

**tv**'s

**winning formula**



**think**<sup>tv</sup>

# tv's winning formula

1

**TV** dominates time spent with media

2

**TV** ads produce the biggest impact

3

**TV** improves the performance of online advertising

4

**TV** works @ both ends of the funnel

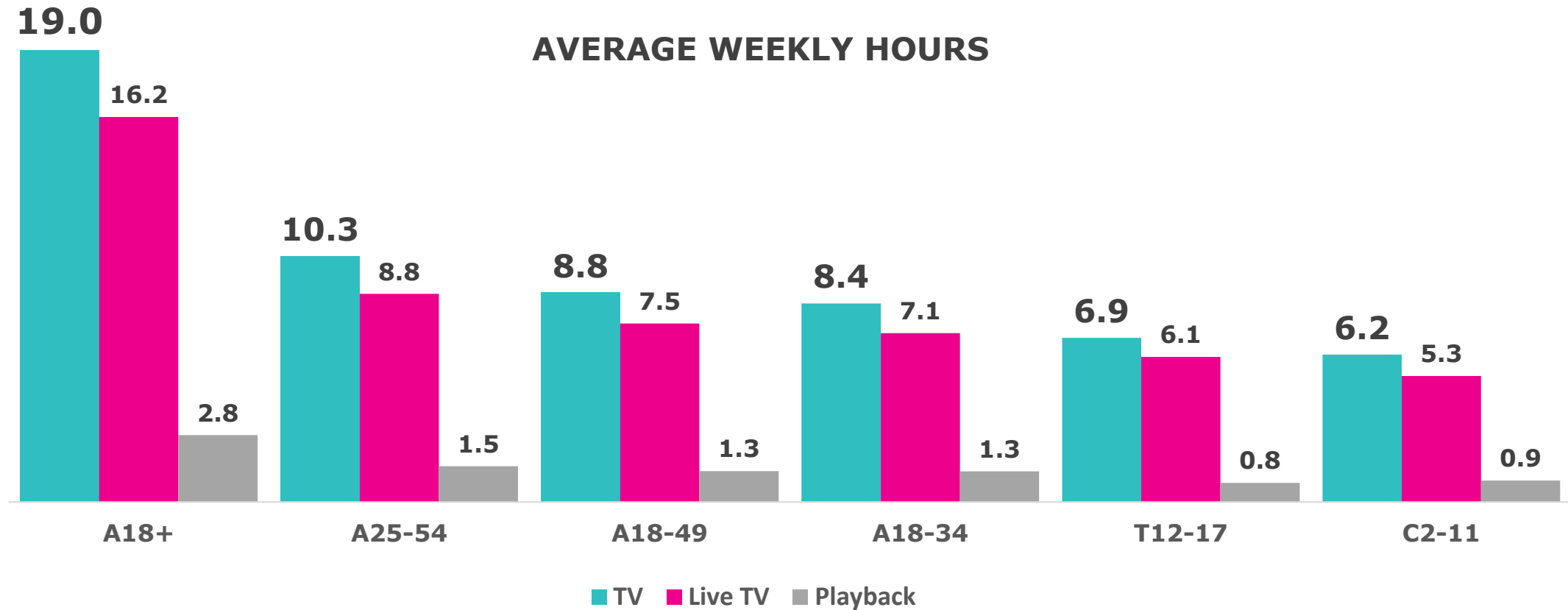
5

**TV** delivers the strongest ROI of all media

# 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.

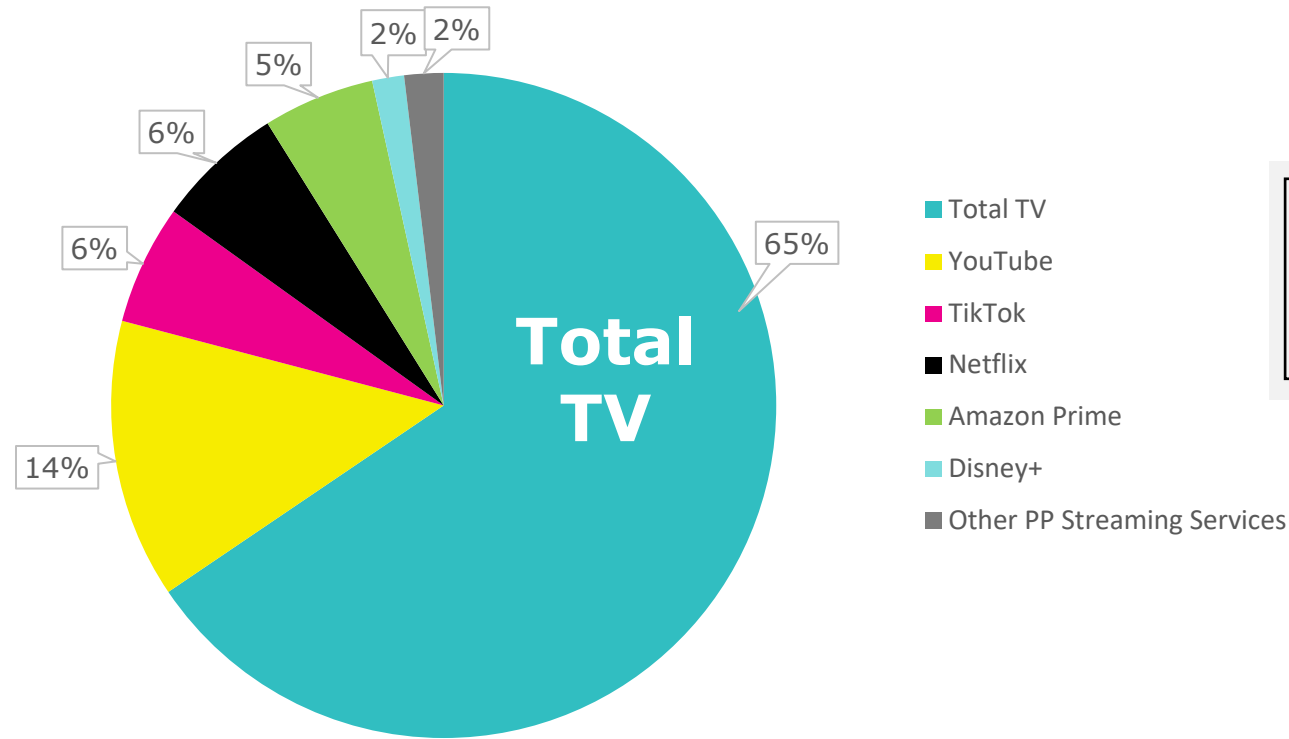
Source: Numeris PPM, Total Canada, Total Hours (000) Sep 18 - Dec 17, 2023



# 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

# tv 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 works throughout the funnel

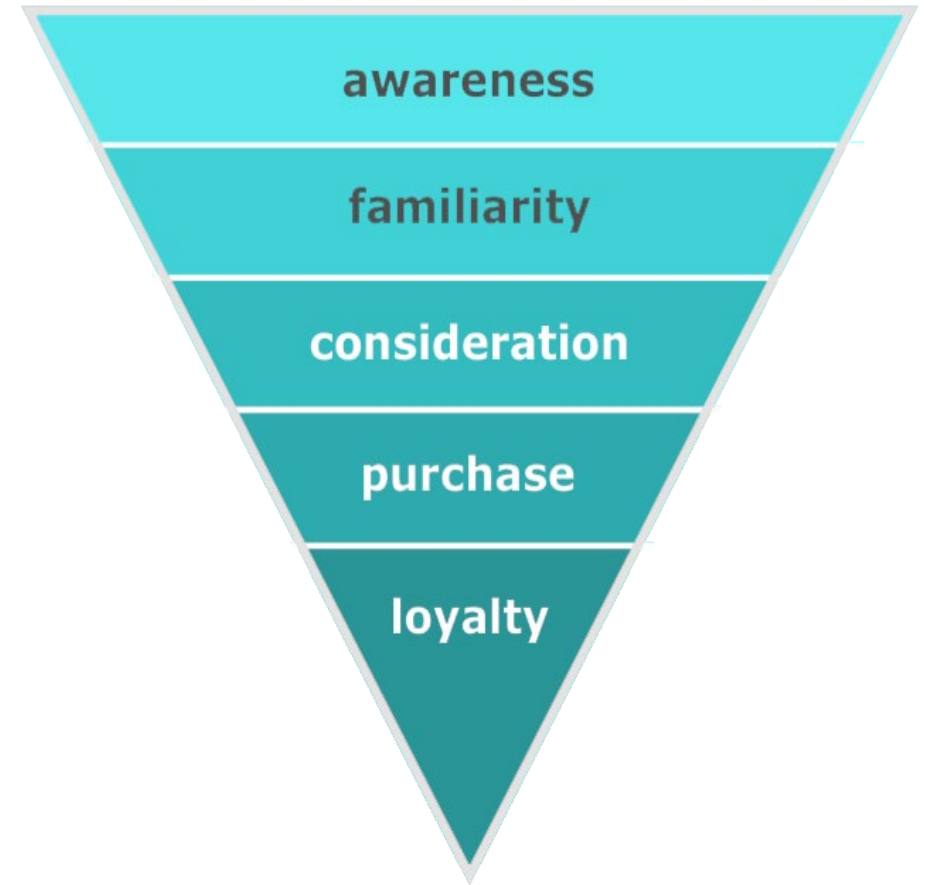
## TV is your best store-front window

### Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

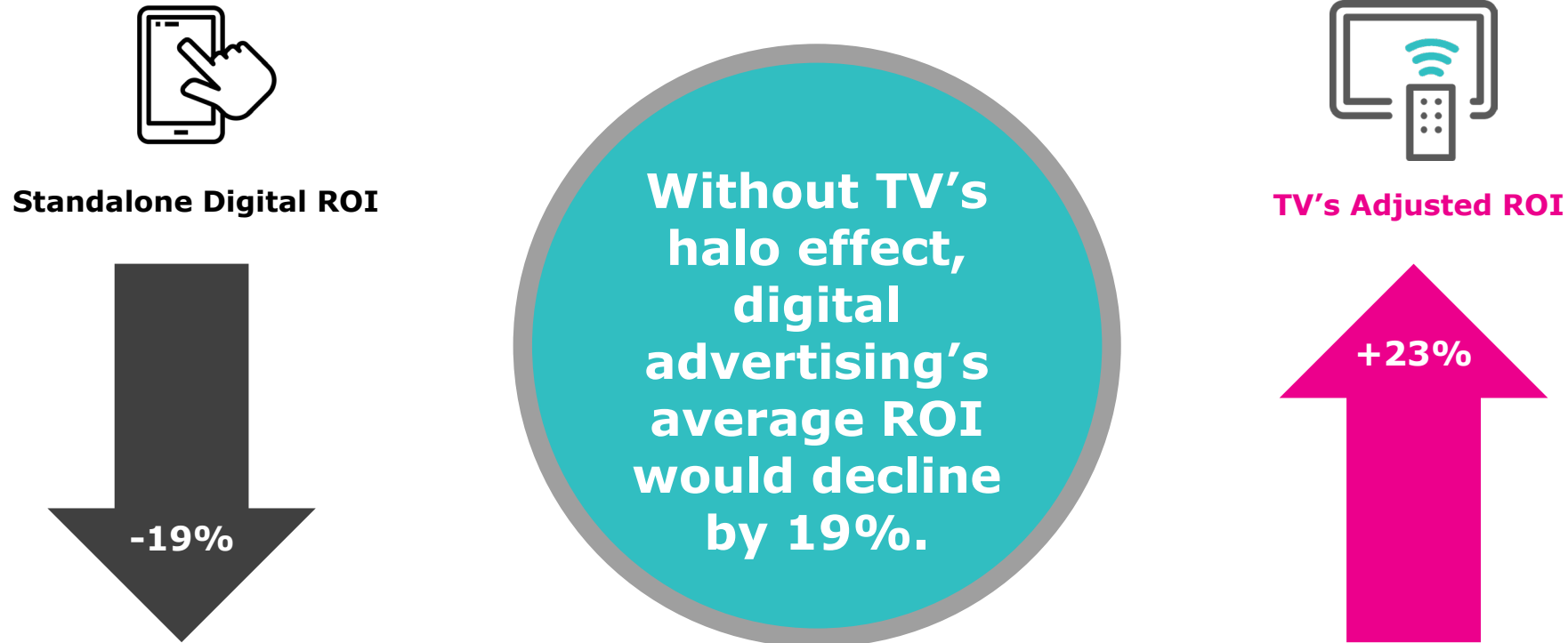
### Bottom of the Funnel

- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial



# tv improves digital's performance

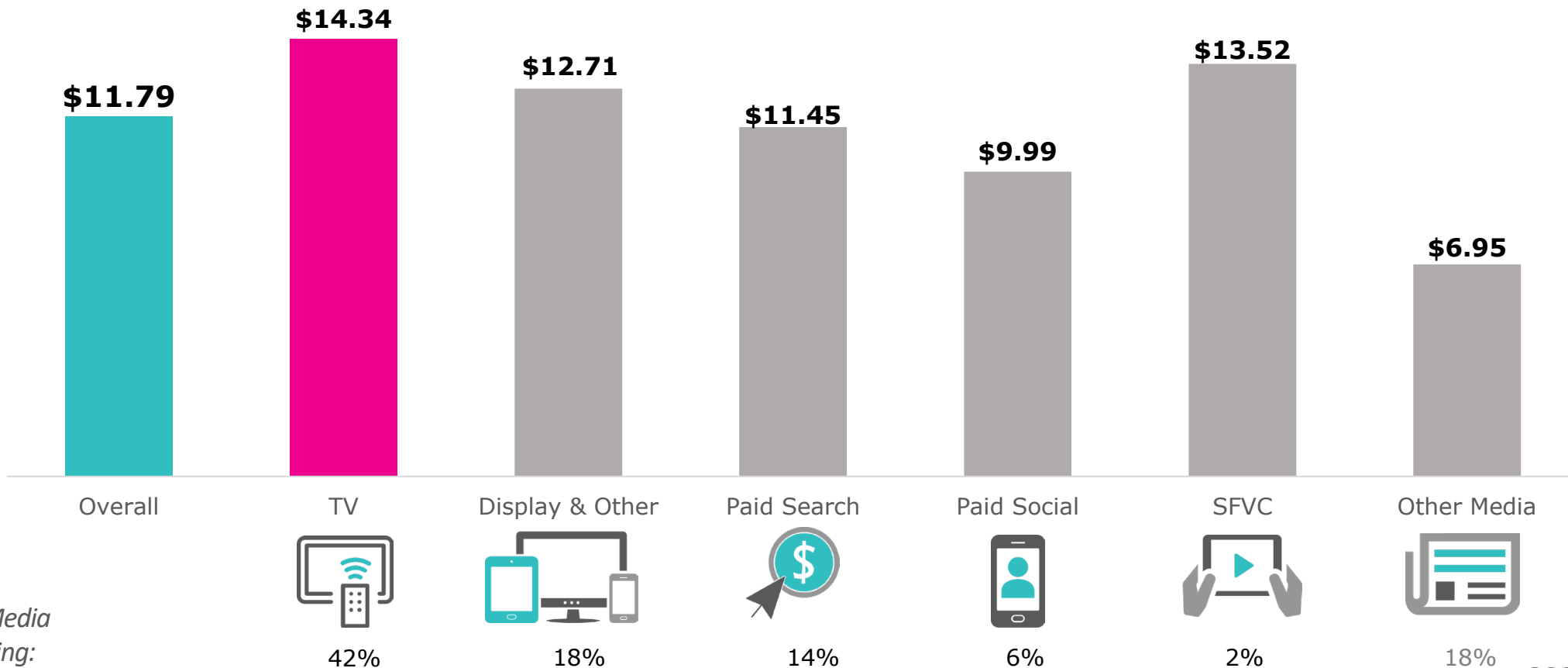
TV has a significant halo effect on digital media, increasing its sales ROI by 19%



# 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



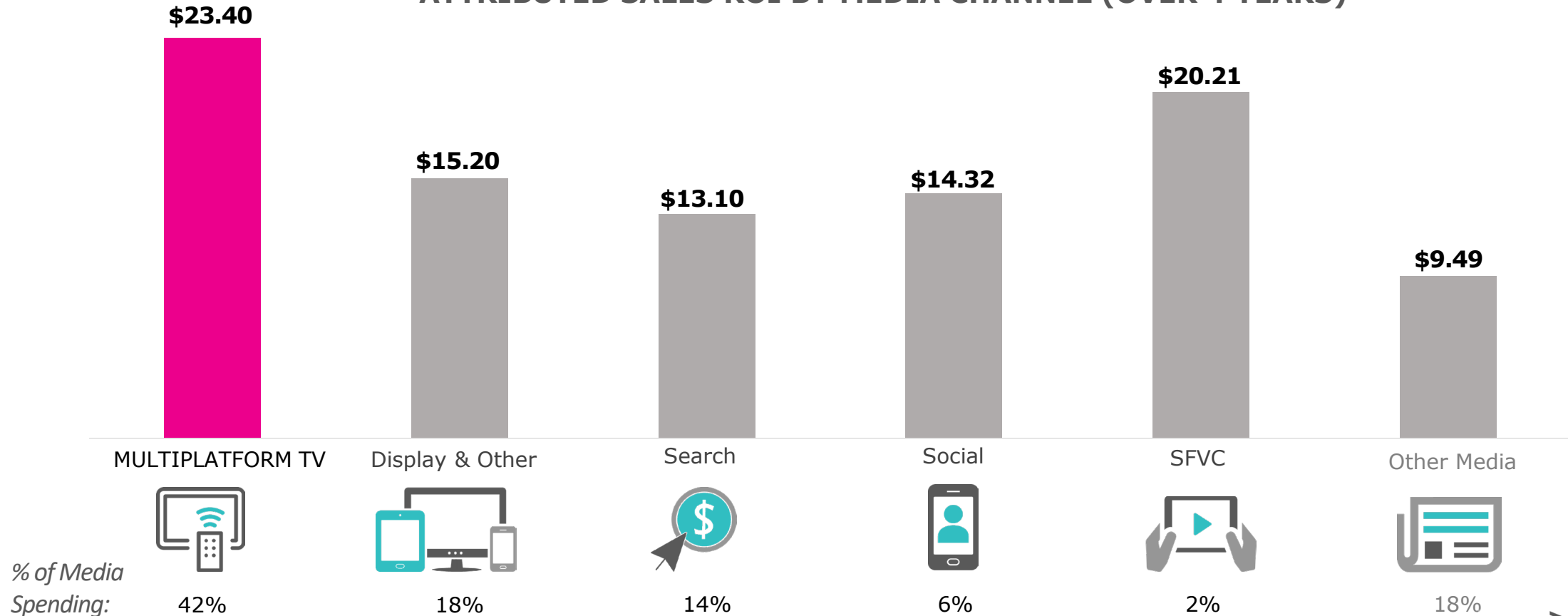
% of Media Spending:



# 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)



# today's



100% of TV channels delivered digitally



explosion in viewing options



advances in addressable advertising & measurement

# tv's key attributes



**100% viewable**



**Robust measurement**



**Full screen**



**Brand safe**



**Sound on**



**Shared viewing**



**Viewed by humans**



**High quality programming**

For more check out [\*The Power of TV in an Attention Economy\*](#)

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