

A man and a woman are sitting on a couch, smiling and looking towards the camera. The man is holding a red mug and a remote control. The woman is also holding a red mug. They are in a living room setting with a lamp visible in the background.

tv today

updated June 2022

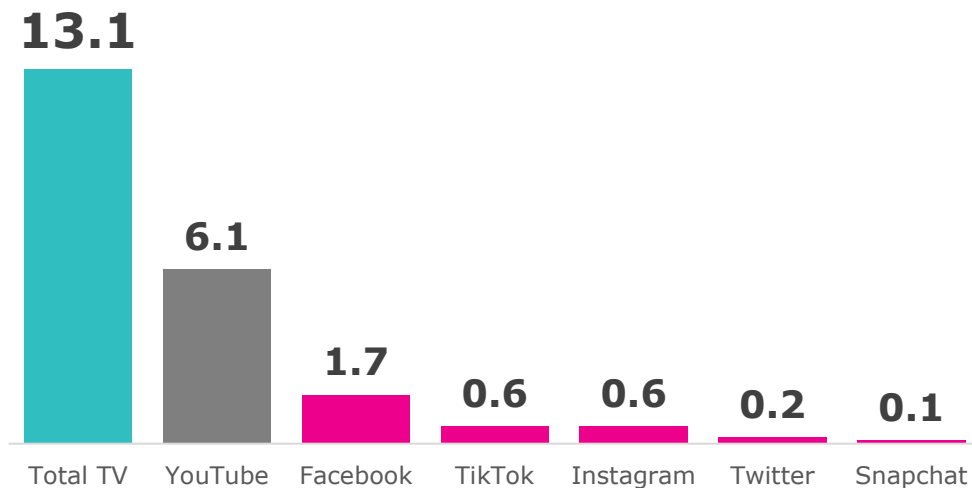
think^{tv}

Canadians are watching a lot of



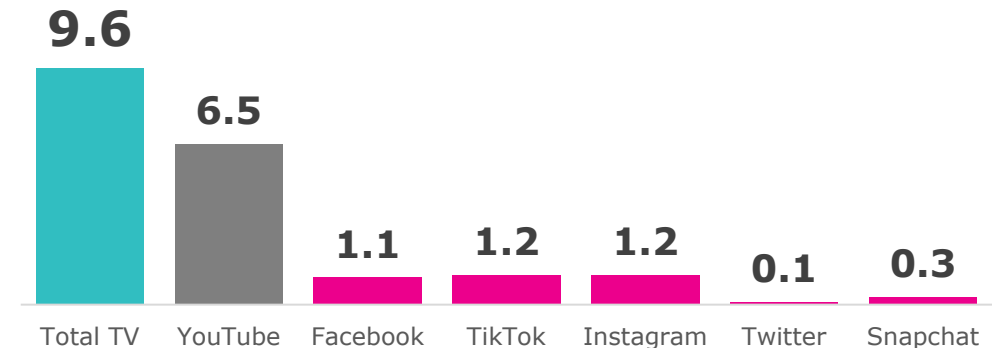
ADULTS 25-54

AVERAGE WEEKLY HOURS



ADULTS 18-34

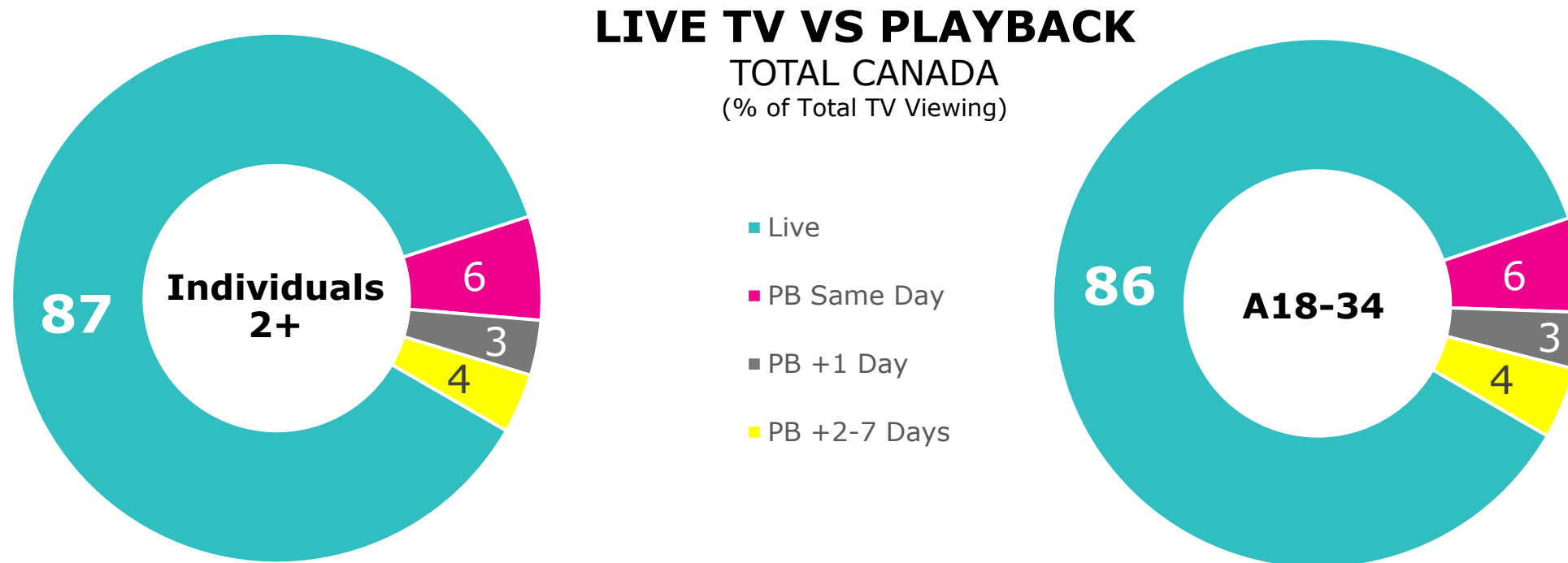
AVERAGE WEEKLY HOURS



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 reached 32 million Canadians

every week this Fall (26 million daily)



AVERAGE WEEKLY REACH

85%
Canadians 2+

87%
adults (18+)

77%
kids (2-11)

76%
adults (18-34)

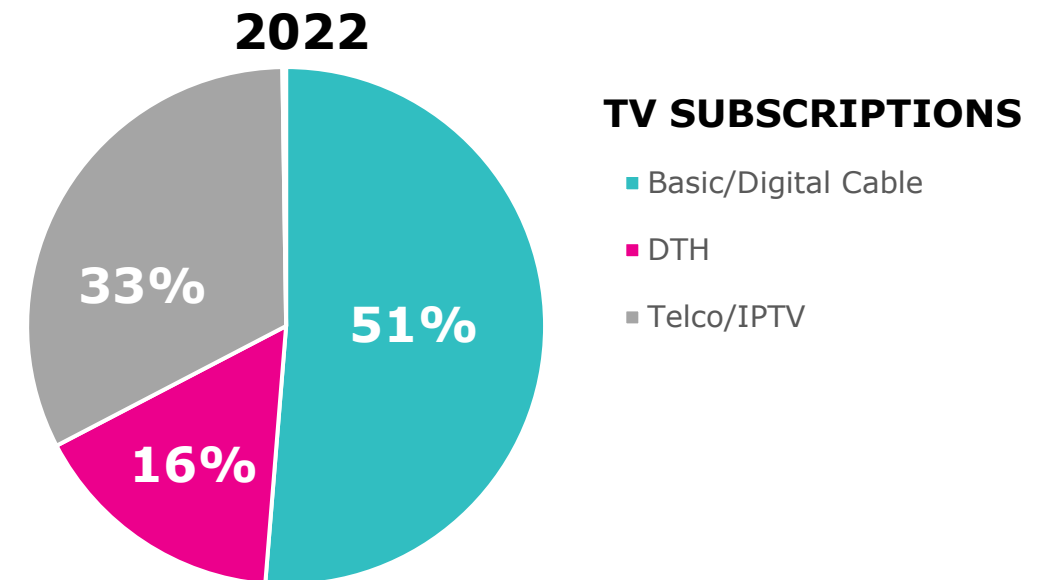
81%
adults (25-54)

10.3 million Canadian HH's have a paid **tv** subscription

Cord cutting has been far overstated: total subs are down less than 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 Subscribers	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 is powerful because it **delivers:**

reach

impact

demand

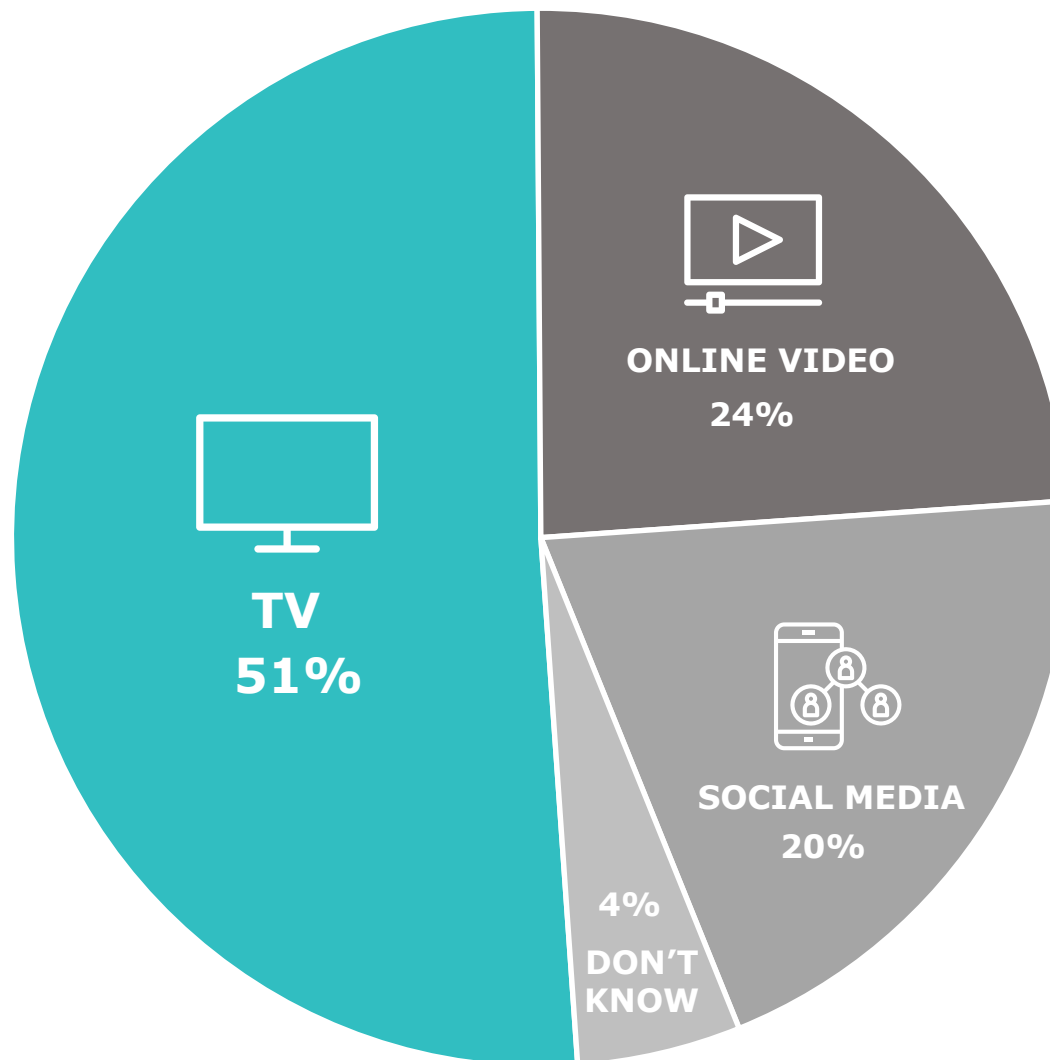
efficiency

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tv ads get the most **attention**



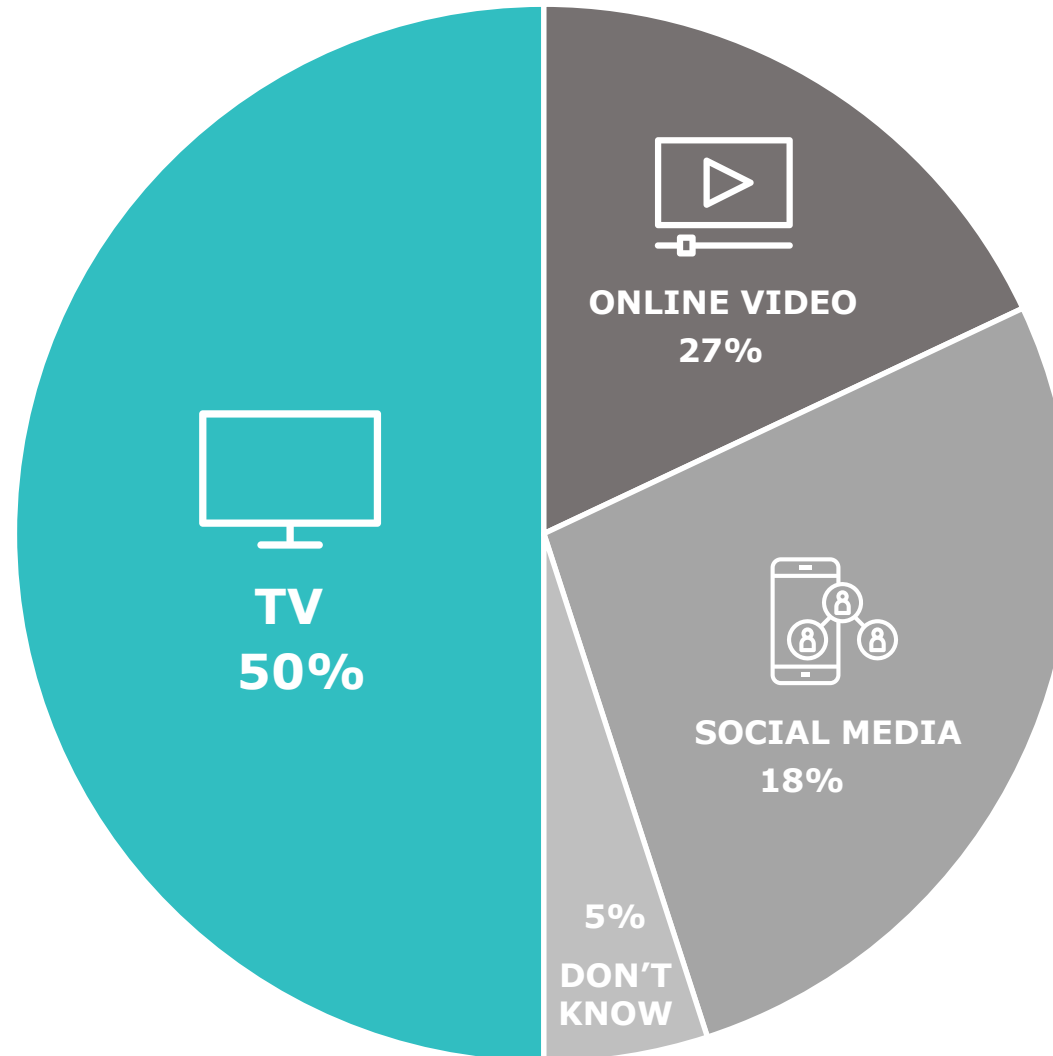
Which one of the following media carries video advertising that best captures your attention?



tv ads are the most **influential**



Which one of the following media carries video advertising that you believe to be the most influential?



tv is also the most trusted medium

Which one of the following media carries video advertising that you believe to be most trustworthy? Least trustworthy?

Least Trustworthy

11%



Most Trustworthy

70%

21%



ONLINE VIDEO

12%

60%



SOCIAL MEDIA

8%

Don't know 7% / Refused 1%

Don't know 9% / Refused 2%

tv works throughout the funnel

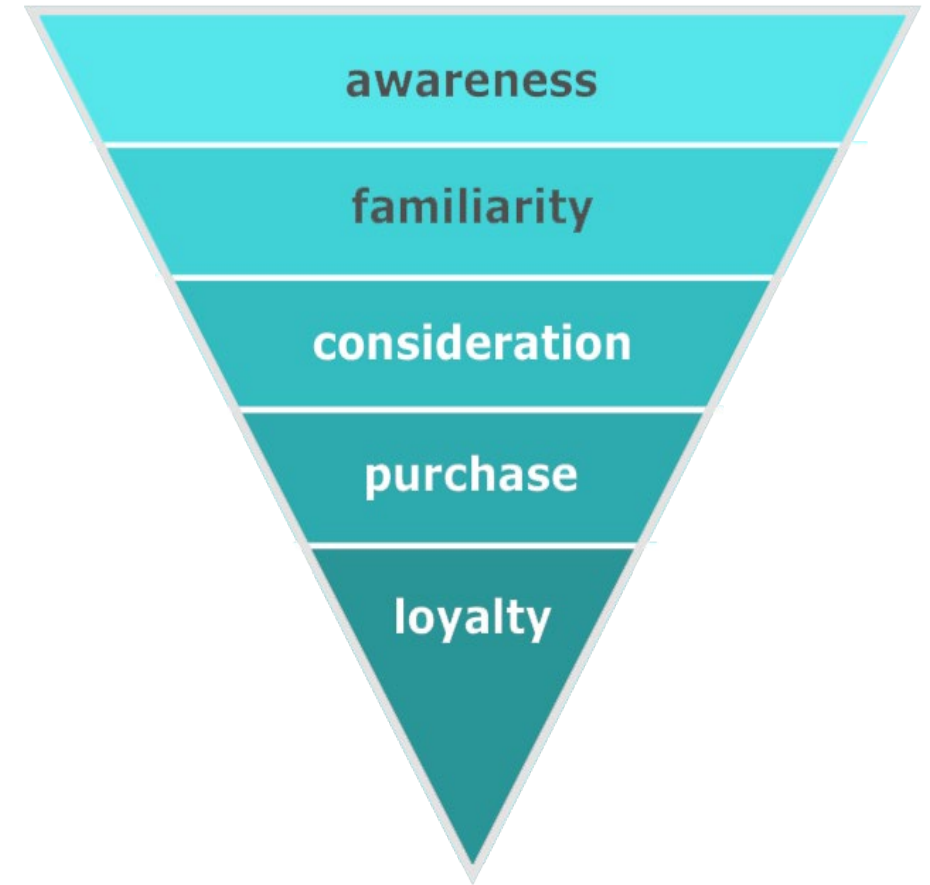
TV is your best store-front window

Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

Bottom of the Funnel

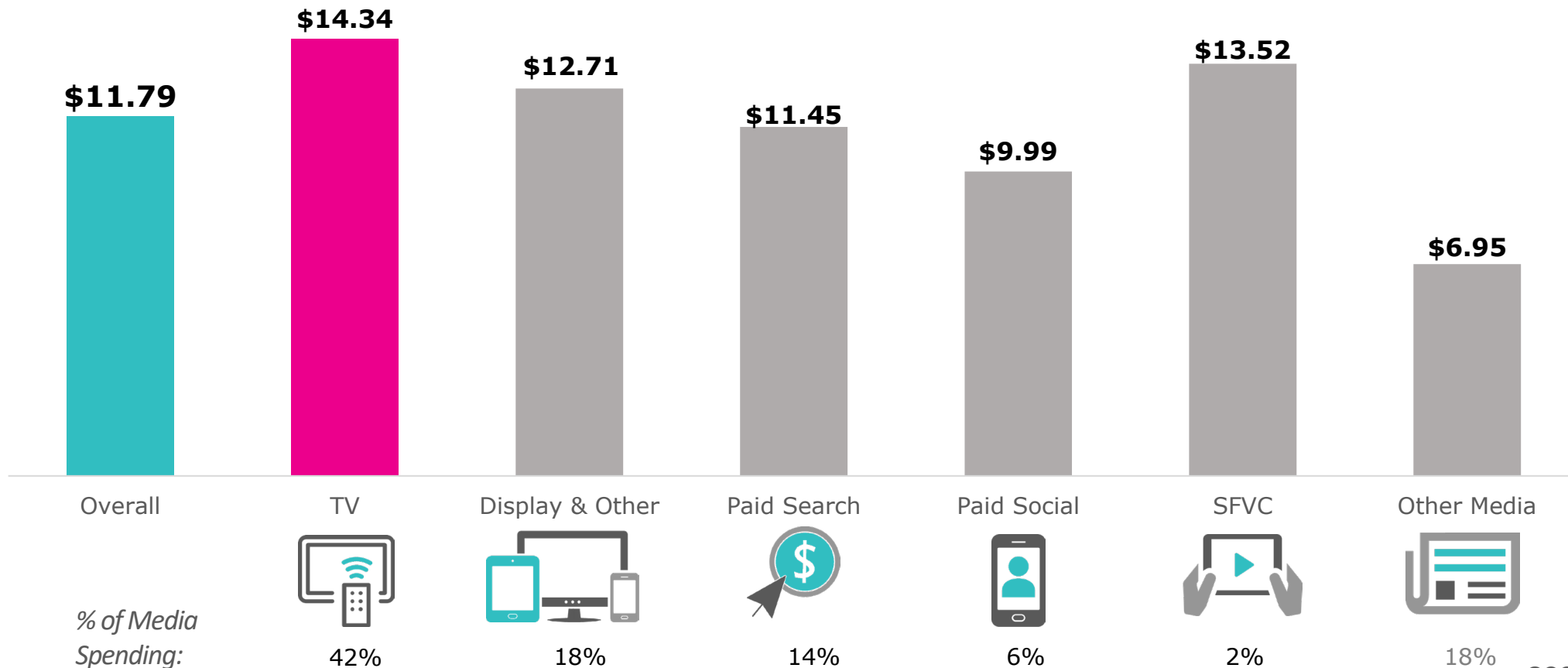
- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial



tv delivers the best ROI

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

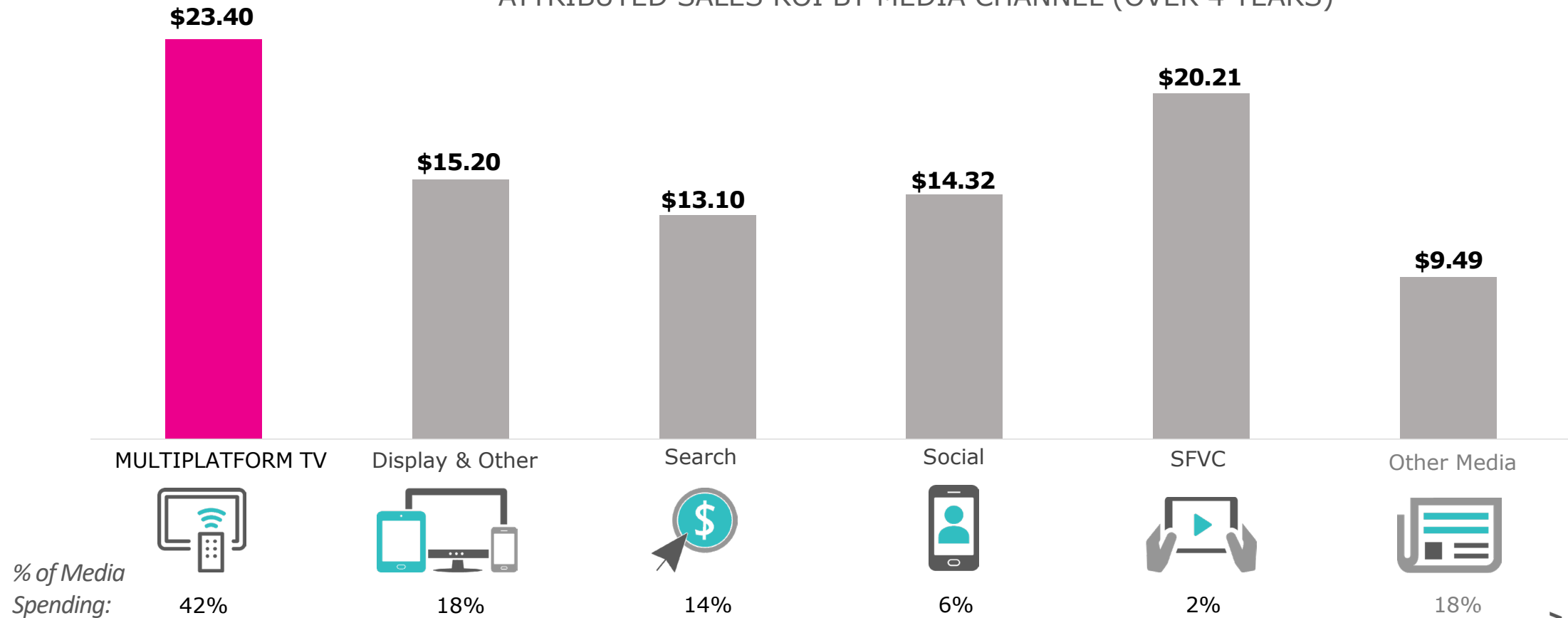
ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD



tv delivers the best ROI

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

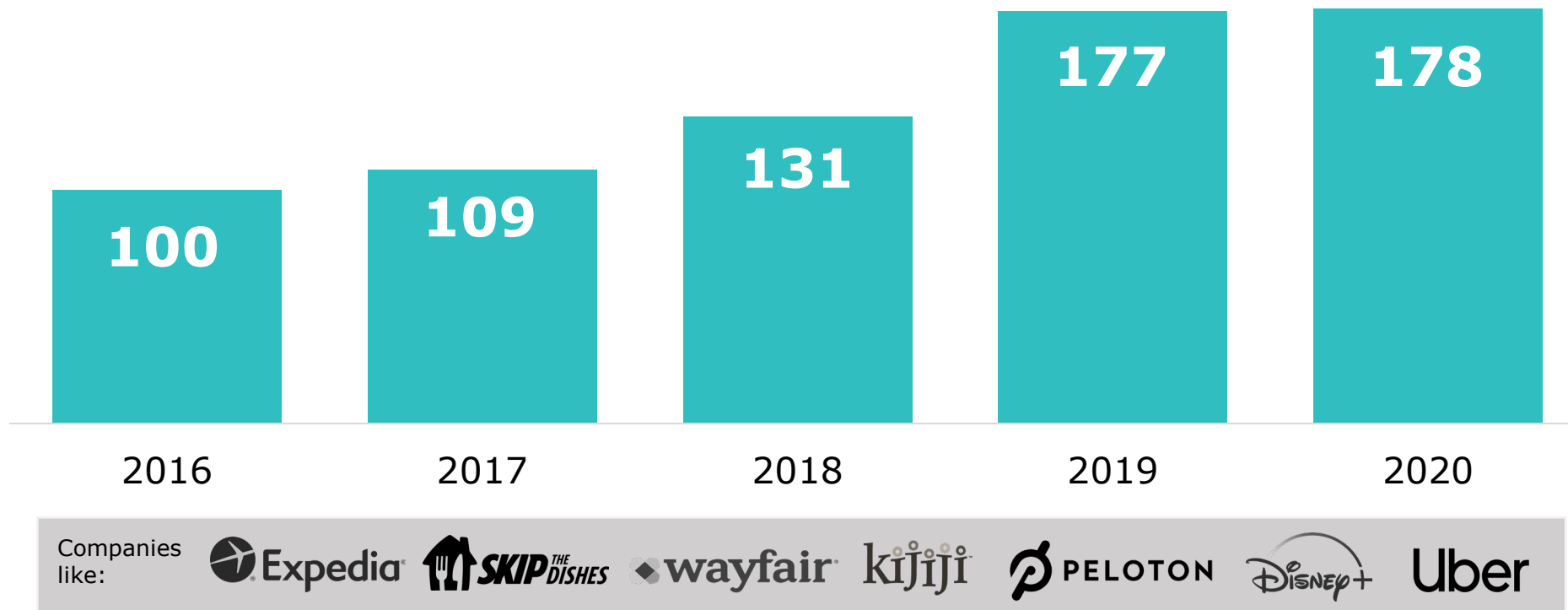
ATTRIBUTED SALES ROI BY MEDIA CHANNEL (OVER 4 YEARS)



digital companies know **thinktv** works!

TV spend by internet-related products & services* is **up 1.8x** since 2016

INDEXED TO 2016
TV SPEND BY INTERNET BUSINESSES



over 800 new products & services

launched television campaigns in 2021. TV continues to attract new advertisers looking to grow their businesses

allbirds

britbox



duolingo



plastk

Baycrest

BEYOND
Van Gogh
An Immersive Experience

NETCOINS

Lovehoney

ABSOLUT
WATERMELON

Fanatics

purple

SUPER
"DRY"
Asahi
JAPAN'S NO.1 BEER

breton

siggis

SONOS

WATERLOO
BREWING

TWO OCEANS

SOUTH AFRICA

APPLETON ESTATE
CRAFTED IN THE HEART OF JAMAICA

Vinted

Vrbo








DHL



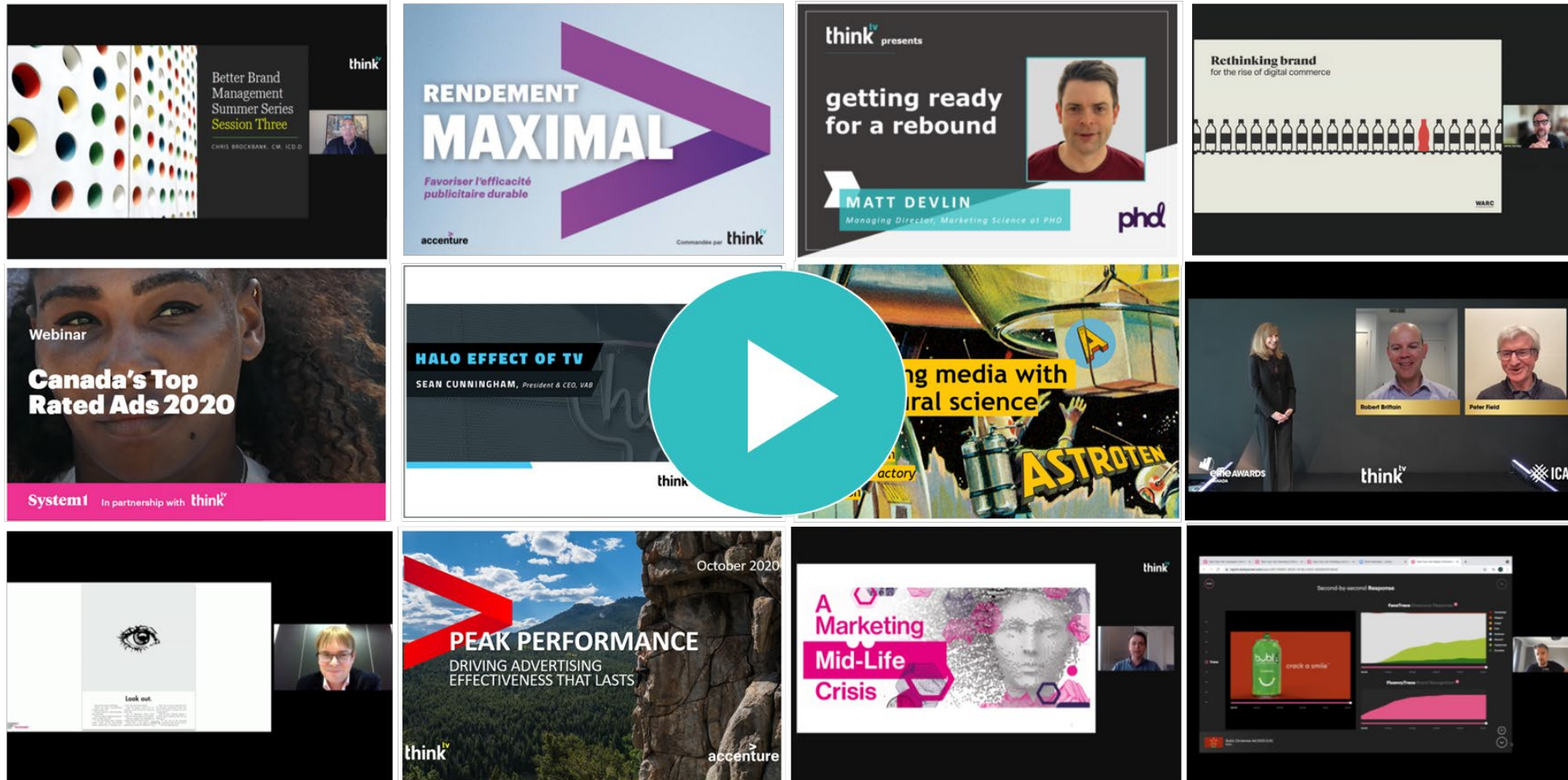
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tv's winning formula

-  **TV** dominates time spent with media
-  **TV** ads produce the biggest impact
-  **TV** improves the performance of online advertising
-  **TV** works @ both ends of the funnel
-  **TV** delivers the strongest ROI of all media

think^{tv} presents

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