

**tv** today



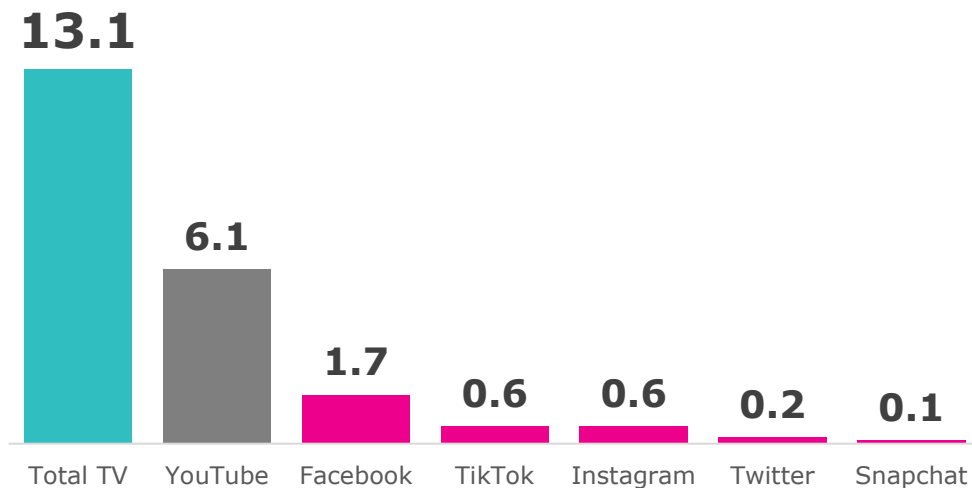
think<sup>tv</sup>

# Canadians are watching a lot of



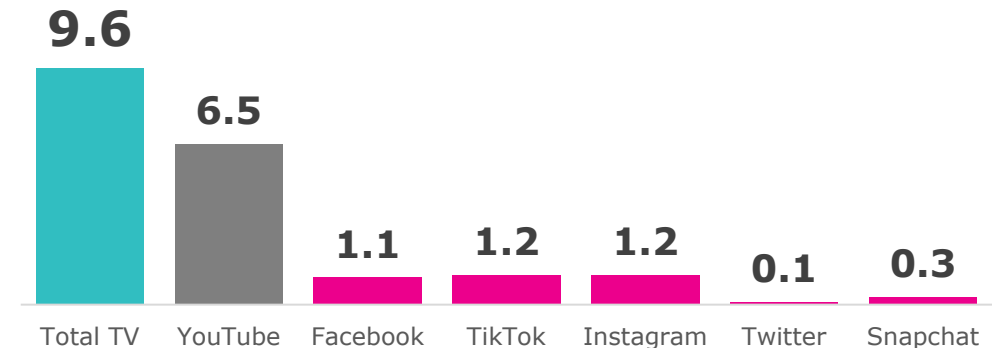
## ADULTS 25-54

AVERAGE WEEKLY HOURS



## ADULTS 18-34

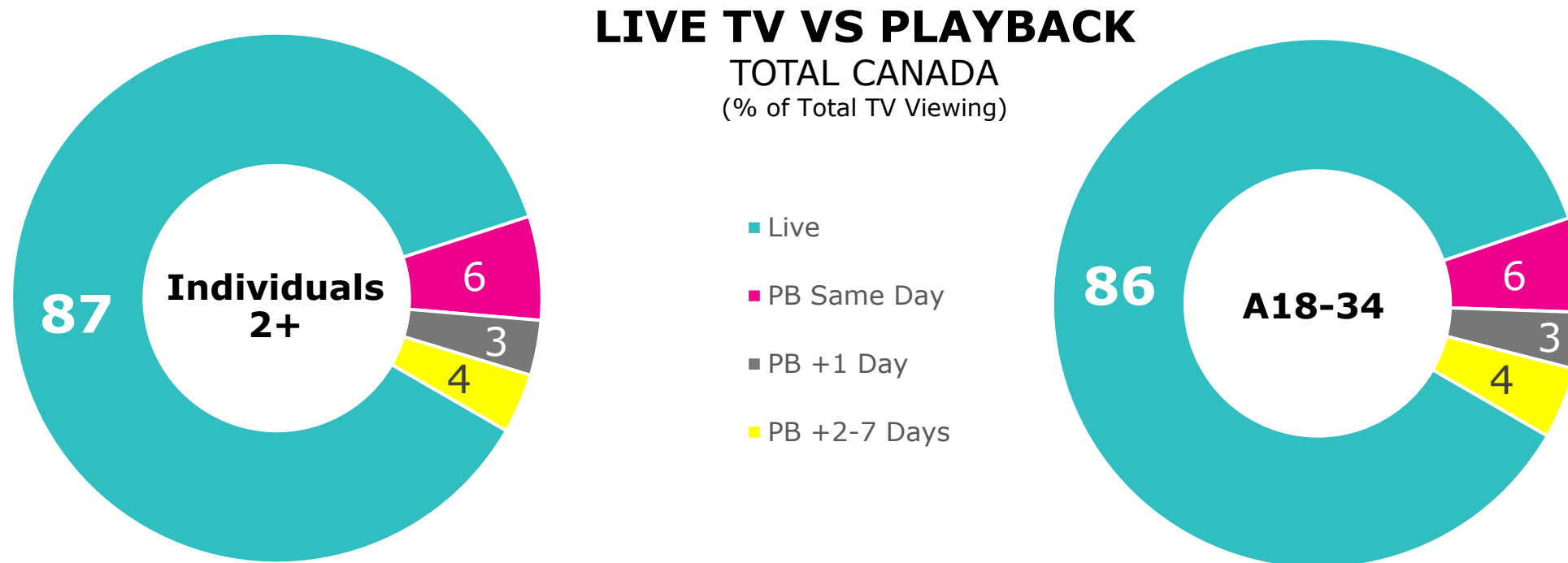
AVERAGE WEEKLY HOURS



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)**

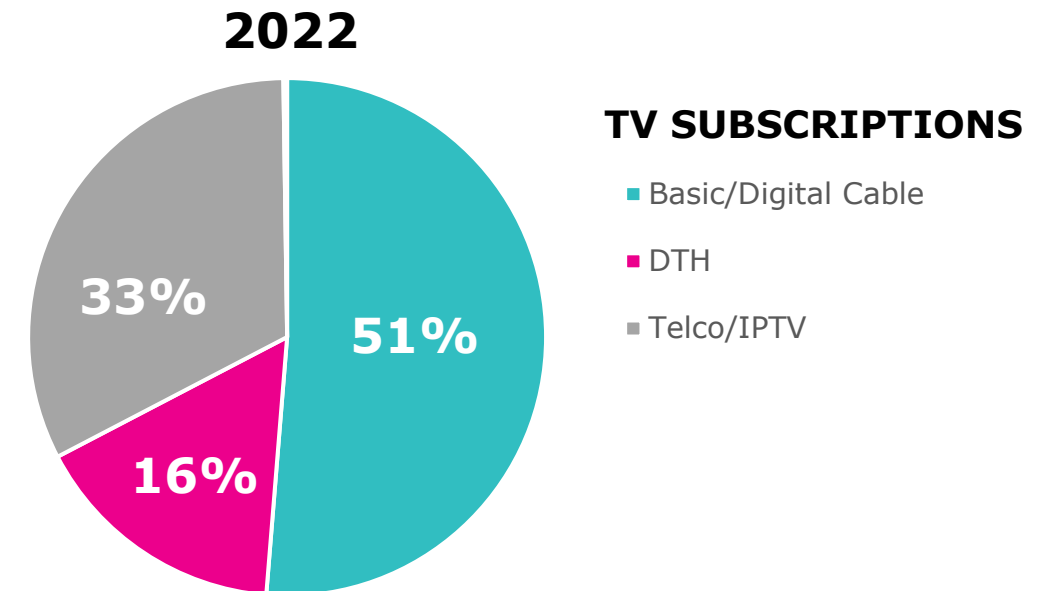
**81%**  
**adults (25-54)**

# 10.3 million paid 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
<b>Total Paid Subs</b>	10,483,436	10,341,772	<b>99</b>
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**

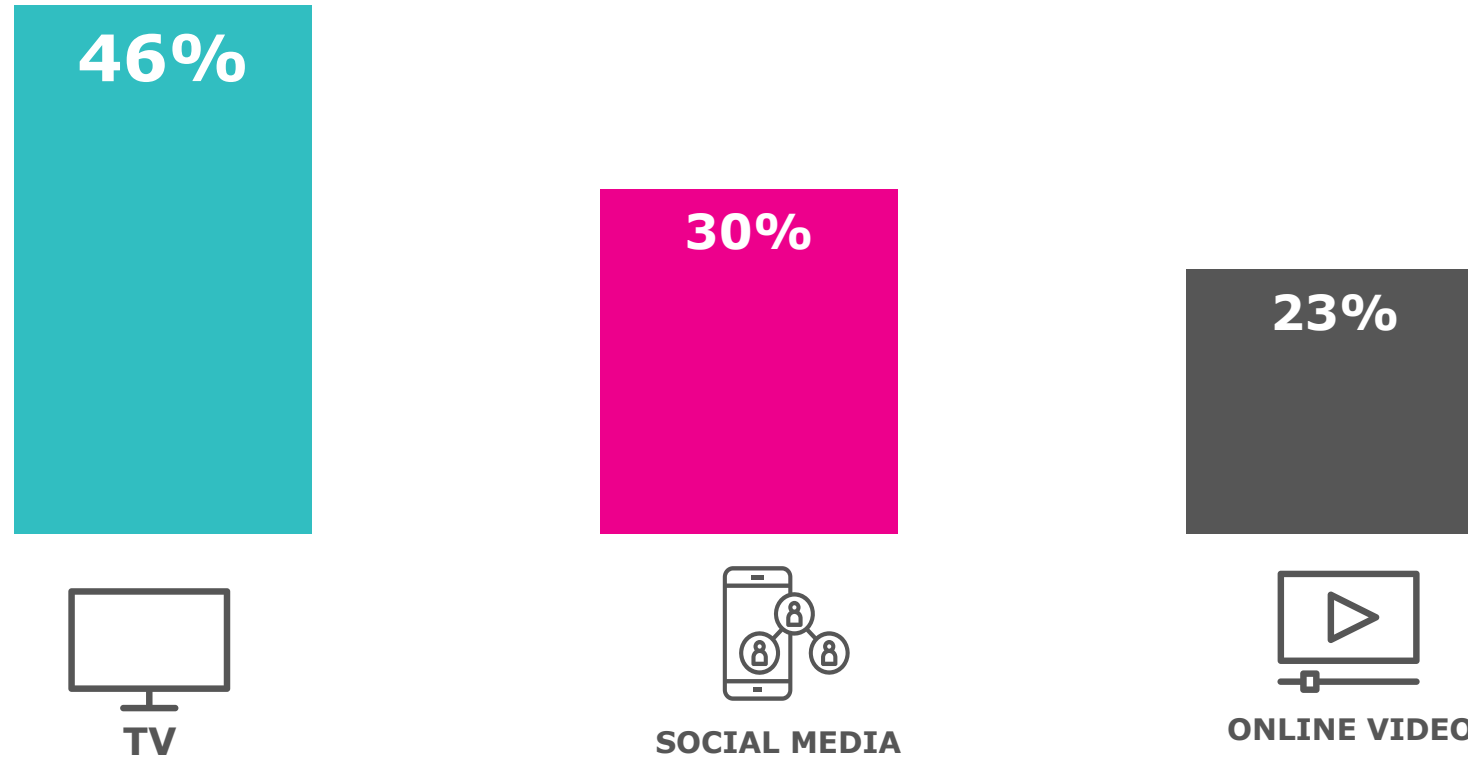
**impact**

**demand**

**efficiency**

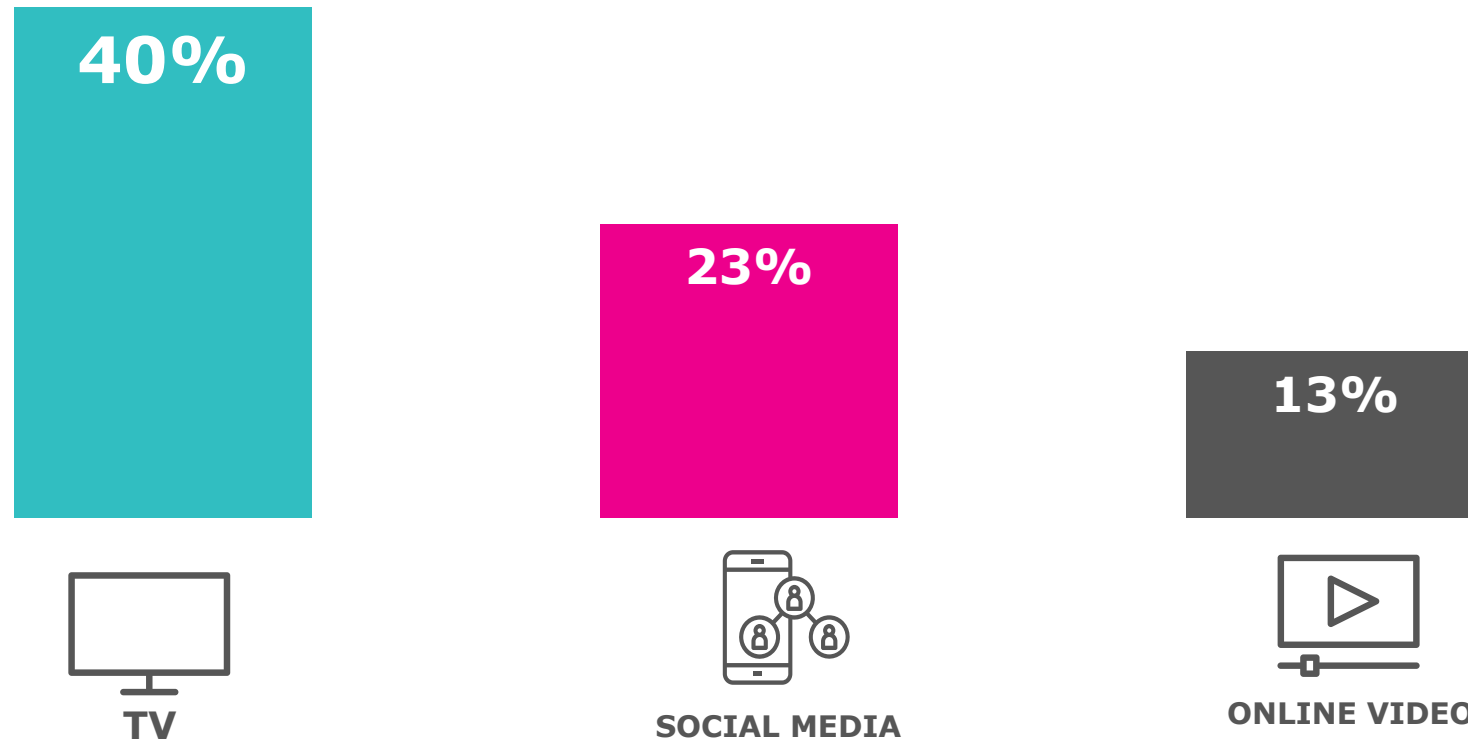
**think**<sup>tv</sup>

# tv ads get the most attention



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

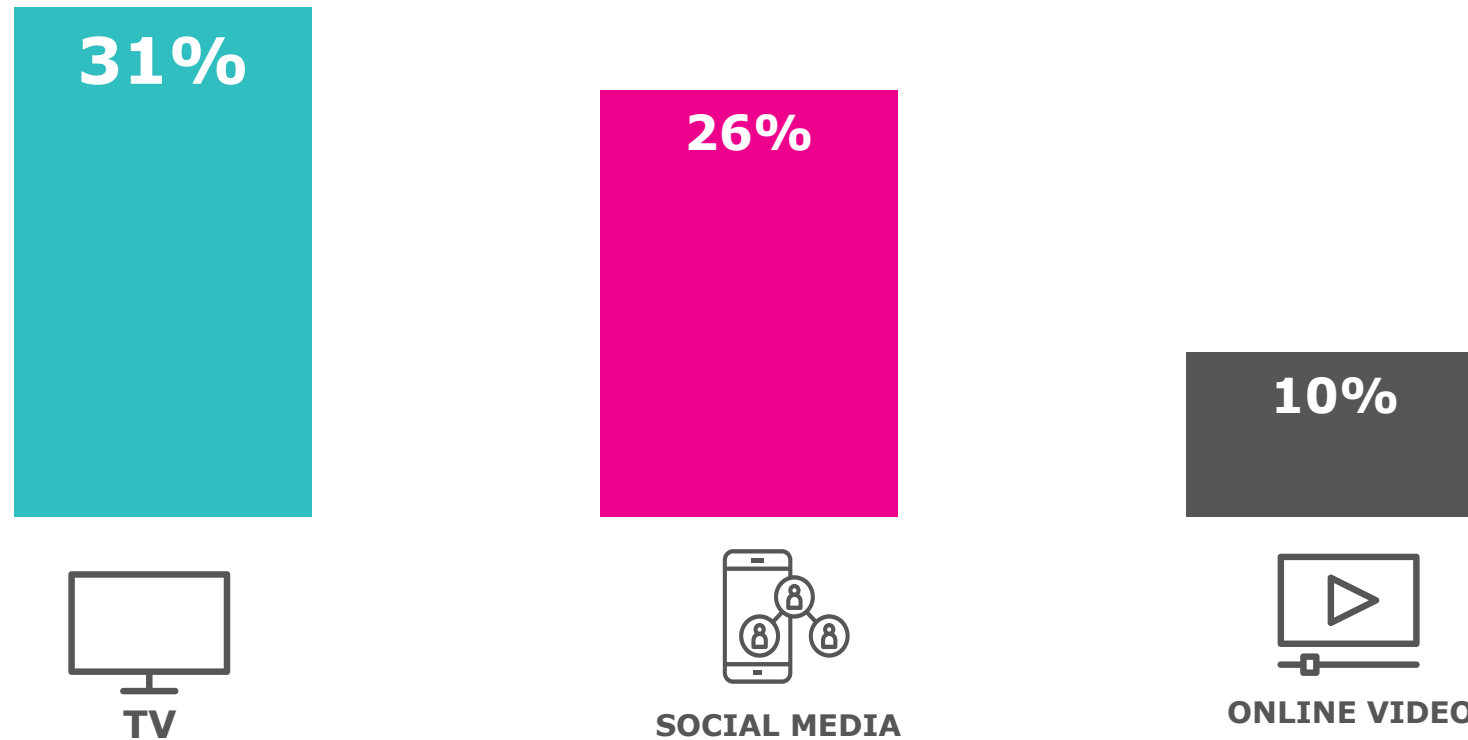
# tv ads are the most memorable



Q: Which *ONE* of the following media carries advertising that you are most **LIKELY TO REMEMBER**?  
not listed are: "Other" @ 25%; includes newspaper, radio, search & OOH.



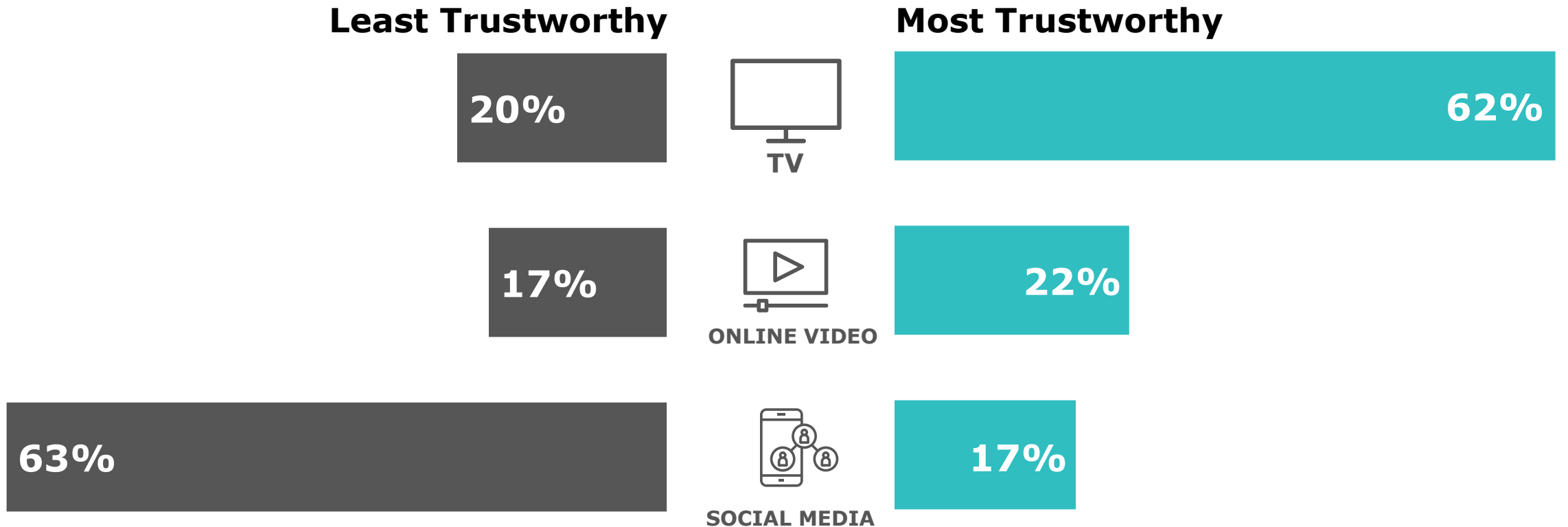
# **tv** is most likely to drive purchases



Q: Which *ONE* of the following media carries advertising that is most likely to make you **WANT TO BUY** the product?  
not listed are: "Other" @ 33%; includes newspaper, radio, search & OOH.

# tv is the most trusted medium

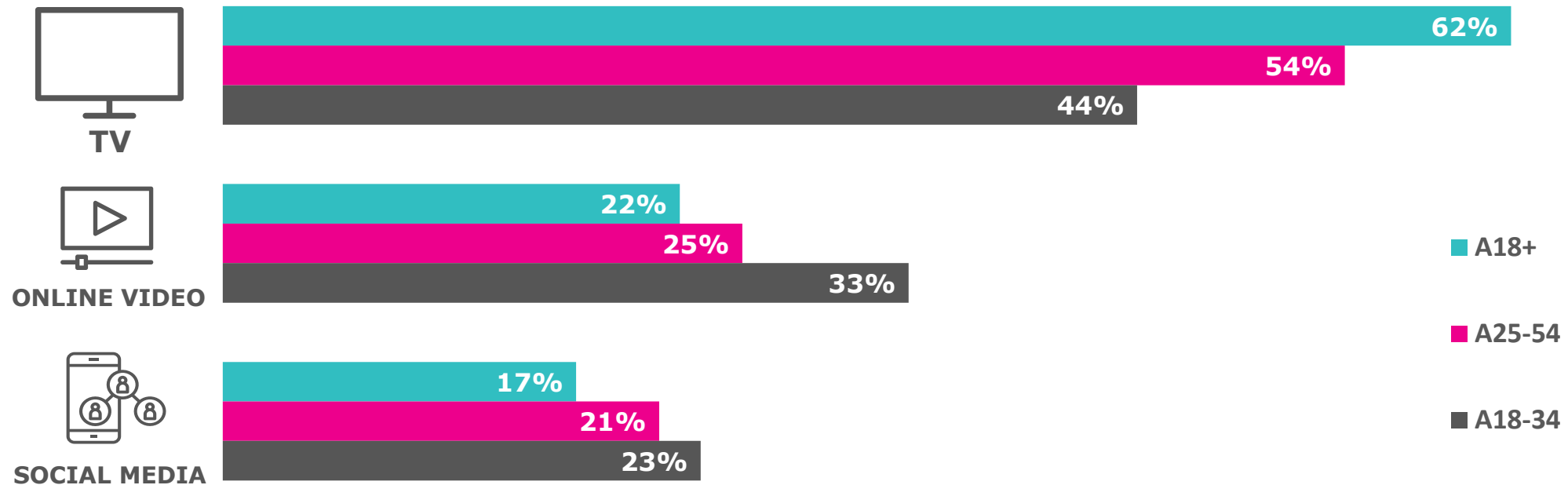
(while social media is the least trusted)



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

# tv is the most trusted video medium

(by a long shot, and across every demo)



Q: Which ONE of the following media carries video advertising you believe to be **most TRUSTWORTHY**?

# **tv** works throughout the funnel

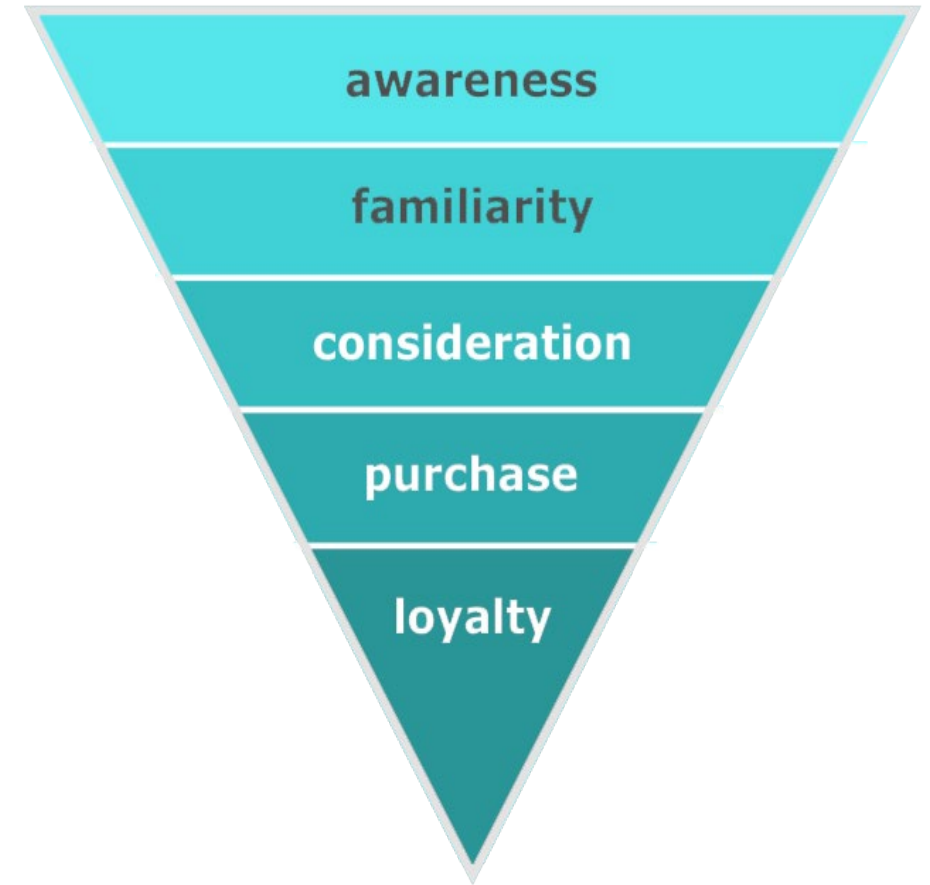
**TV is your best store-front window**

## **Top of the Funnel**

- Awareness
- Brand building
- Interest / purchase intent

## **Bottom of the Funnel**

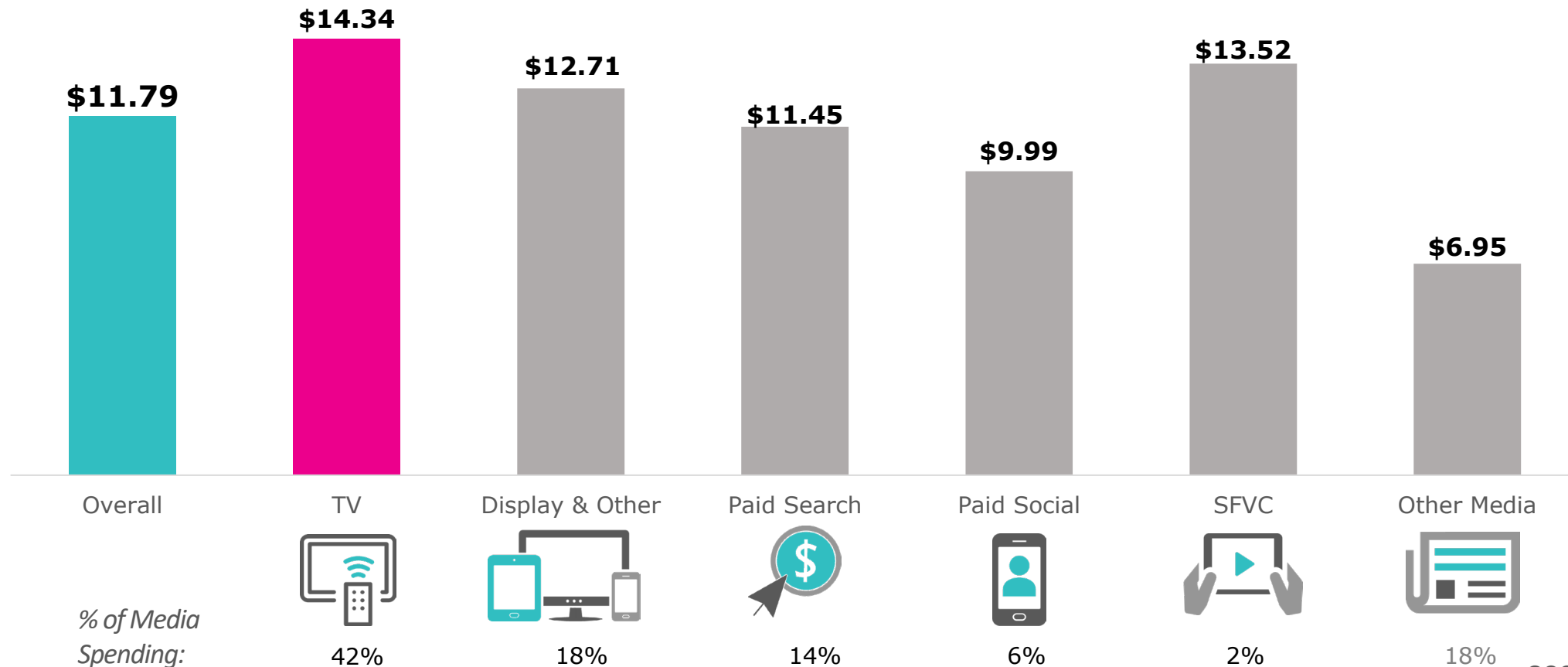
- Activation via sales promotions messages
- TV ads drive website visits
- Thanks to digital, you can literally buy online *while* watching the TV commercial



# tv delivers the best ROI

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

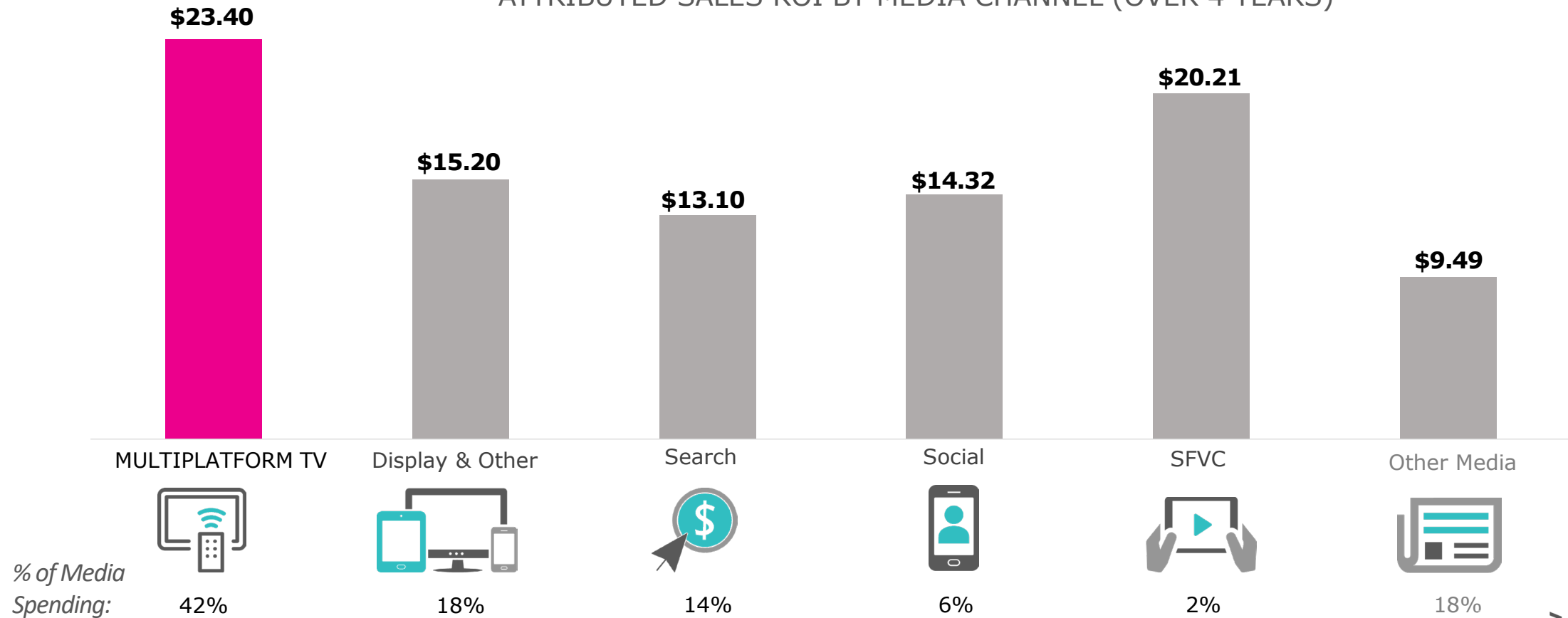
ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD



# 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)

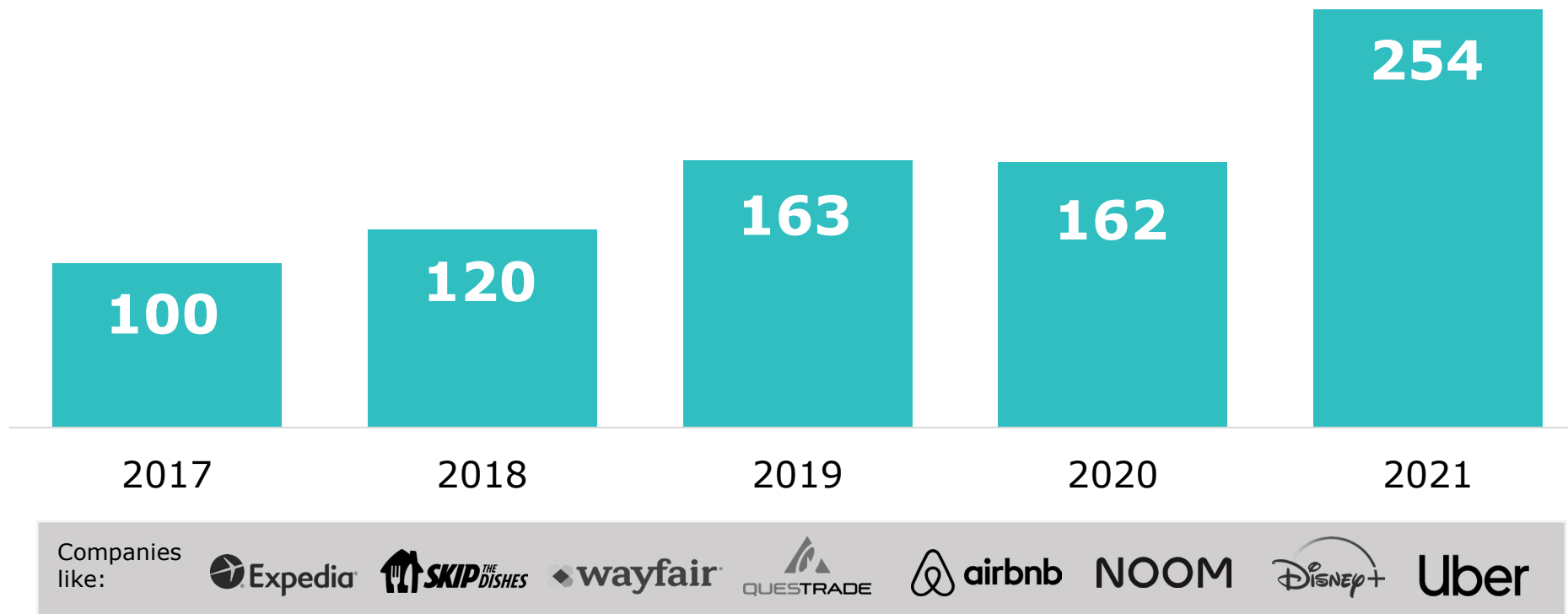




# digital companies know **thinktv** works!

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

## TV SPEND BY INTERNET BUSINESSES INDEXED TO 2017



# 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



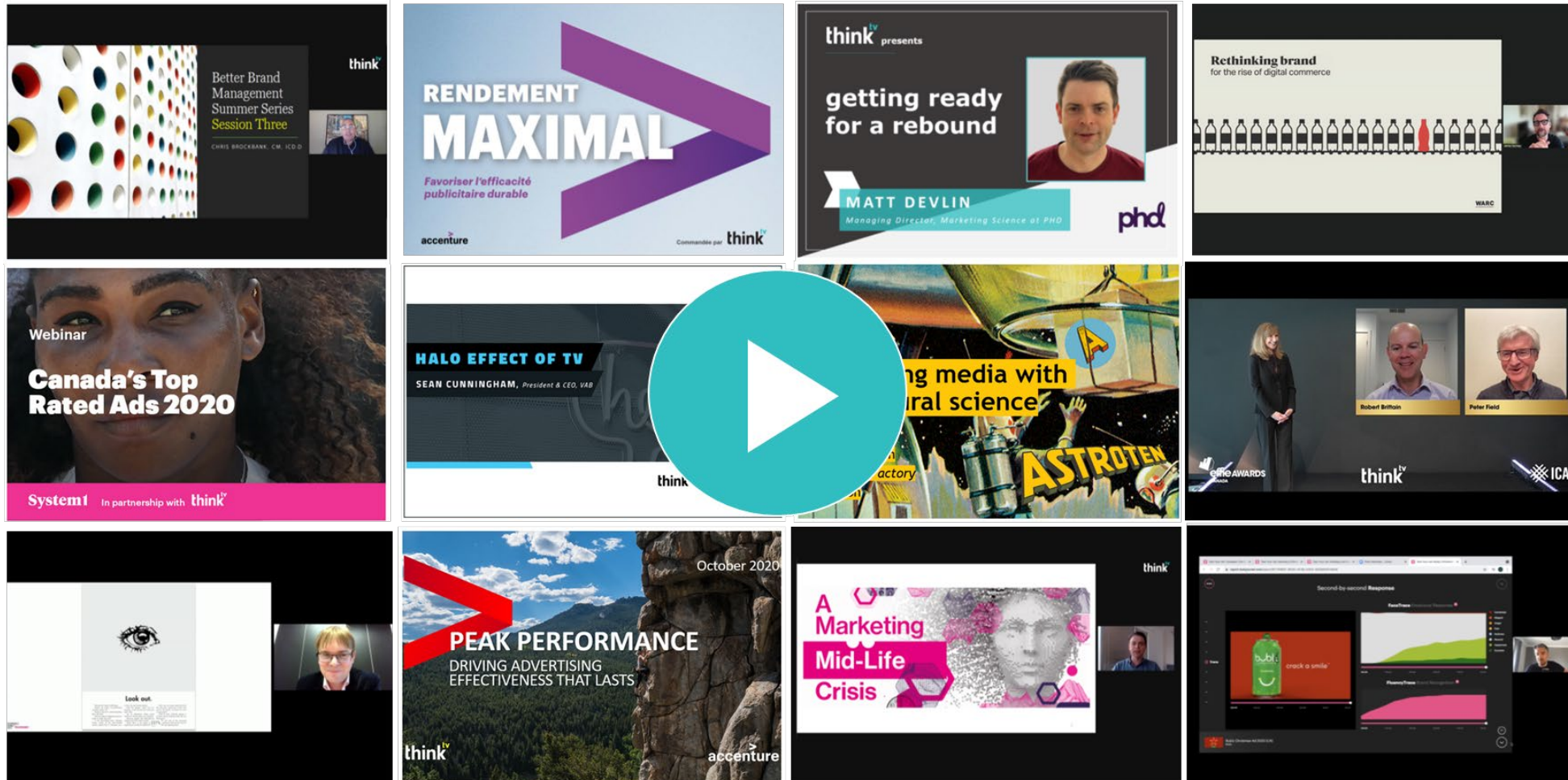
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# **tv**'s winning formula

-  **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<sup>tv</sup> presents

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