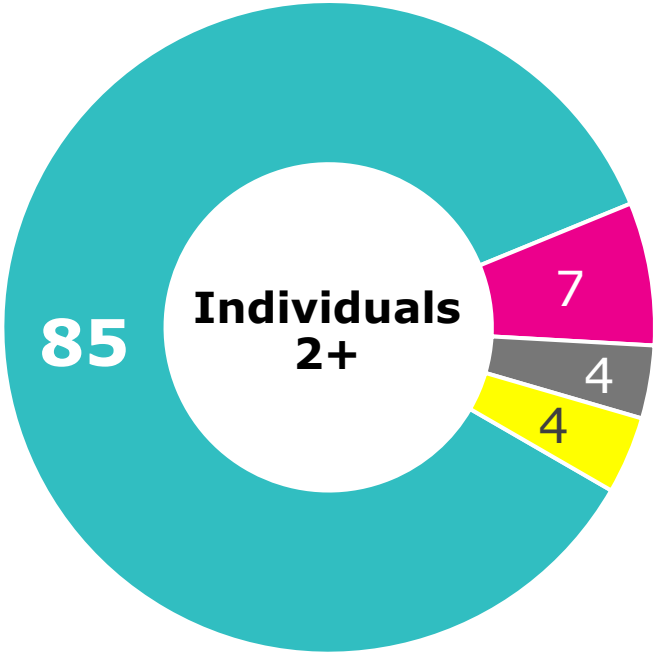
Canada | Numeris PPM, Total Hours(000) Sep 12-Dec 18 2022 | PB = Playback



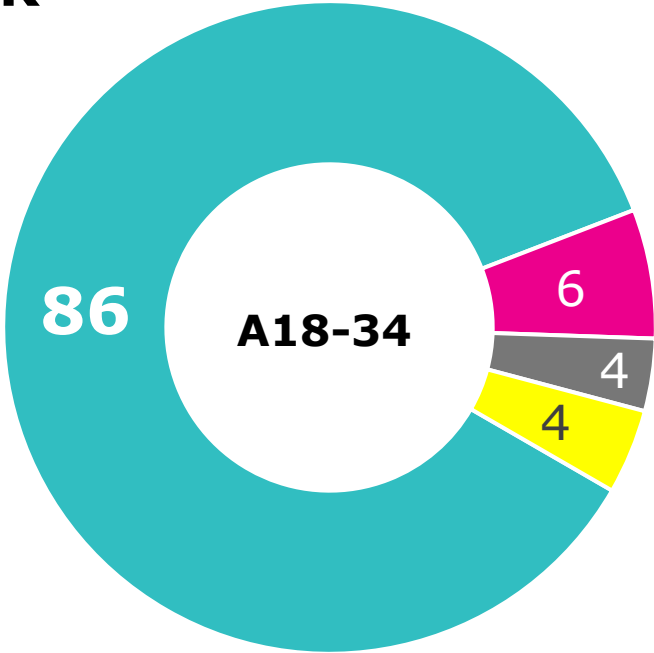
85% of linear **tv** viewing is **live**

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 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.



tv reaches
32,150,779
Canadians every week

86%

adults (18+)
weekly reach

80%

adults (25-54)
weekly reach

79%

adults (18-49)
weekly reach

76%

adults (18-34)
weekly reach

77%

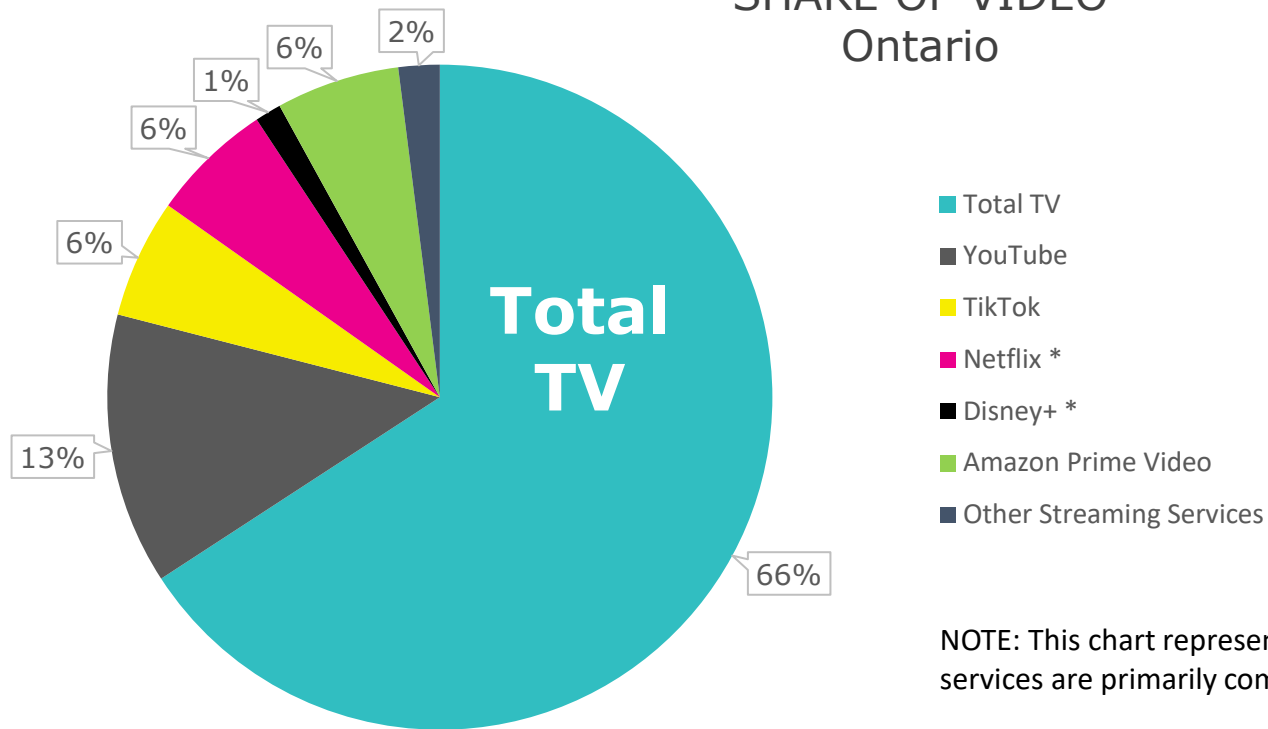
teens (12-17)
weekly reach

74%

children (2-11)
weekly reach

tv commands the largest share of video

ADULTS 18+ SHARE OF VIDEO Ontario



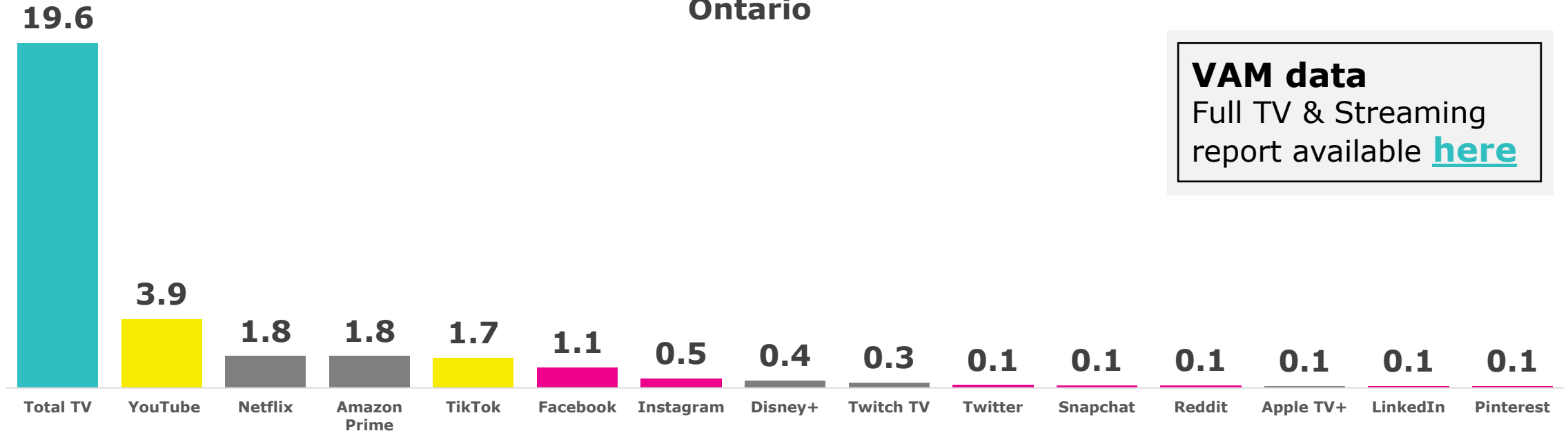
VAM data
Full TV & Streaming
report available [here](#)

NOTE: This chart represents total video, not total ad-supported video; streaming services are primarily commercial-free

All time spent per capita
Total TV defined as linear TV and broadcaster streaming services
Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+), YouTube, and TikTok include in-home viewing only
Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET
Sources: Numeris VAM, Sept-Nov 2022 for Total TV, Streaming Services, YouTube, and TikTok

tv leads in time spent

ADULTS 18+ AVERAGE WEEKLY HOURS Ontario

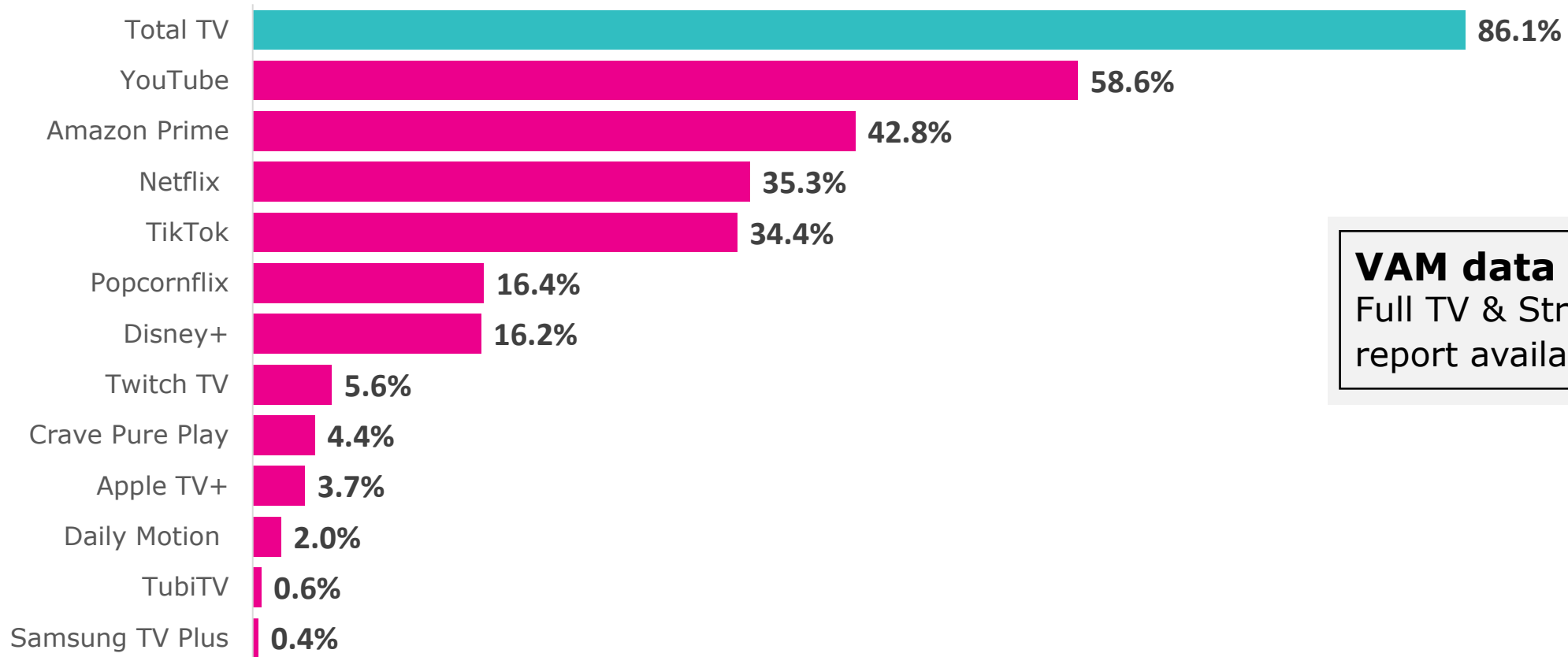


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Sources: Numeris VAM, Sept-Nov 2022 for Total TV, Streaming Services, YouTube, and TikTok; and
Comscore, Sept – Nov 2022 for Social Media (Facebook, Instagram, Twitter, Snapchat, Reddit, LinkedIn, Pinterest)

tv's reach far exceeds all streaming services

ADULTS 18+
AVERAGE WEEKLY REACH%
Ontario



VAM data

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



the average **tv** campaign delivers

342
million
impressions

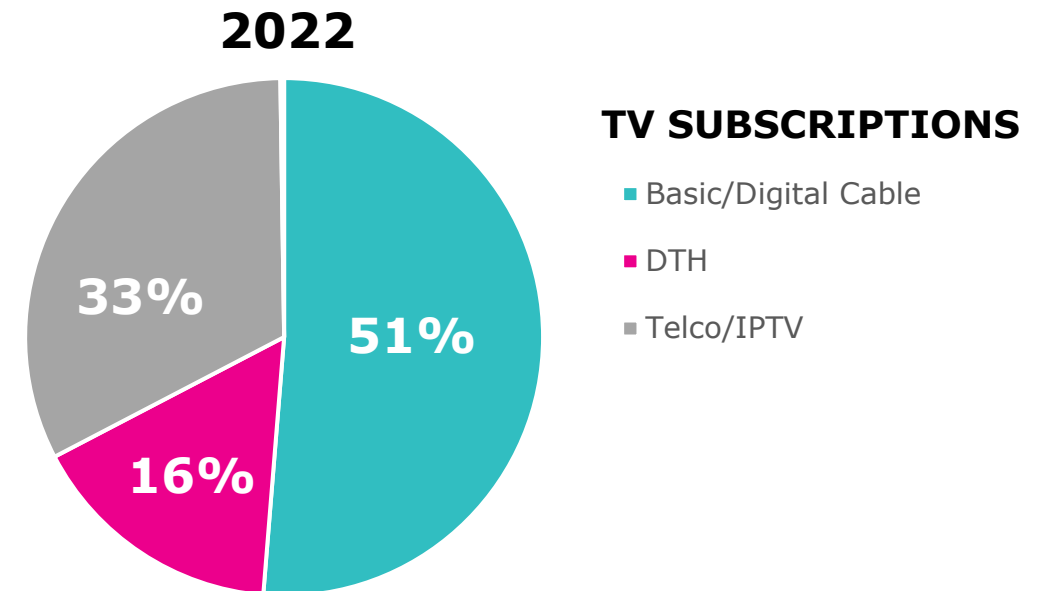
think^{tv}

10.2 million paid **tv** subscriptions

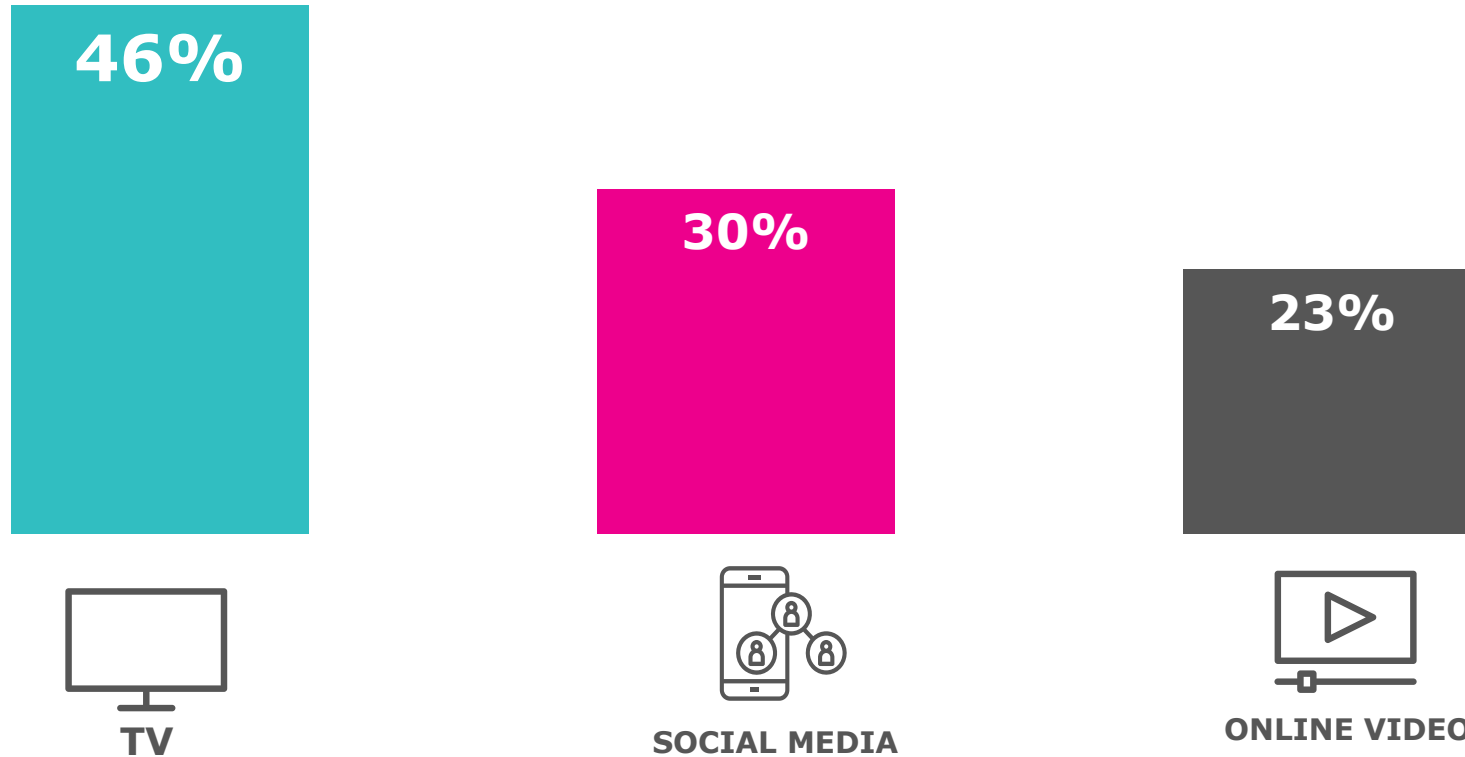
Cord cutting has been far overstated: Total paid subs down only 2%.

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



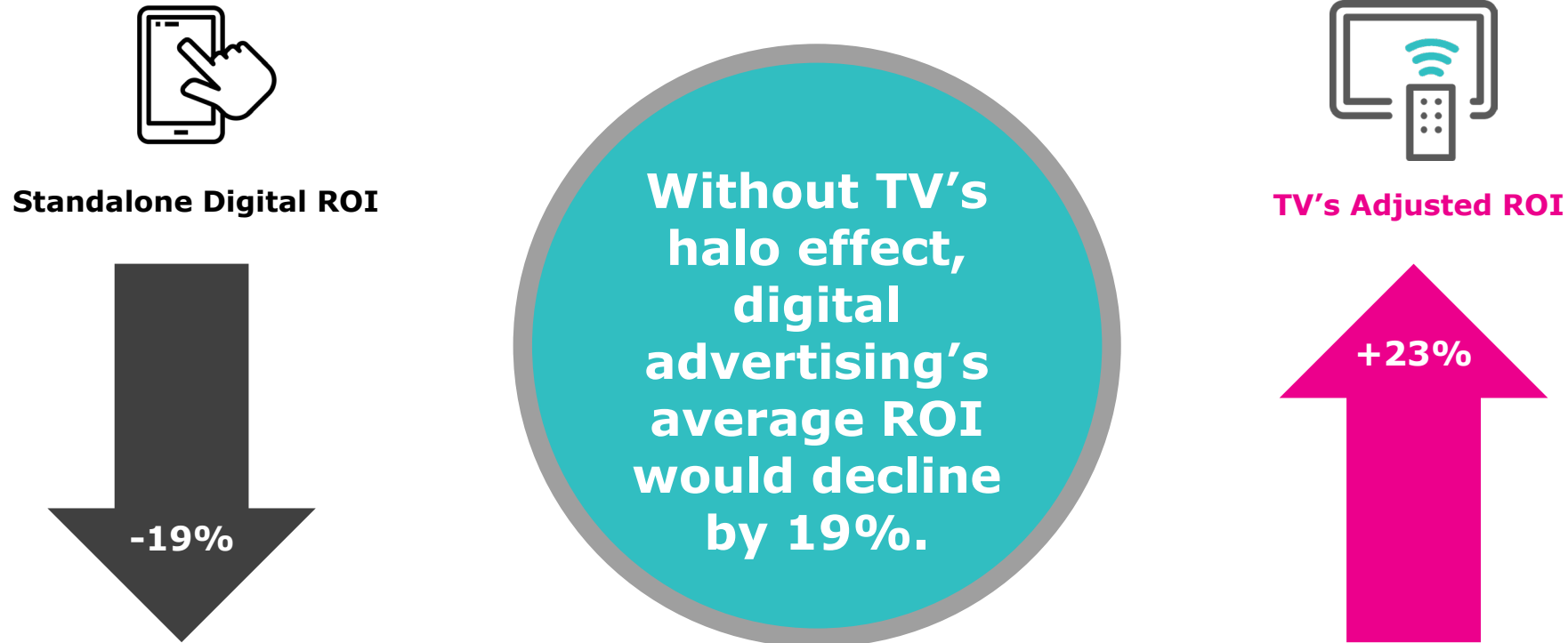
tv ads get the most attention



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

tv improves digital's performance

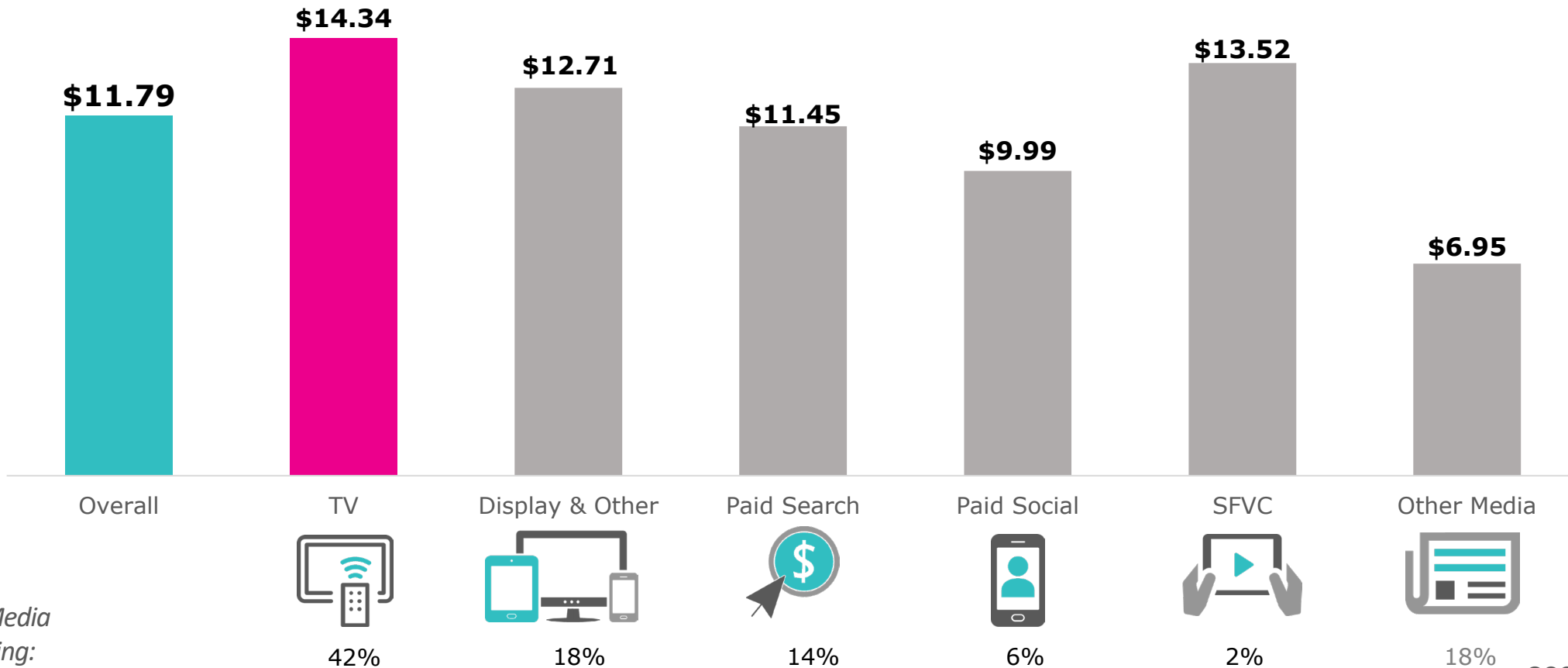
TV has a significant halo effect on digital media, increasing its sales ROI by 19%



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

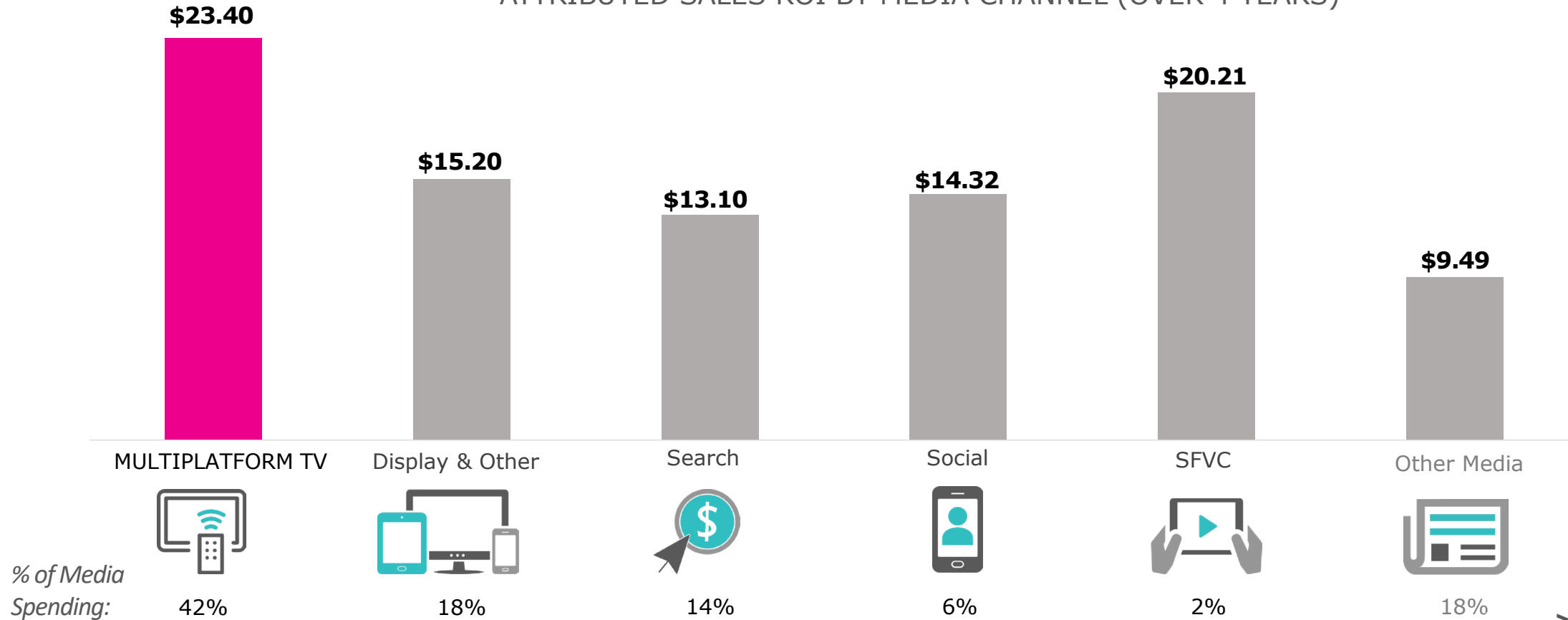


% of Media Spending:

tv delivers the best ROI

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

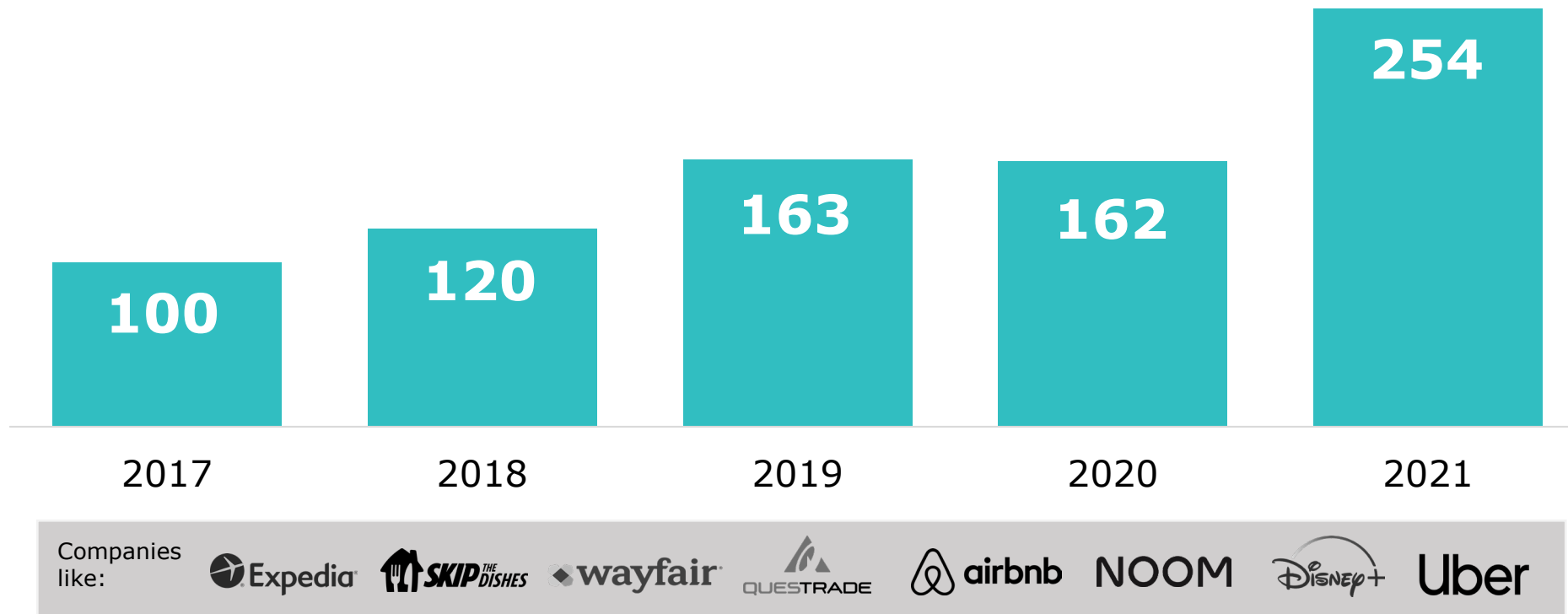
ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



digital companies know **tv** works!

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

TV SPEND BY INTERNET BUSINESSES
INDEXED TO 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 Foundation), member	MRC (Media Ratings Council)
CRTC	Nielsen
Ebiquity	Numerator
IPA	RTS
Ipsos	Statistics Canada
Nlogic	WARC

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 »](#)

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 »](#)

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 »](#)

effectiveness in context

This Peter Field core 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 »](#)

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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