

tv FAQs

think^{tv}



FAQ's

How much TV do Canadians watch?

Canadian adults watch 22.2 hours of TV per week!

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

No. Young adults 18-34 watch almost 10 hours per week (most of it live)

What is TV's reach?

TV reaches 87% of Canadian adults every week.

How much TV is watched live?

87% of linear TV viewing is live (and also 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 4.5 more TV than YouTube, and A18-34 watch 50% more TV than YouTube* (*YouTube time spent includes listening to music)

How does time spent watching TV compare to Social Media?

TV dwarfs time spent with social media: A18+ spend 8x more and A18-34 spend more than twice as much 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 337 million impressions.

How many people have TV subscriptions?

There are 10.3 Million paid TV subscriptions (down only 1% 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%

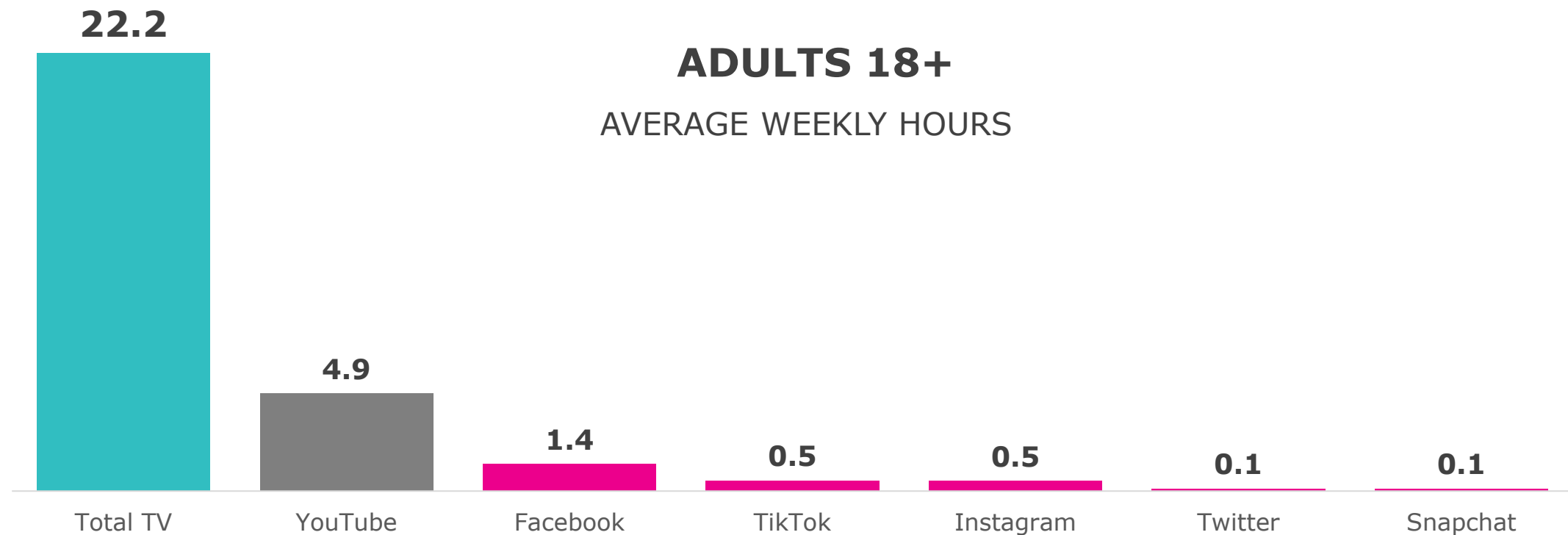
Does TV have a good ROI?

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

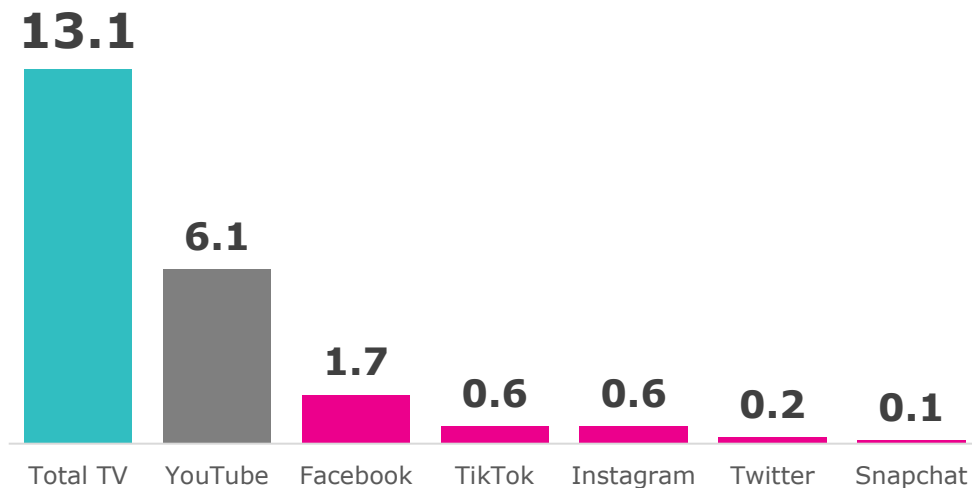


Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

Canadians watch a lot of

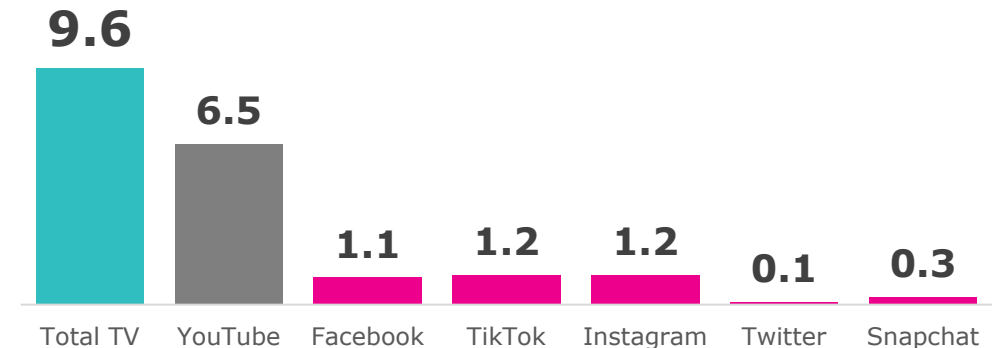
ADULTS 25-54

AVERAGE WEEKLY HOURS



ADULTS 18-34

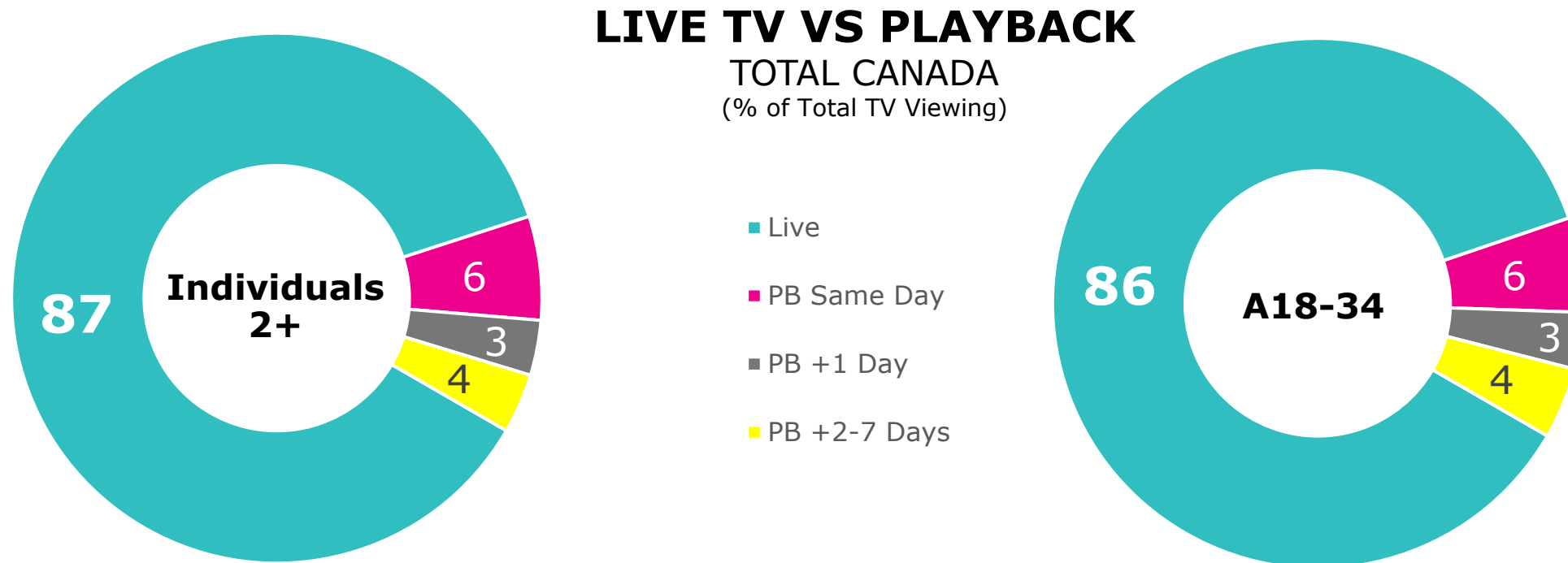
AVERAGE WEEKLY HOURS



Total TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

87% of linear **tv** viewing is **live**

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



TV = viewing to broadcaster linear TV plus any broadcaster content that is live streamed on other platforms with the linear commercial load intact. Does not include streaming to OTT services.

tv reaches
26,014,000
Canadians every day

87%

adults (18+)

weekly reach

76%

adults (18-34)

weekly reach

77%

kids (2-11)

weekly reach

thinktv

108

**million
hours**

**time spent
with tv yesterday**

85%

Canadians

2+

**tv's weekly
reach**



the average **tv** campaign delivers

337
million
impressions

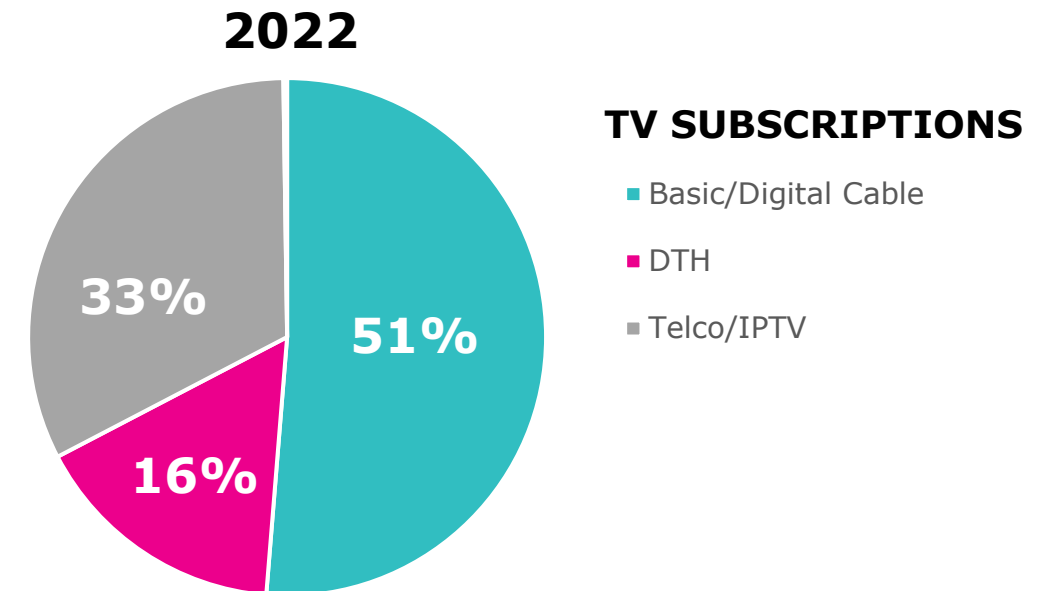
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10.3 million paid **tv** subscriptions

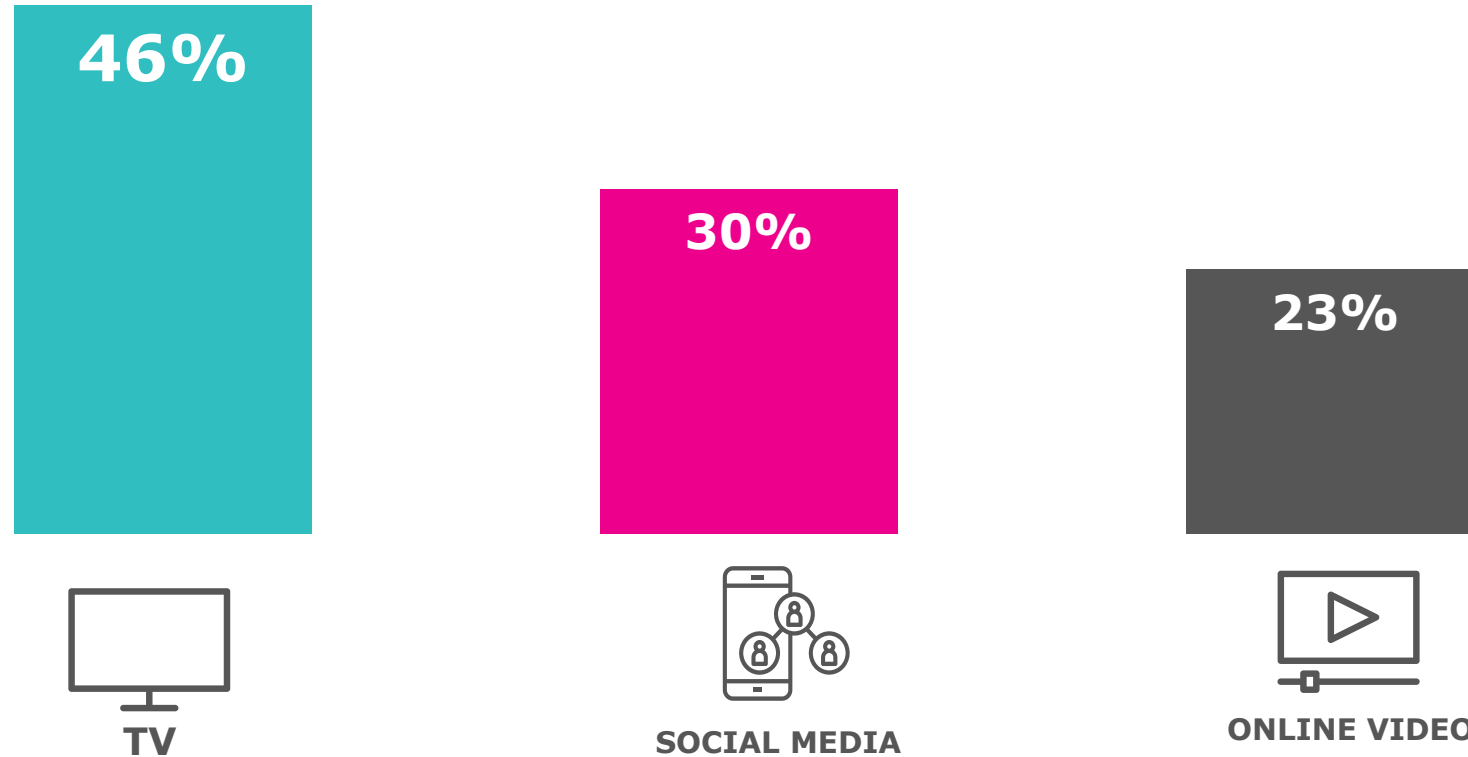
Cord cutting has been far overstated: total subs down only 1%.

The notion that “no millennials subscribe to TV” is also false: **68% of 18-34 year olds subscribe to TV**, and they’re also accessing linear TV out-of-home and via streaming (which is how TV is able to reach 76% of A18-34 on a weekly basis).

	Jan '21	Jan '22	Index
Total Paid Subs	10,483,436	10,341,772	99
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



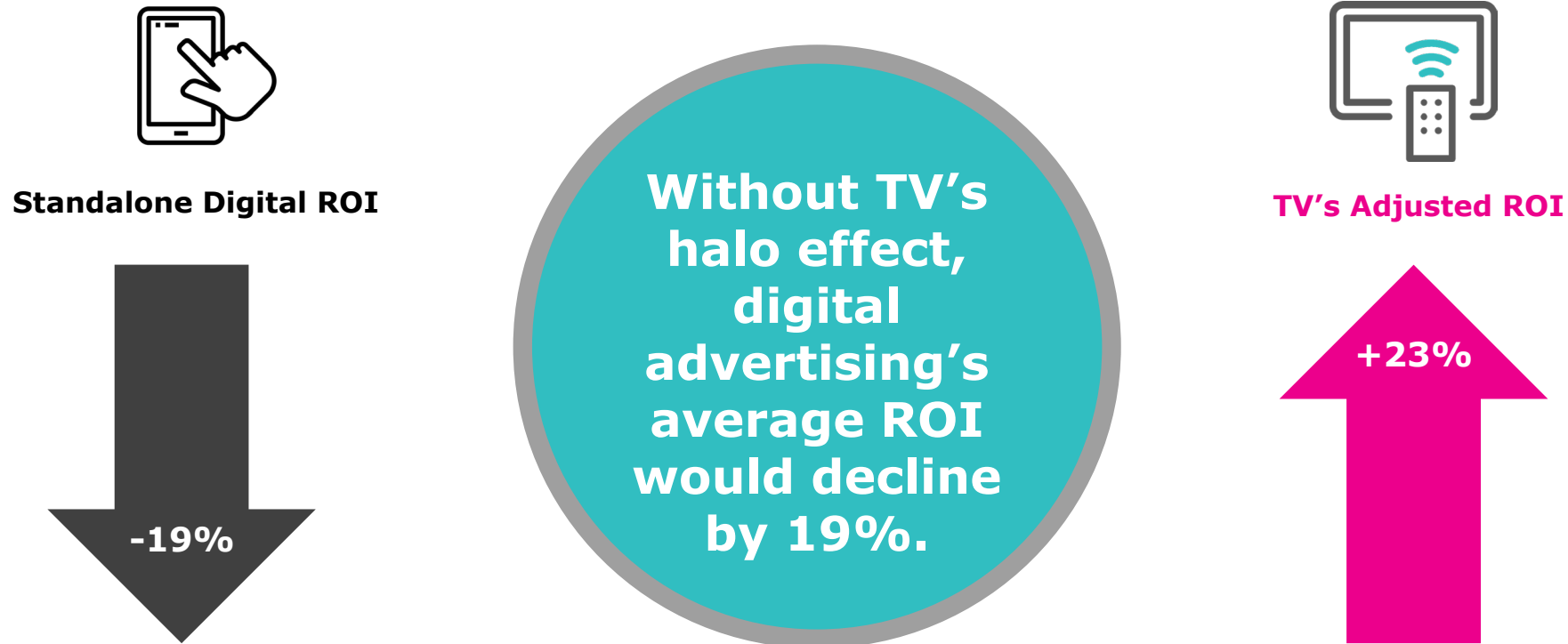
tv ads get the most attention



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

tv improves digital's performance

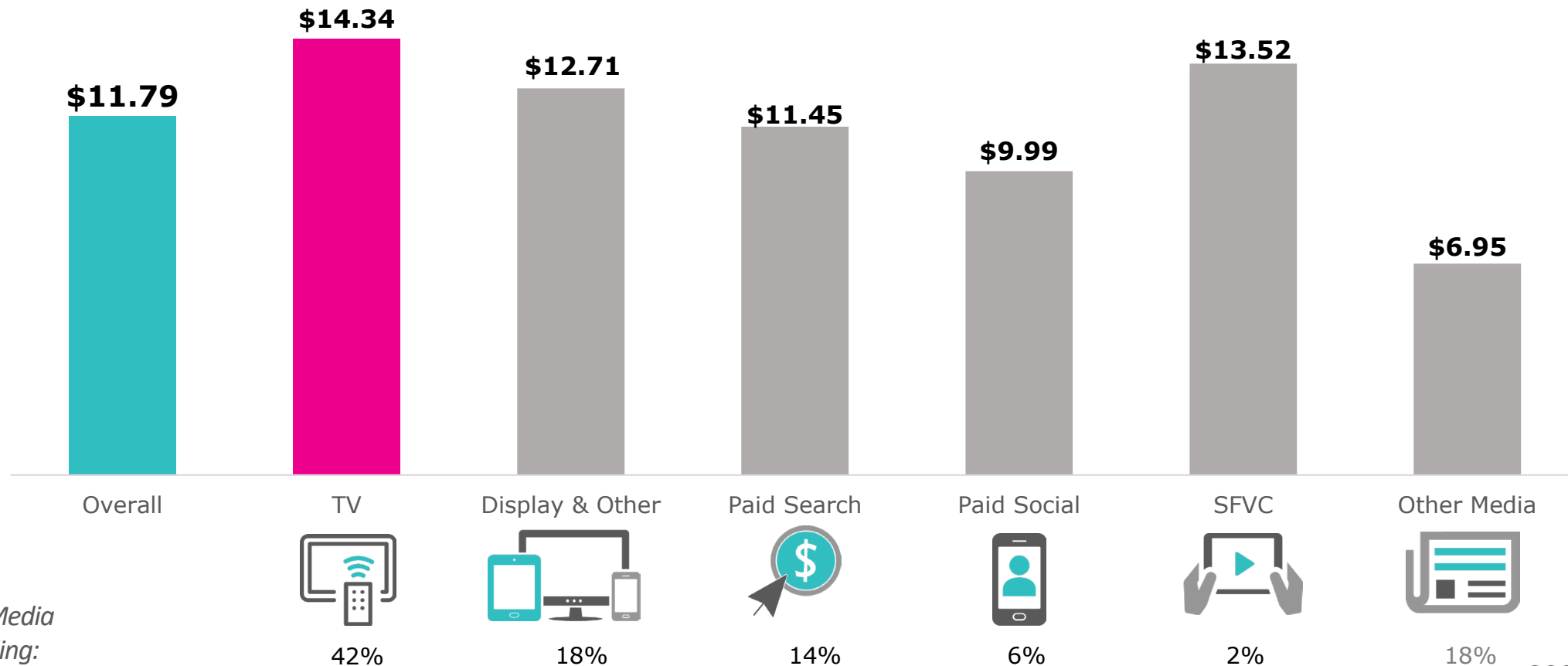
TV has a significant halo effect on digital media, increasing its sales ROI by 19%



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

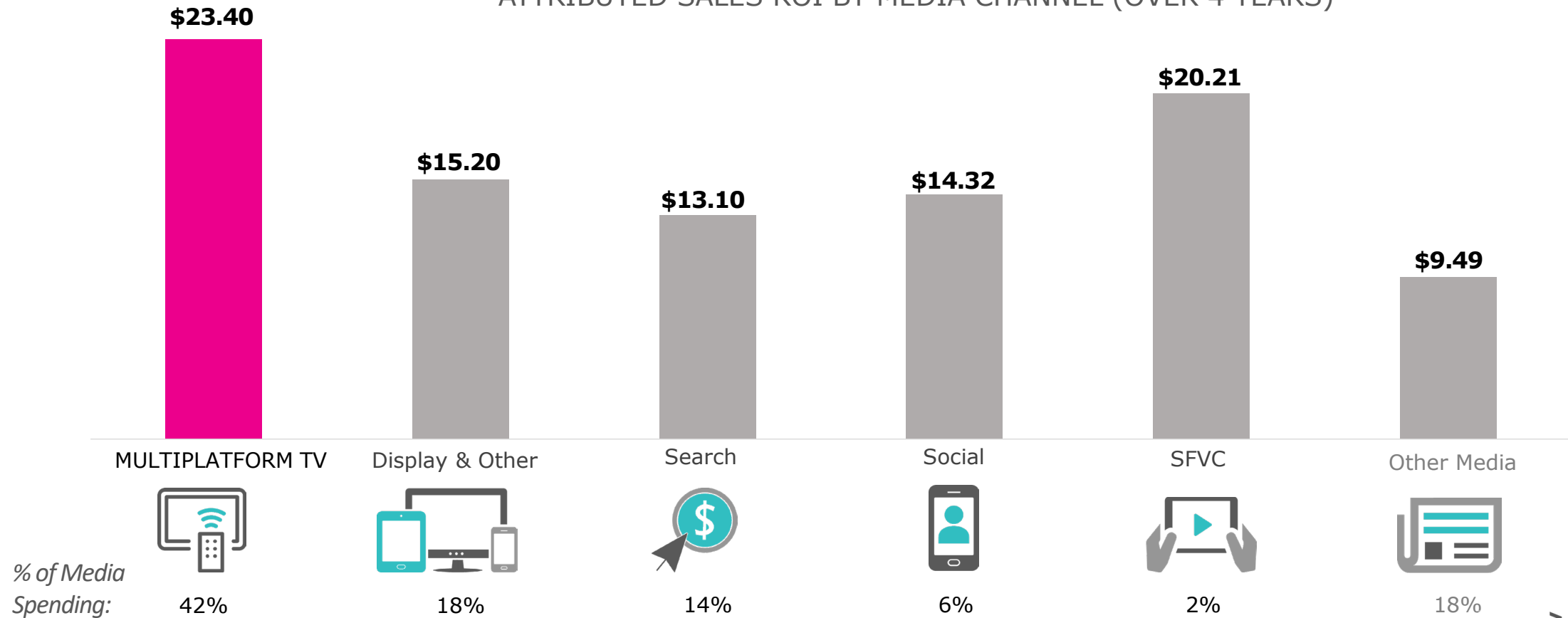


% of Media
Spending:

tv delivers the best ROI

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

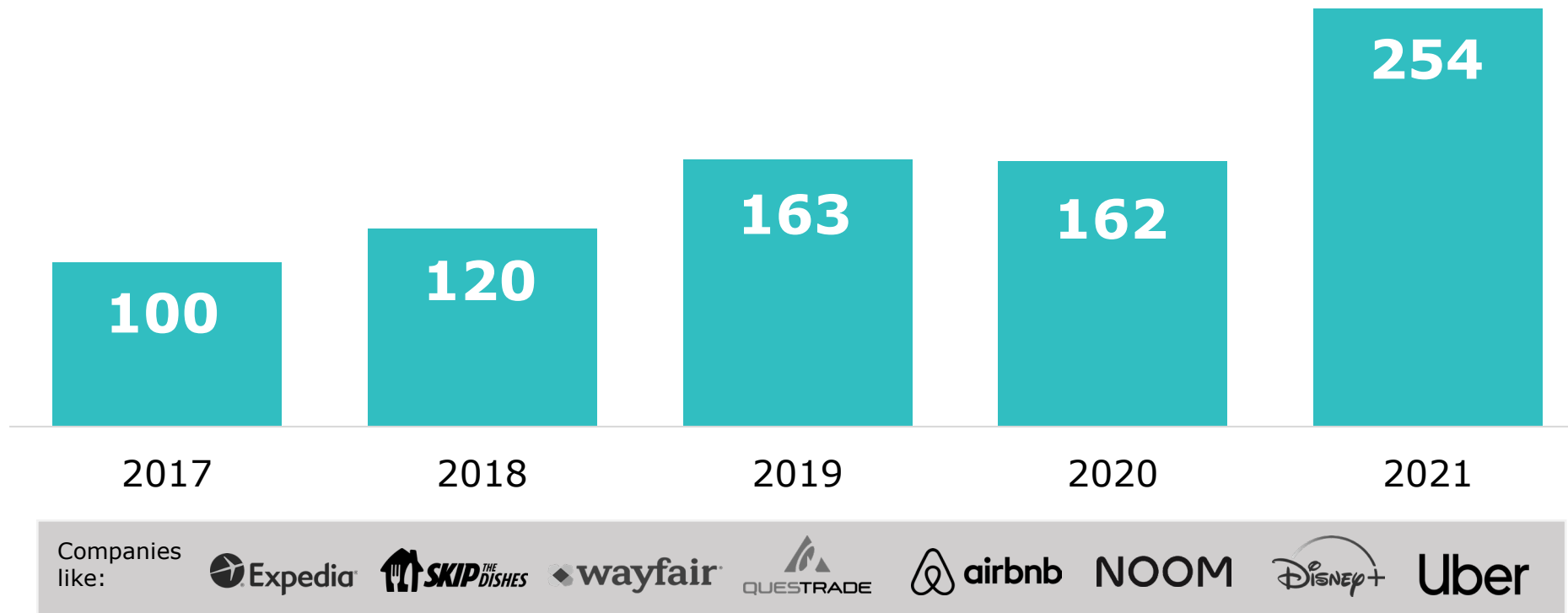
ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



digital companies know **thinktv** 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	Nlogic
ARF (Advertising Research Foundation), member	Media Stats
Brainsights	MRC (Media Ratings Council)
CRTC	Nielsen
Ebiquity	Numerator
IPA (Institute of Practitioners in Advertising)	RTS
Ipsos	Statistics Canada
	WARC

in case you missed it

check out these additional research reports

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 »](#)

ad nation Ipsos Canada

This new research, conducted by Ipsos and commissioned by think**tv**, identifies how the media habits of the advertising and media communities differ from the rest of Canada, and how those differences impact our assumptions of general media usage.

[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

Peter Field's latest 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 »](#)

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 »](#)

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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sources

- Slide 3 & 4:** Total TV, Live TV, PVR: Numeris PPM, Total Canada, All Locations, Mo-Su 2a-2a, Sept 13 2021 to May 29, 2022 | Facebook.com, Instagram.com, Twitter.com, TikTok.com, Snapchat, Inc.: Comscore Media Metrix Multi-Platform, Canada, Sept to April 2022 | YouTube: Comscore Video Metrix Multi-Platform, Canada, Total Video, Sept to May 2022 (Note: Numeris population estimates used to calculate average weekly hours per capita for digital media)
- Slide 5:** Numeris, PPM, Total Canada, Consolidated, All Locations, Sept 13 2021 to May 29, 2022
- Slide 6:** Numeris, PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Sept 13 2021 to May 29, 2022
- Slide 7-8:** Numeris, PPM, Total Canada, Consolidated, All Locations, Mo-Su 2a-2a, Sept 13 2021 to May 29, 2022 | TV campaign based on a 900 GRP campaign (6 weeks x150 GRPs), Sept 13 2021 to May 29, 2022, Total Canada, Ind. 2+, Numeris 2021-22 population estimates.
- Slide 9:** Mediastats, Total Canada, Jan 2021, Jan 2022, BDU Profile Report, Numeris, PPM, Total Canada, Total TV, All Locations, M-Su 2a-2a, Sept 13 2021 to May 29, 2022 , 2021
- Slide 10:** Source: YouGov BrandIndex Tracking, Total Canada, A18+, July 2022
- Slides 11-13:** Accenture, [Peak Performance: Driving Advertising Effectiveness That Lasts](#), 2020; Accenture Strategy attribution study, [The Moneyball Moment for Marketing in Canada](#); January 2019
- Slide 14:** Numerator, Canada, Internet related sites & services category; for [full list of companies](#) contact thinktv

For more TV and advertising information, check out [The Power of TV in an Attention Economy](#)