Total TV & streaming viewership

Canada
Spring 2026



think tv

Total TV & streaming viewership

key takeaways

Spring 2026

- **TV leads in reach and time spent - across all demos**
  Total TV continues to outperform all video platforms on time spent – even amongst young adults – and delivers the highest weekly reach

- **Beware of ad-free reach**
  Streamers' reach declines significantly when non-ad-supported reach is removed. For example, Prime's weekly reach is 43.2%, but it's *ad-supported* reach is only 30.9%; Netflix goes from 24.5% to 10.8%

- **Fall 2025 vs. Spring 2026**
  Reach and time spent dipped slightly from Fall 2025 to Spring 2026 as usual seasonality, but Total TV held its ground with young adults, increasing its weekly reach to 69.8% (from 69%* A18-34) while YouTube's reach among that group slipped (55.1%* → 50%). * Fall TV & Streaming Viewership report

- **TV *and* streaming**
  Very few Canadians are "only streamers", in fact there are more "only TV" viewers than "only streamers". Restricting your ad campaign to "streaming only" will limit your reach potential

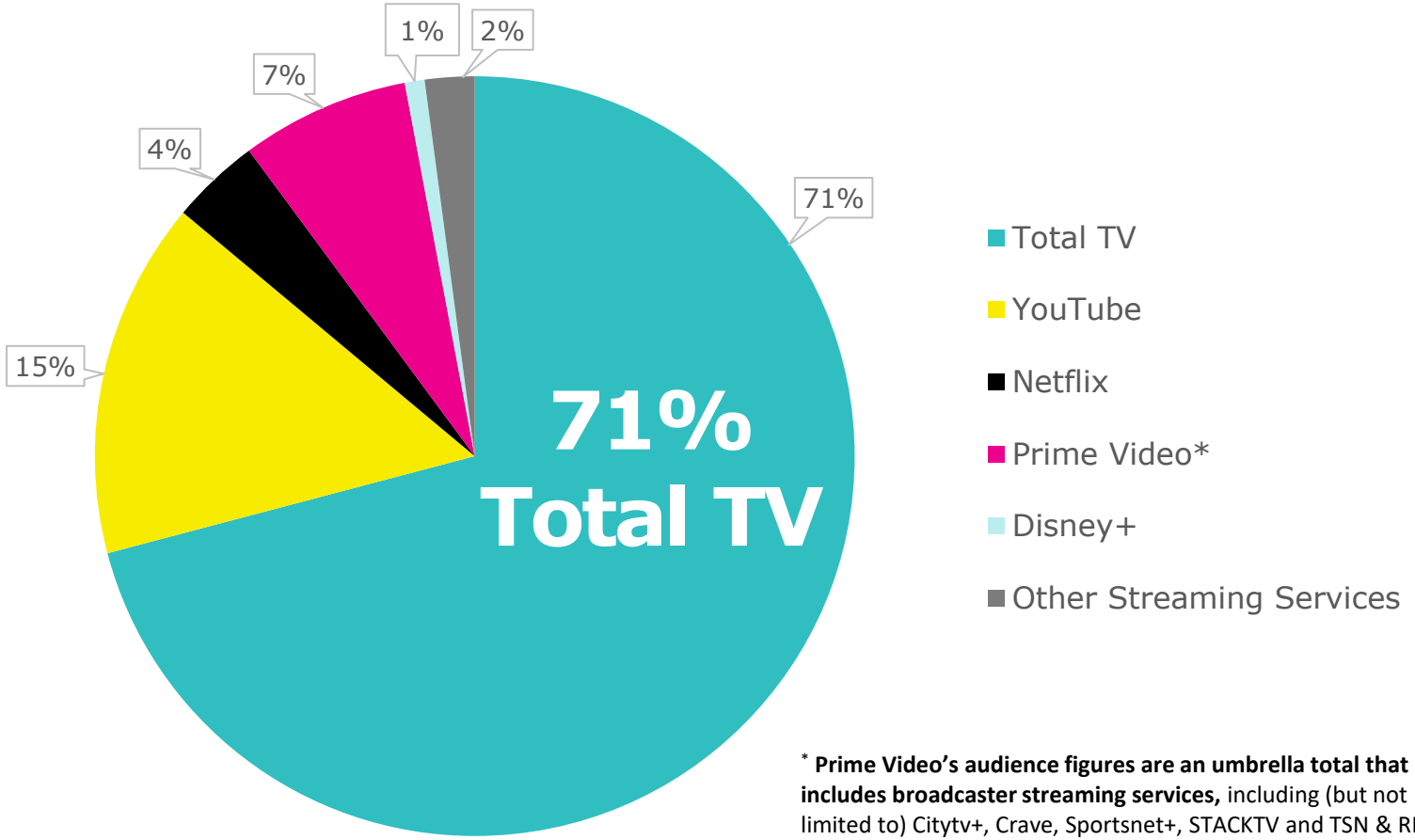
- **TV dominates the big screen, delivering big attention**
  Linear TV commands 81% of the time spent with a TV set, compared to only 7% for YouTube

- **Canadians have different viewing habits than Americans**
  While streaming and YouTube together make up over 50% of TV-set viewing time in the US, it accounts for only 20% in Canada - closer to the UK than the US.

Total TV commands the greatest share of time spent

ADULTS 18+

SHARE OF VIDEO



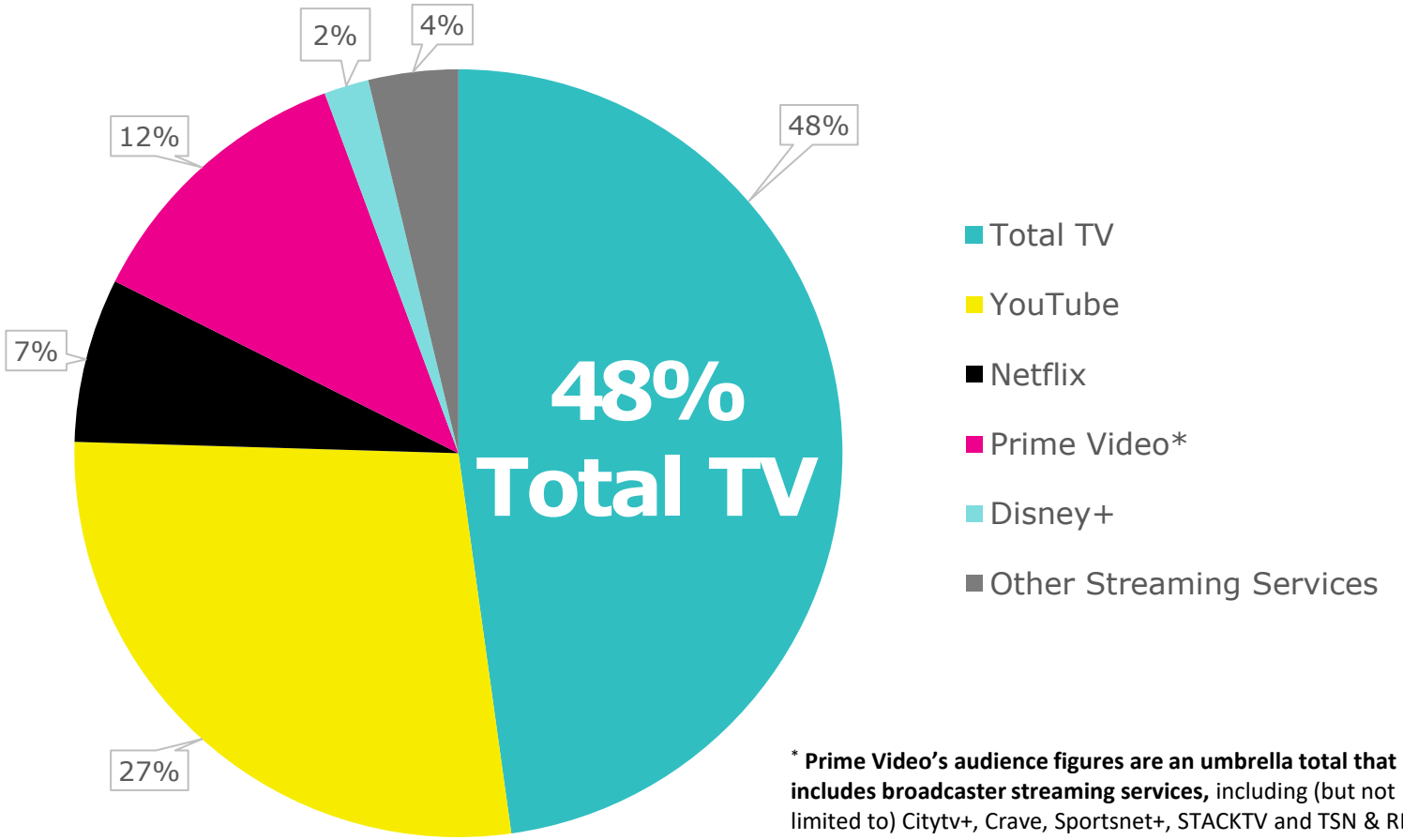
* **Prime Video's audience figures are an umbrella total that includes broadcaster streaming services,** including (but not limited to) Citytv+, Crave, Sportsnet+, STACKTV and TSN & RDS, as well as other third-party streaming services like AppleTV+.

Source: Numeris VAM, 3/2/2026 to 5/31/2026, Canada, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)
Other Streaming Services: 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

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ADULTS 25-54

SHARE OF VIDEO



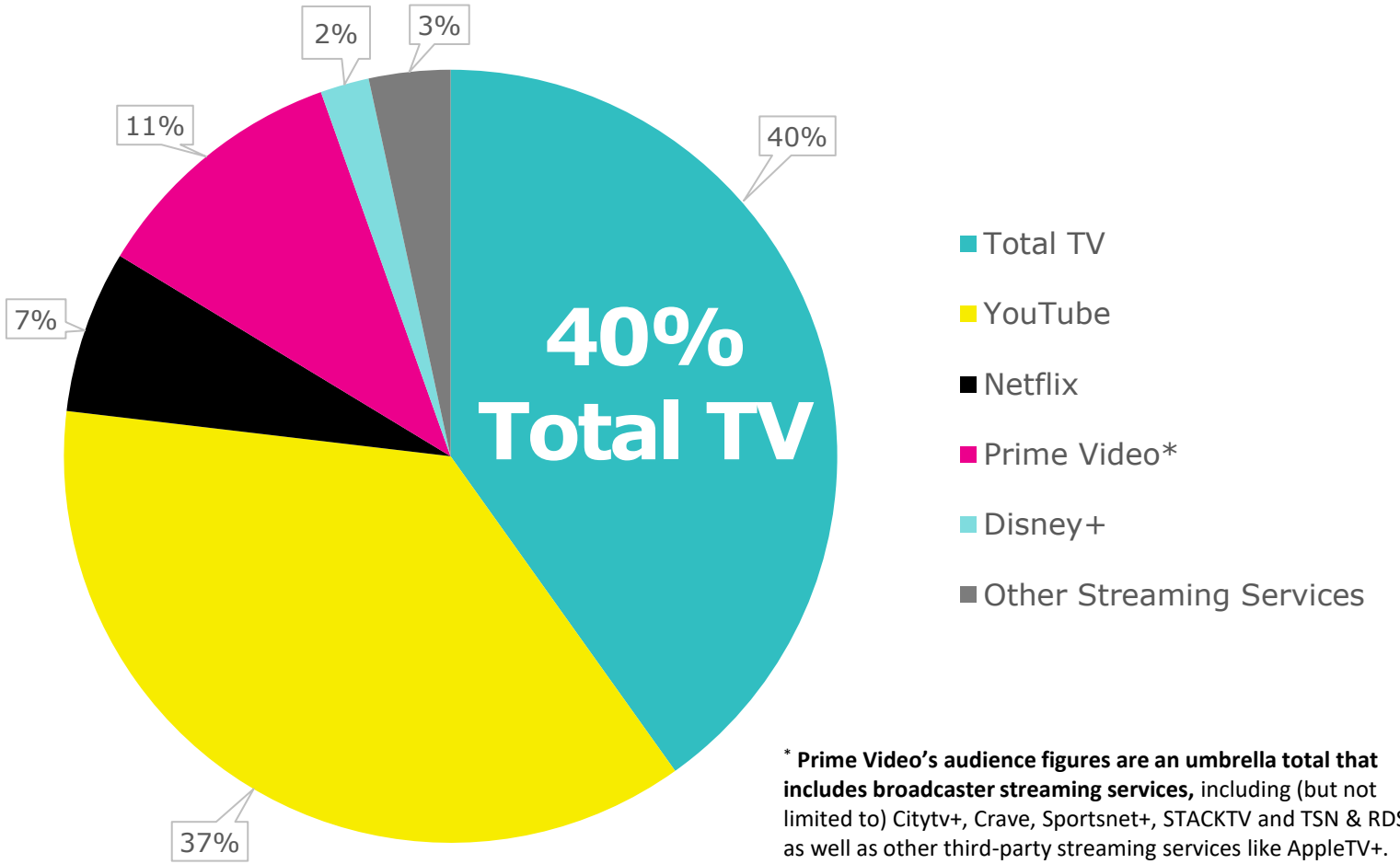
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ADULTS 18-34

SHARE OF VIDEO



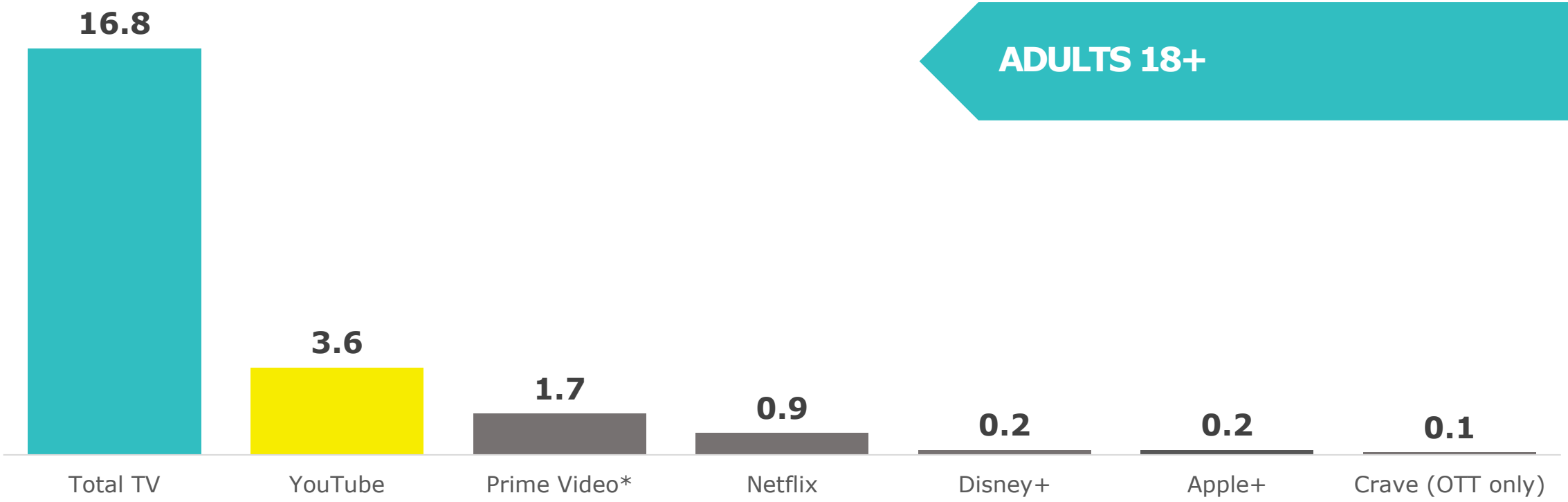
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viewers spend more time with Total TV

AVERAGE WEEKLY HOURS

ADULTS 18+

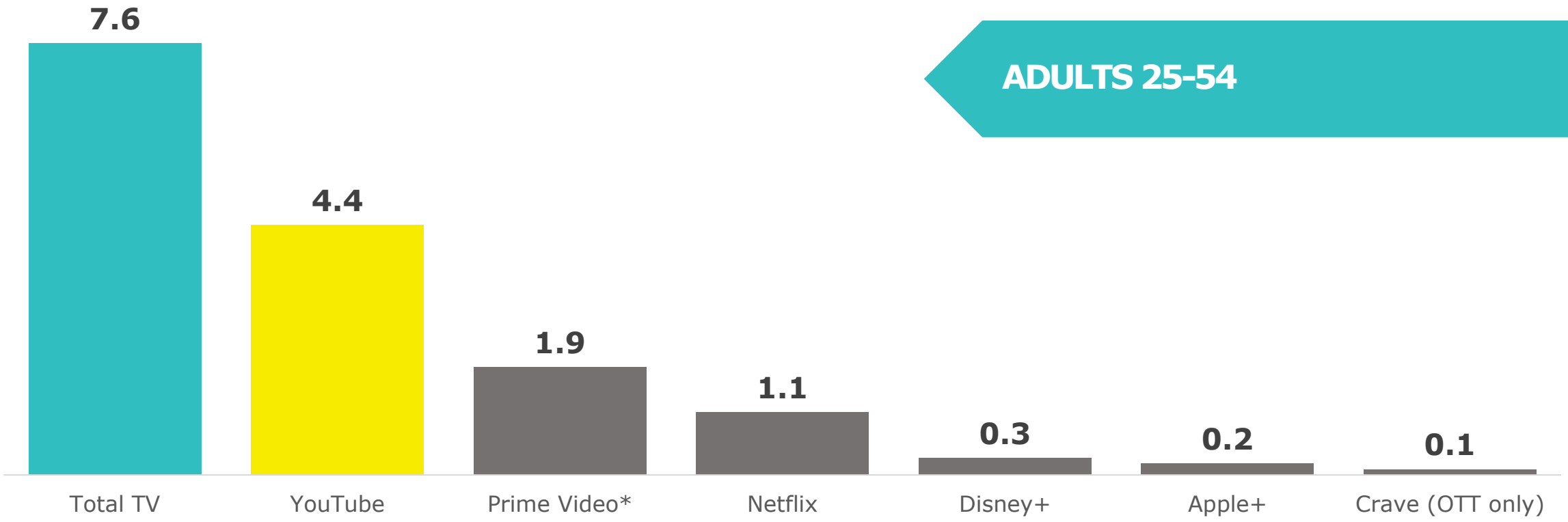


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ADULTS 25-54

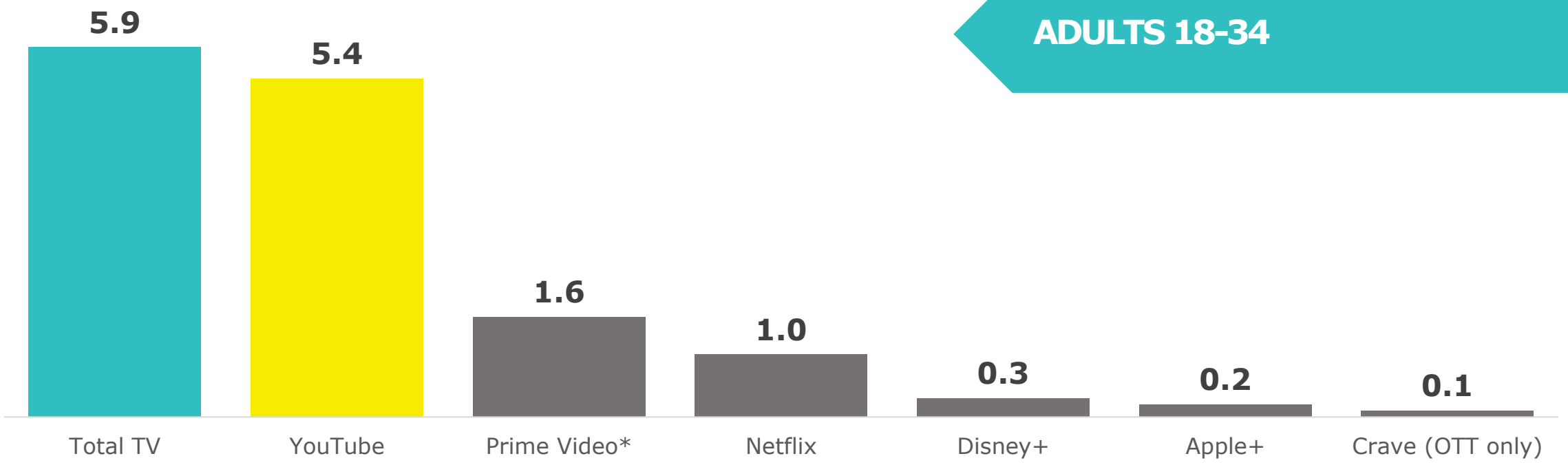


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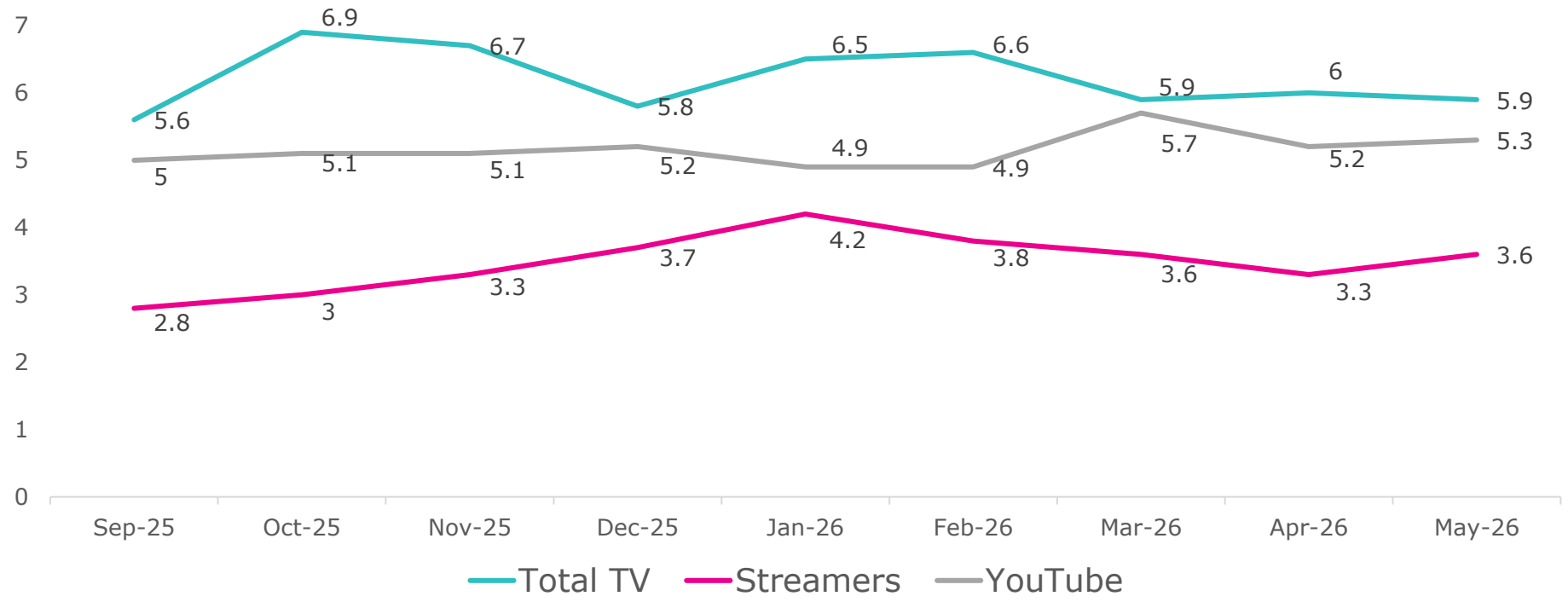
TV retains top spot even among young adults

viewing fluctuates by month, but Total TV continues to beat YouTube in time spent, even amongst adults 18-34

AVERAGE HOURS / WEEK

ADULTS 18-34

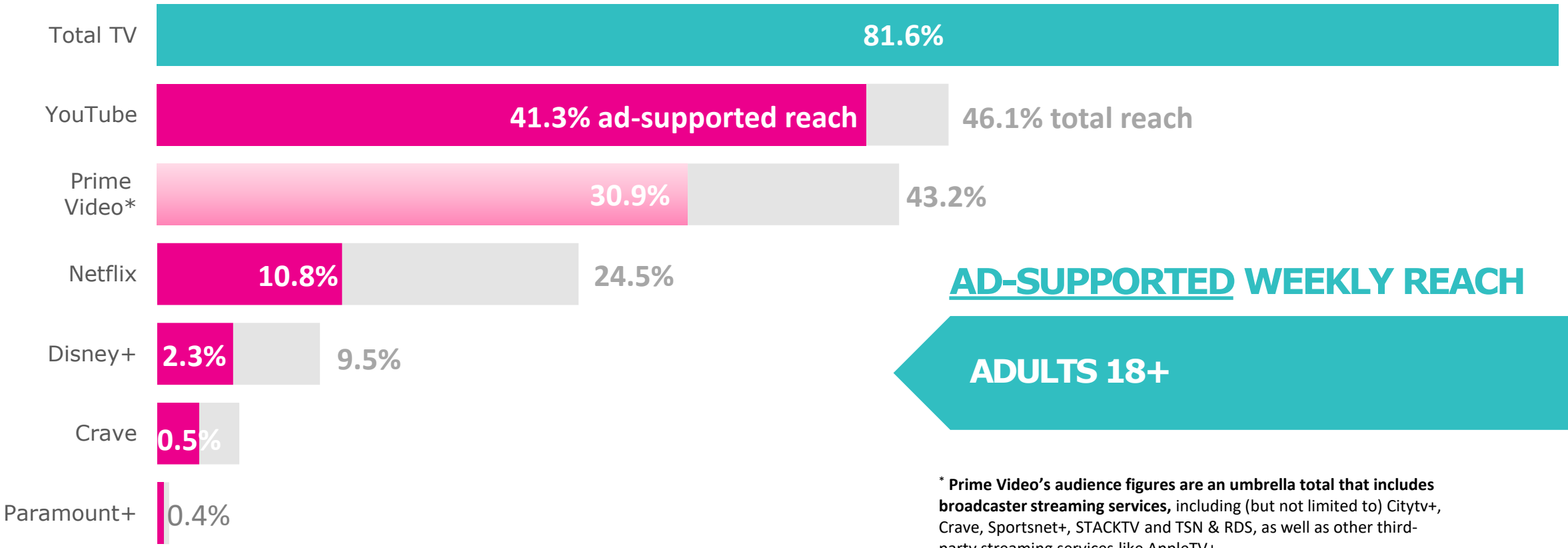
BROADCAST YTD



Source: Numeris VAM, 9/1/2025 to 5/31/2026, Canada
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

not all reach is ad-supported

a significant portion of streaming viewership is not ad-supported, limiting reach for advertisers



AD-SUPPORTED WEEKLY REACH

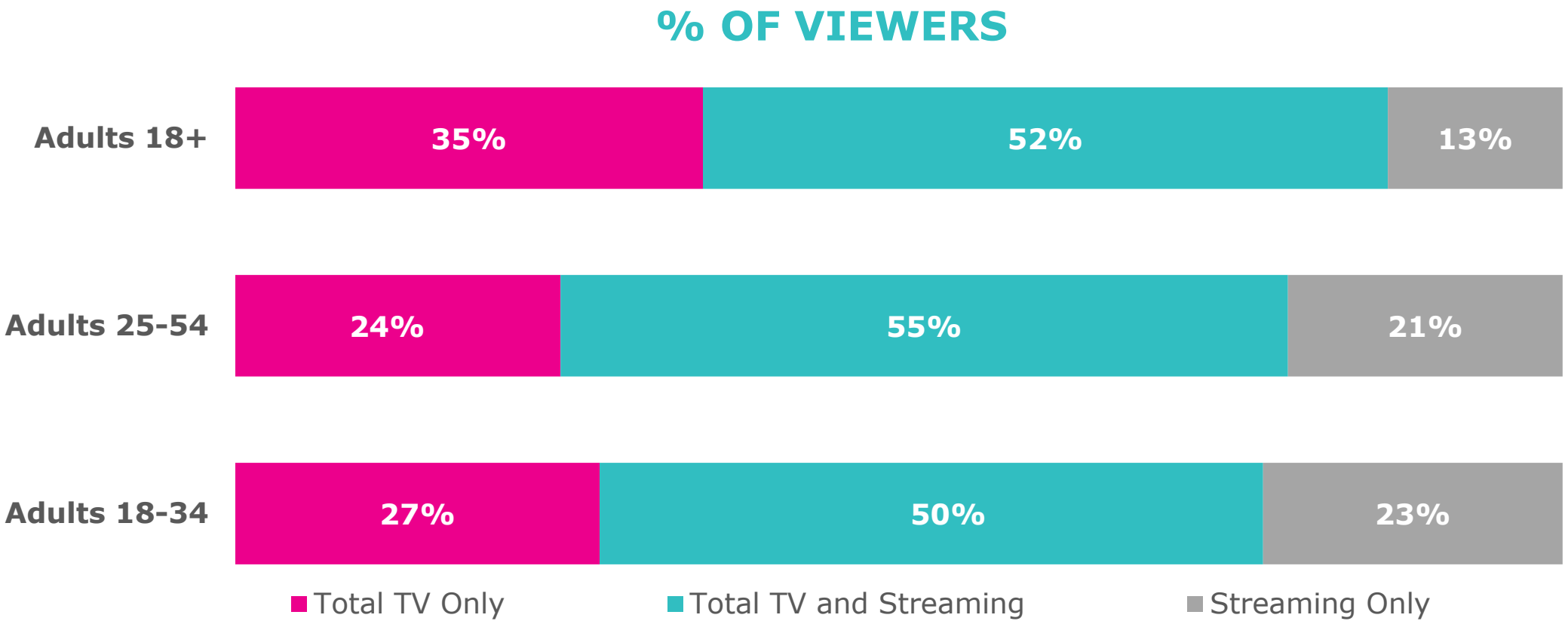
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Source: Numeris VAM, 03/02/2026 to 05/31/2026 , Canada
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)
Ad Factors via Echo Intelligence Fall 2025

very few Canadians are "only streamers"

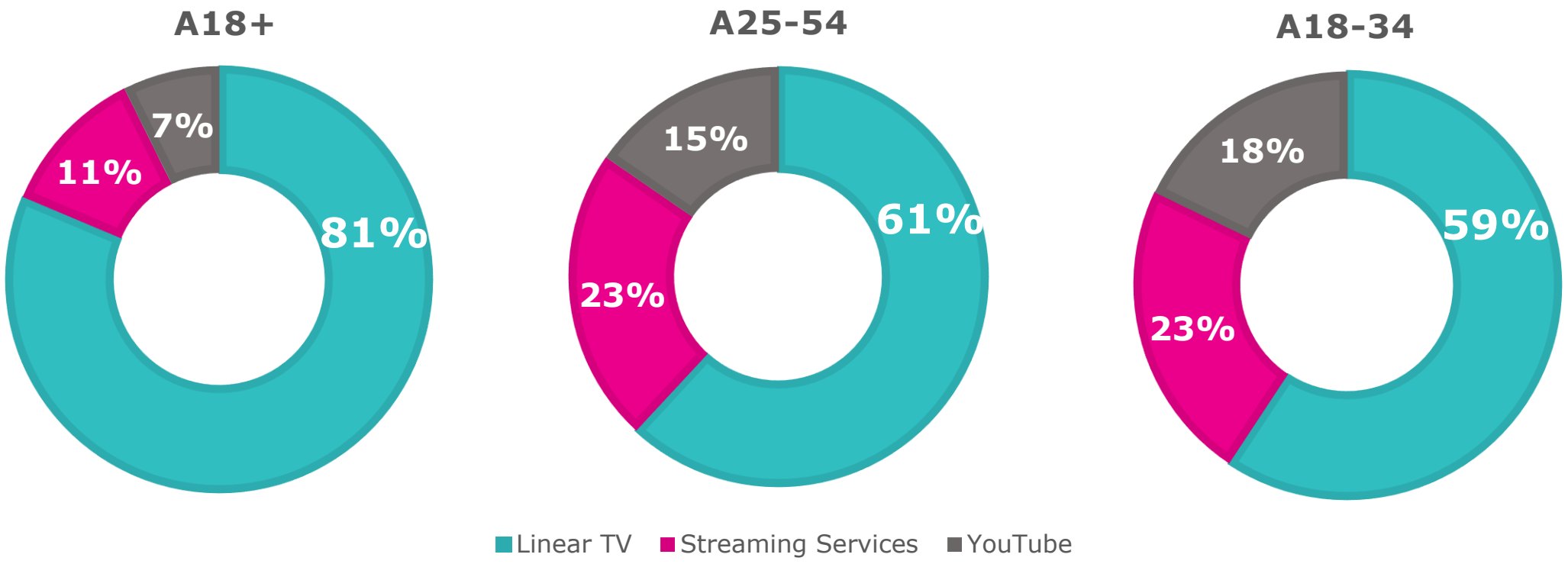
in fact, there are more "TV Only" viewers than "Streaming Only"



Source: Numeris VAM, 3/2/2026 to 5/31/2026, Total Canada, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services
Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchyroll, Discovery+, TED, SamsungTV, YouTube

Linear TV makes up 81% of TV screen viewership

across all ages, linear TV makes up the majority of what we're watching on the big screen



Note: Streaming Services include ad-free and ad-supported services as well as broadcaster streaming services
Source: Numeris VAM 3/2/2026 to 5/31/2026, Total Canada | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

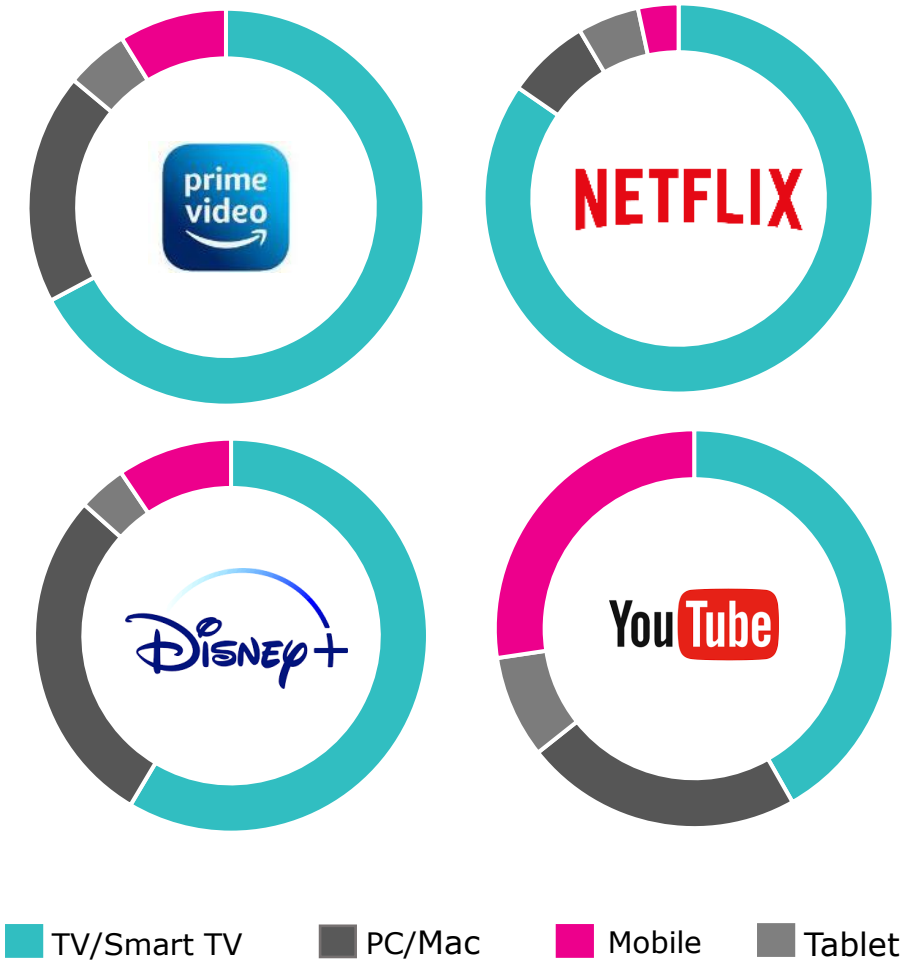
big screen, big attention

TV screens are the preferred viewing platforms for both linear TV and premium streaming services (less so for YouTube)

WHY THIS MATTERS

Ads viewed on TV screens are **more impactful** with recall rates **34% higher** than computer screens and **60% higher** than mobile devices

SHARE % OF TOTAL TUNING BY DEVICE



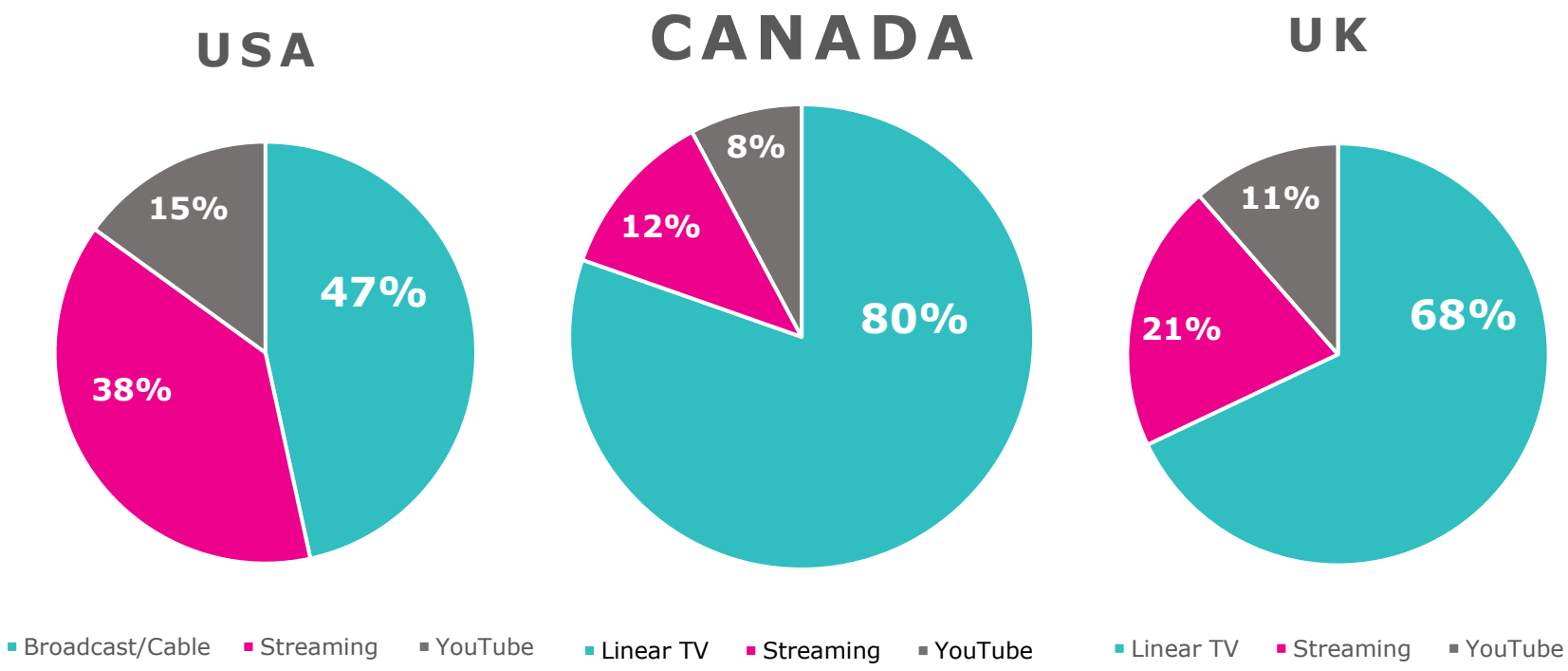
Source: Numeris VAM, 3/2/2026 to 5/31/2026 |Total Canada, Adults 18+ | Streaming Services, YouTube includes in-home viewing only
Source: thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024
"Smart TV" includes Smart TV's and Connected Devices

US data is *not* a good proxy for Canada

Streaming in the US is much higher than in Canada, where our media habits more closely mirror those in the UK.

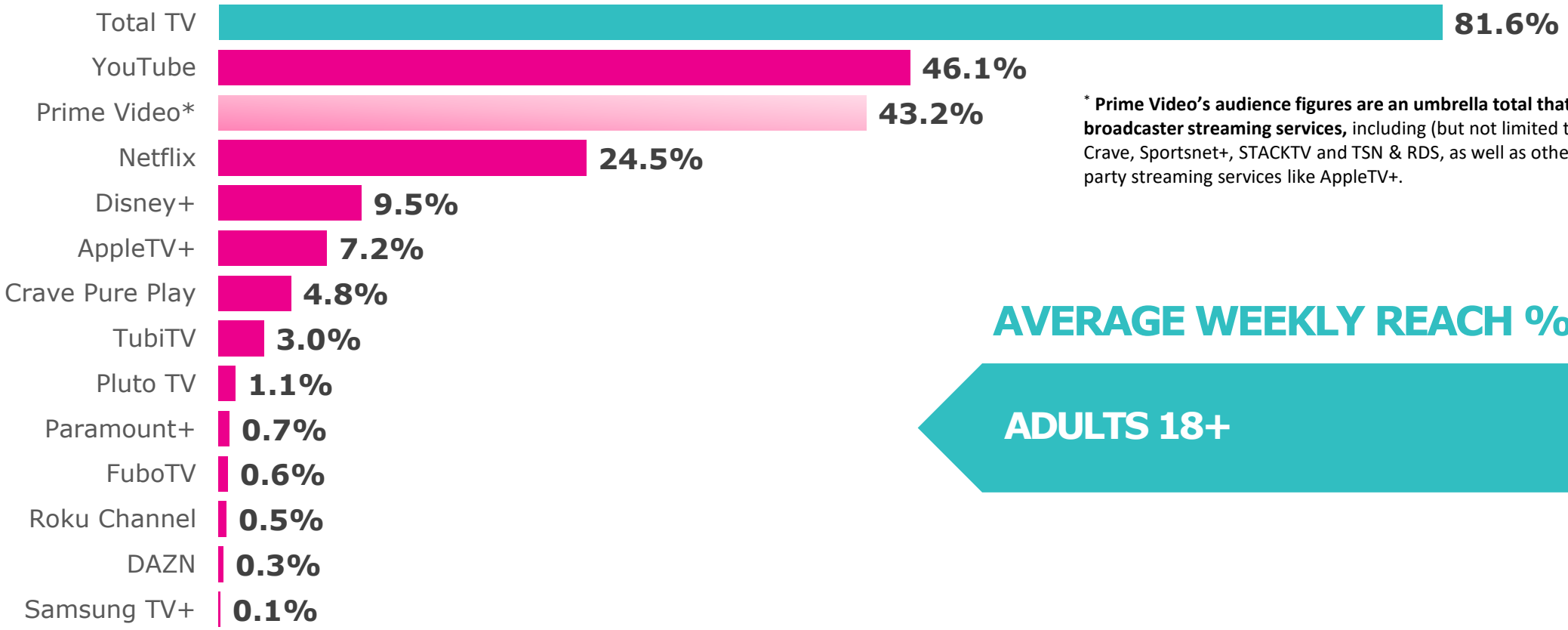
The Canadian advantage: because Canadians stream less (20% for YouTube & Streaming combined vs. 50%+ in the US), TV remains a far more efficient vehicle for mass reach in Canada than it is south of the border.

SHARE OF VIEWING
ON A TV SET



US source: Nielsen Gauge, April 2026, P2+, viewing on a TV set (ex "other" viewing; proportionally adjusted)
Canada source: Numeris VAM, Total Canada, May 2026, P2+, viewing on a TV set
UK source: BARB, May 2026, P4+, viewing on a TV set | "Streaming" = "Total SVOD/ AVOD" | "Video-sharing" is largely YouTube, but also includes TikTok, Twitch etc. (on a TV set)

Total TV
delivers unmatched reach



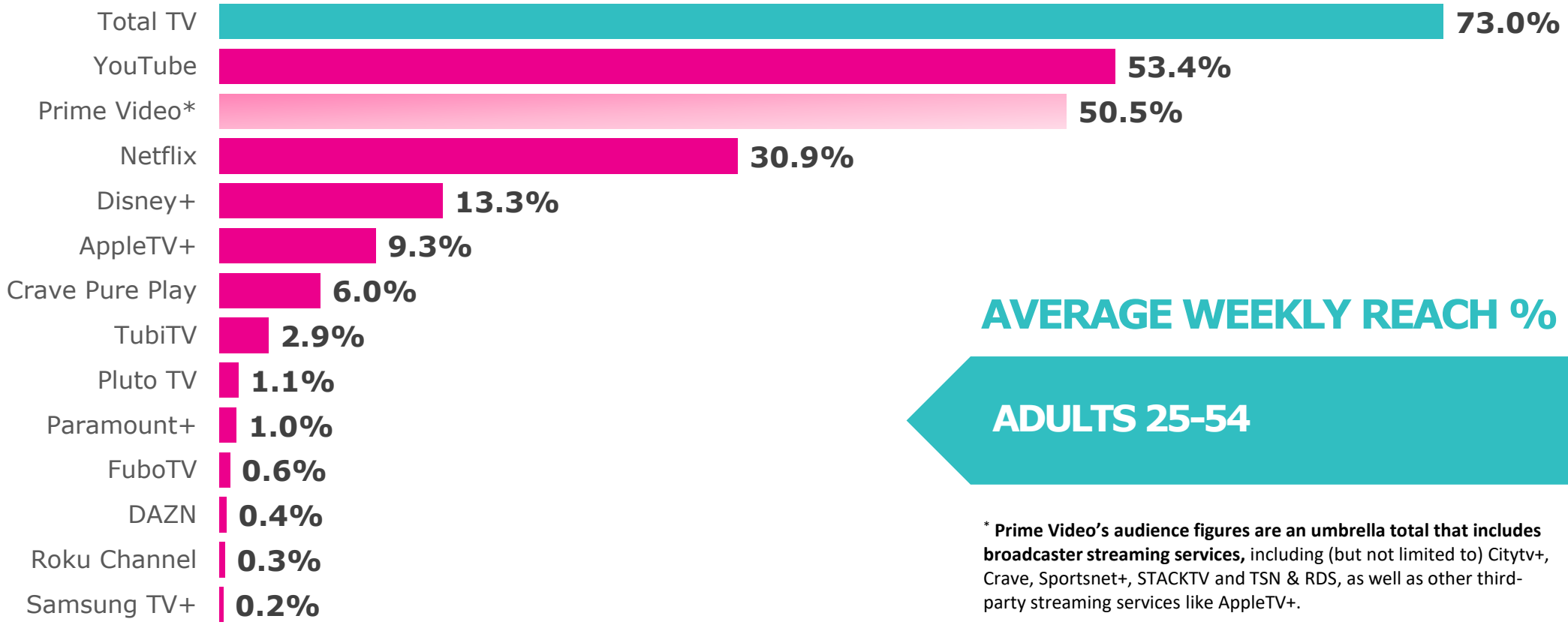
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AVERAGE WEEKLY REACH %

ADULTS 18+

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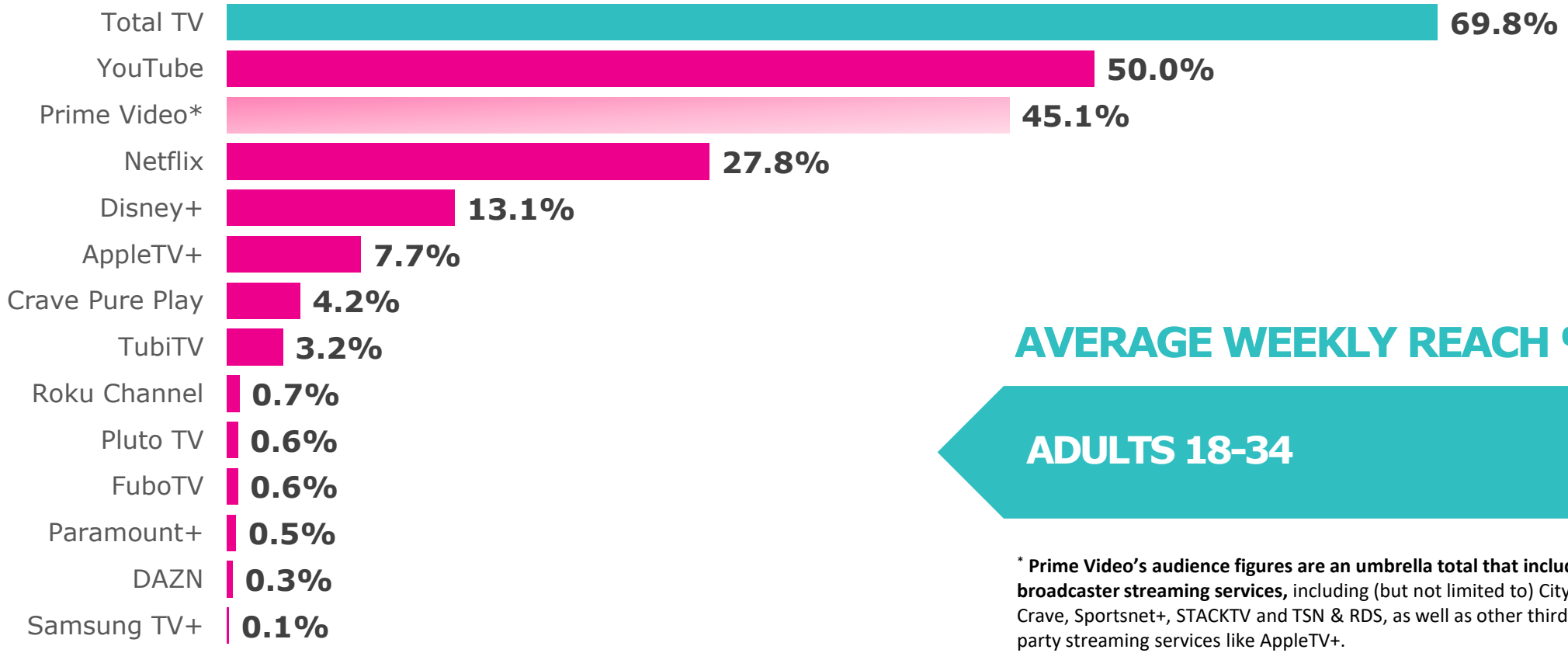
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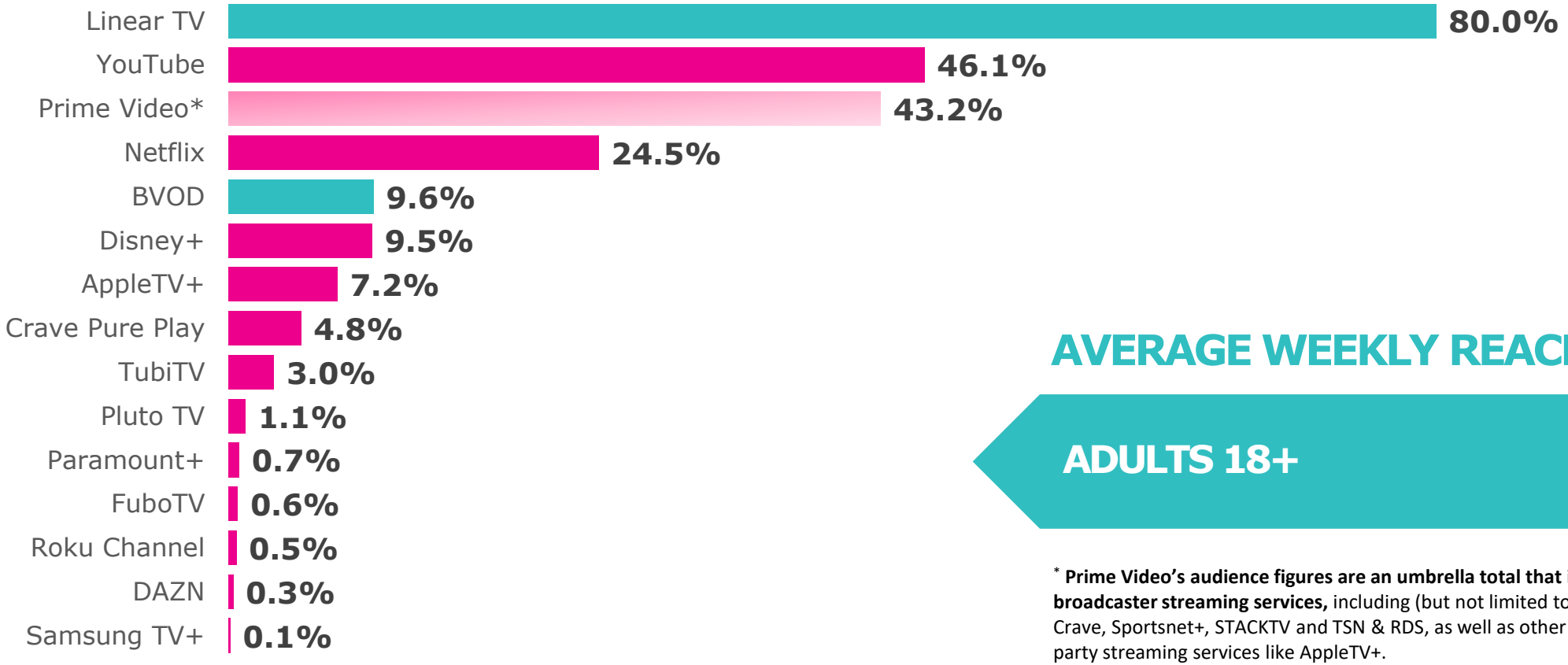
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Linear TV's reach exceeds all streaming services



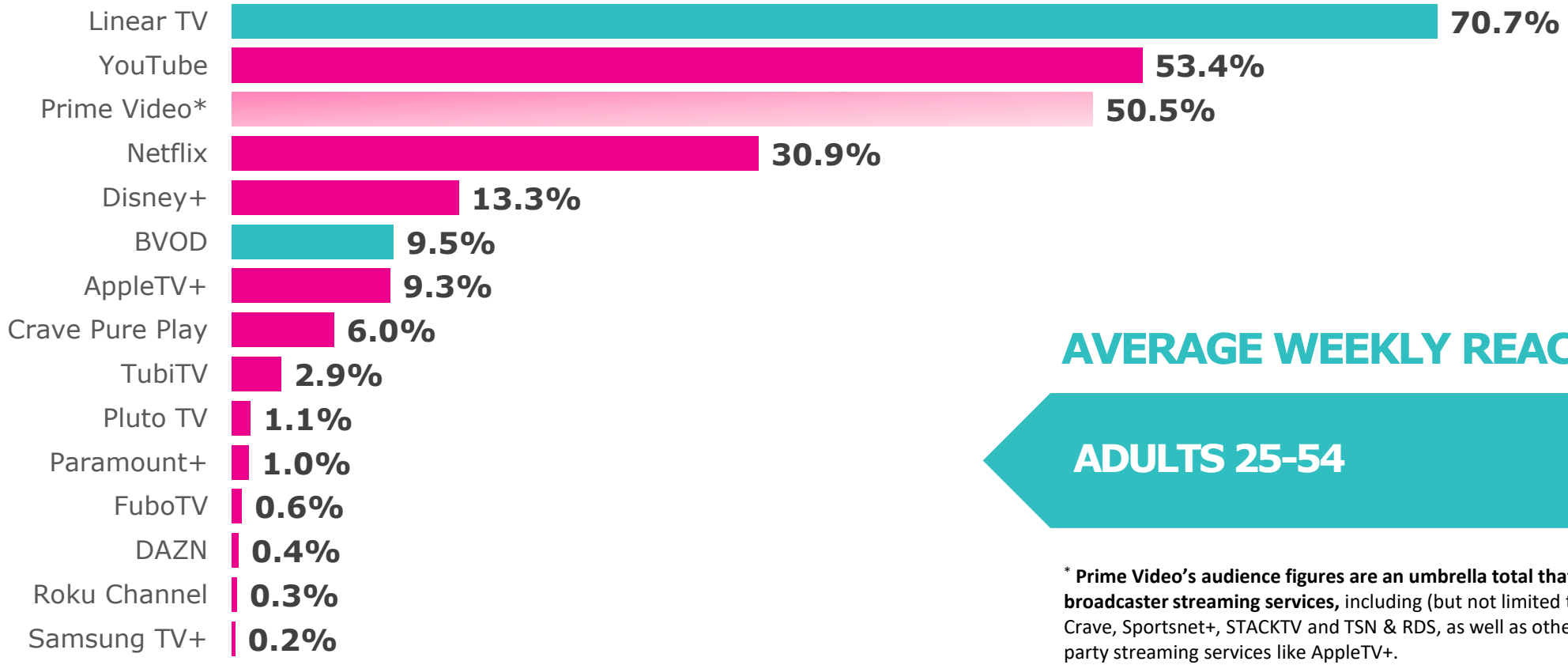
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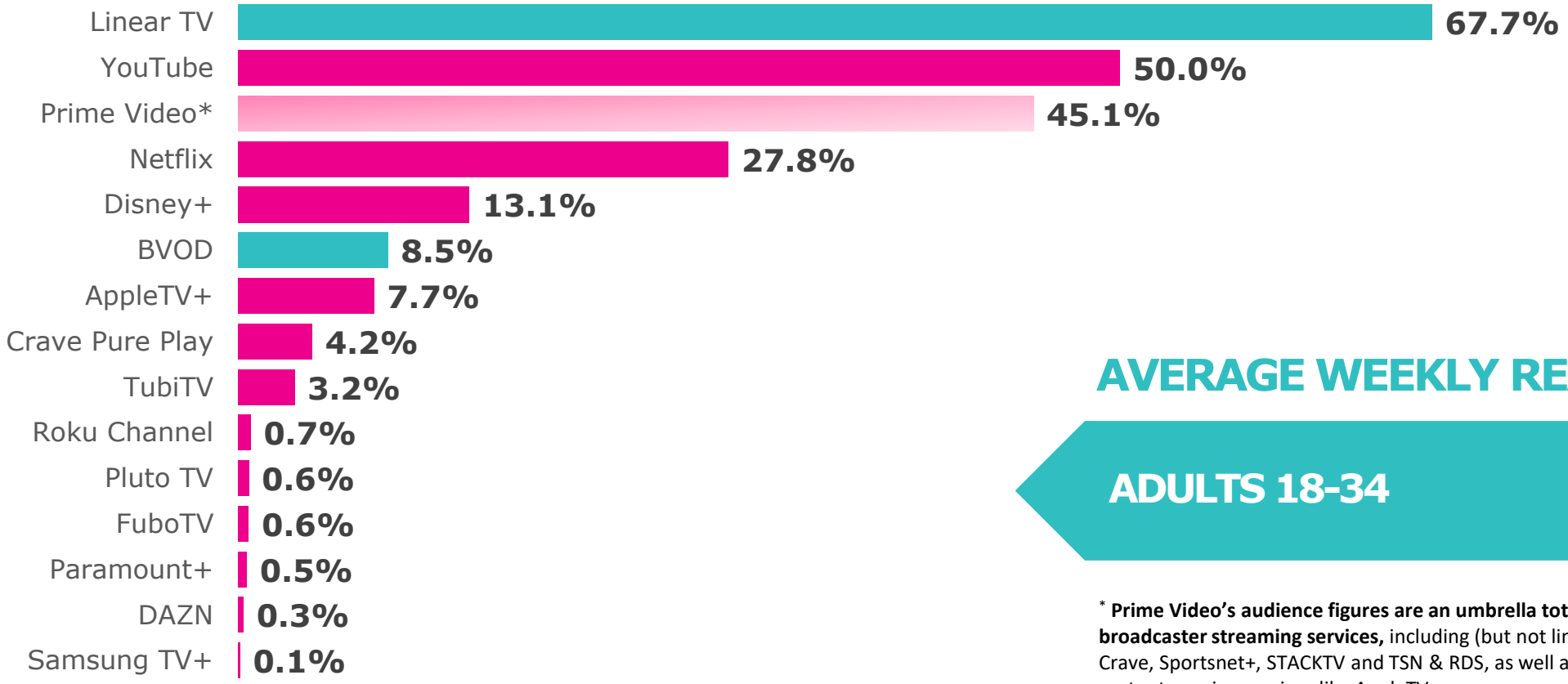
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what are Canadians watching?
spring's top ten shows

ADULTS 24-54

ranked by AMA(000)

Program	Channel	AMA(000)
ACADEMY AWARDS	CTV	917.8
HNIC PRIME EAST	SPORTSNET	492.6
NHL PLAYOFFS (All RNDS)	SPORTSNET	475.6
SURVIVOR	GLOBAL	460.5
SATURDAY NIGHT LIVE	GLOBAL	395.4
9-1-1	GLOBAL	353.0
HIGH POTENTIAL	CTV	330.7
FBI	GLOBAL	291.8
911: NASHVILLE	CTV	287.3
LAW & ORDER TORONTO	CITYTV	285.9

Source: Numeris, 3/2/2026 to 5/31/2026, Total Canada, No Minimum Airing, National Conventional Networks, National Specialty Networks
NHL playoffs rounds combined

the power of TV

This report focuses on the viewing habits of the Canadian consumer, but there is plenty of other evidence-based research that supports investing in TV advertising, beyond the commanding reach and time spent, including:

- **TV ads get the most** (and least expensive) **attention**
- **TV works at both ends of the funnel**
- **TV has a powerful halo effect on other media** (especially online)
- **TV delivers one of the strongest ROIs** and is the largest contributor of ad profit

Find more about the ability of TV's brand safe, curated, premium environment to deliver outcomes for brands in **the power of TV**



get the facts



Total TV & streaming viewership

Canada
Spring 2026

think tv

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there's more where that came from; check out the research section on our website for more stats and insights or get in touch:

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