



# tv today

Updated August 2023

think<sup>tv</sup>

# tv has tremendous reach



## AVERAGE WEEKLY REACH

**86%**  
adults (18+)

**80%**  
adults (25-54)

**75%**  
adults (18-34)

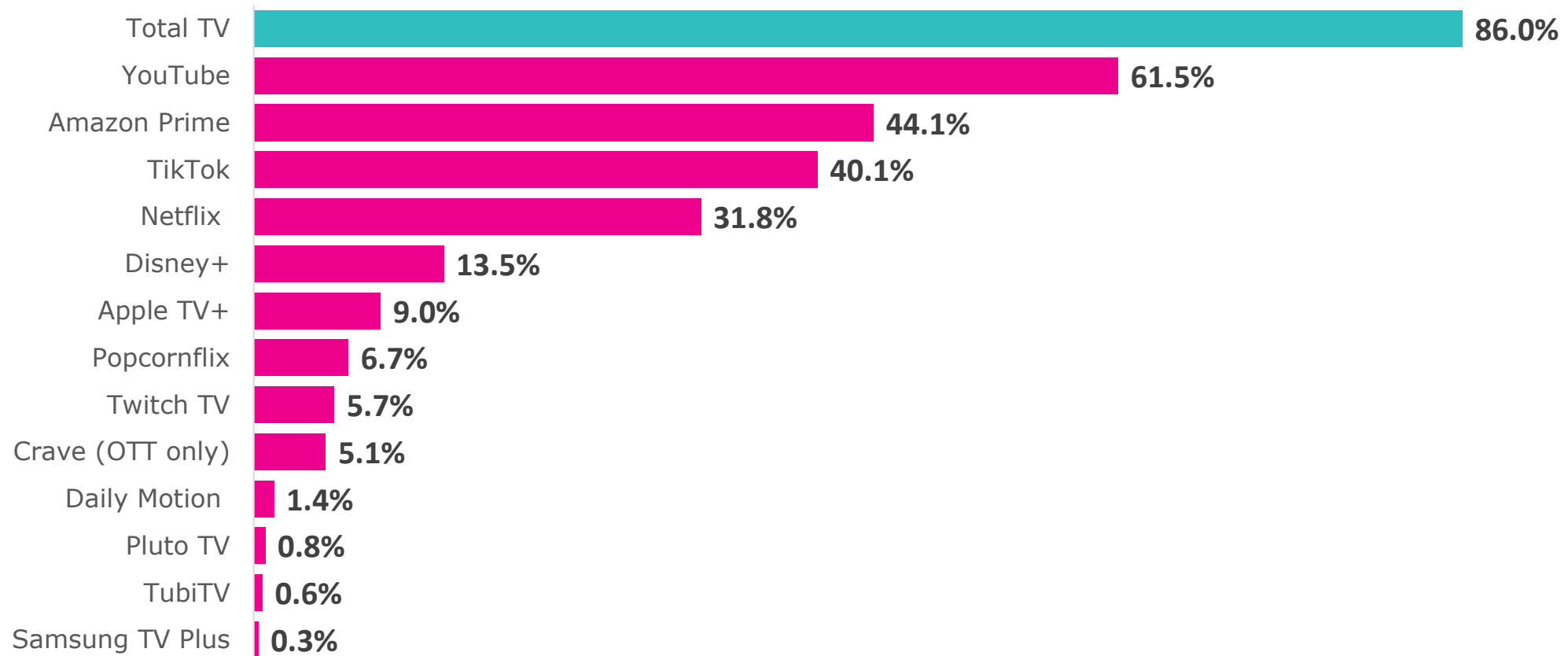
**74%**  
teens (12-17)

**80%**  
kids (2-11)

# tv's reach far exceeds all streaming services

ADULTS 18+

AVERAGE WEEKLY REACH%  
Ontario



Total TV defined as linear TV and broadcaster streaming services  
Streaming Services include in-home viewing only  
Source: Numeris VAM, Feb 27 - May 28 2023



**Marketing activities only build mental availability in the audience they reach.**

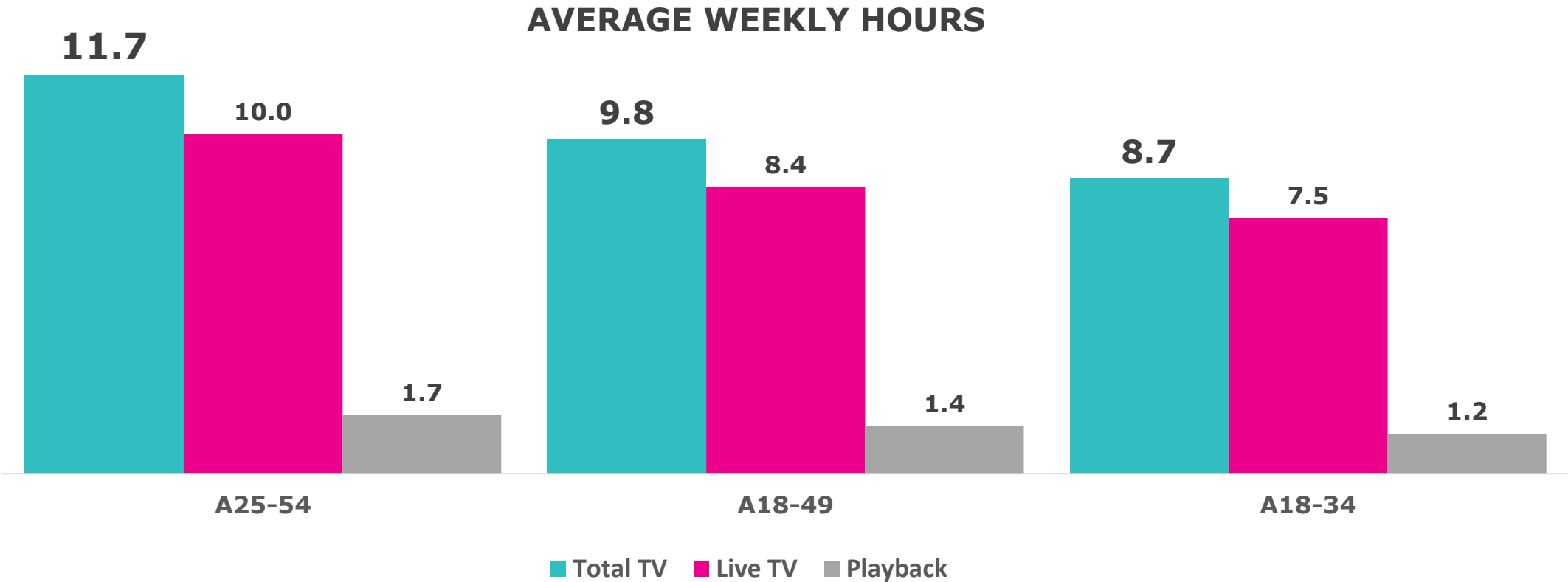
**This makes planning for reach the foundation of any sound media strategy.**

Byron Sharp  
Professor of Marketing Science, University of South Australia

# Canadians watch a lot of

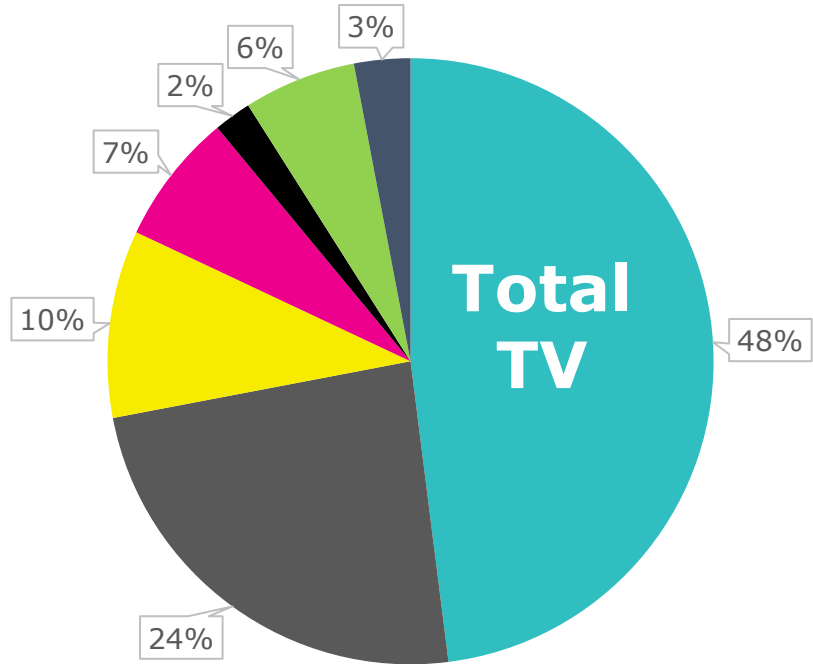


and most of it is live



# Total TV dominates time spent with video

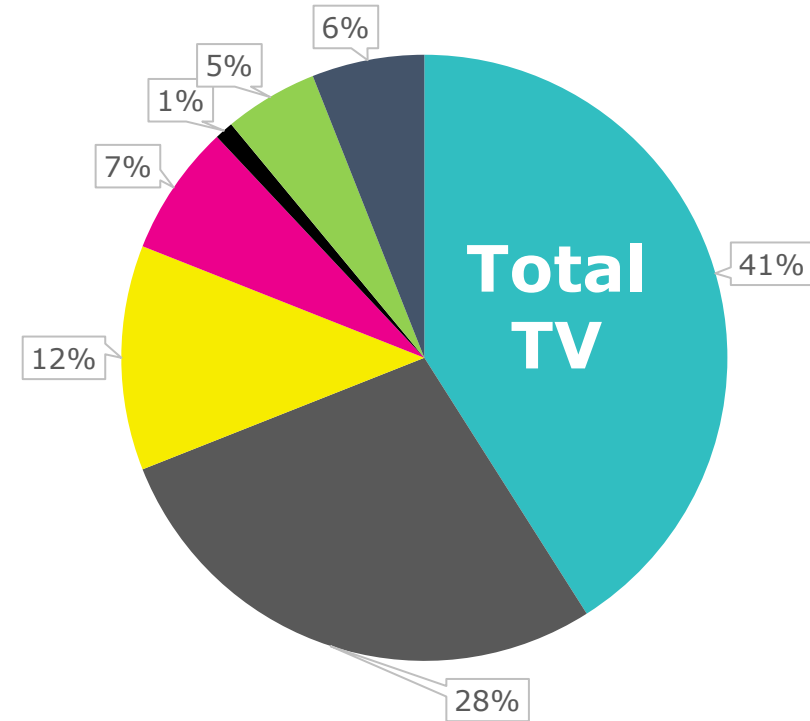
## ADULTS 25-54



## SHARE OF VIDEO Ontario

- Total TV
- YouTube
- TikTok
- Netflix \*
- Disney+ \*
- Amazon Prime Video
- Other Streaming Services

## ADULTS 18-34



All time spent per capita | Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free

Streaming Services (Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, and Other), YouTube, and TikTok include in-home viewing only

Other Streaming Services: Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, and ET

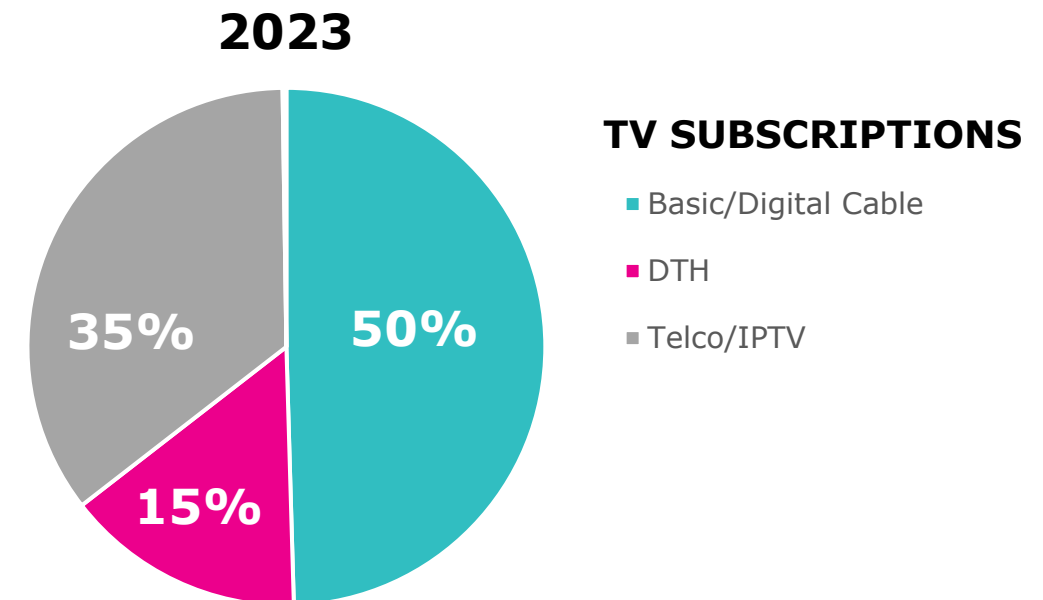
Source: Numeris VAM, Feb 27 – May 28, 2023, for Total TV, Streaming Services, YouTube, and TikTok

# 10 million paid **tv** subscriptions

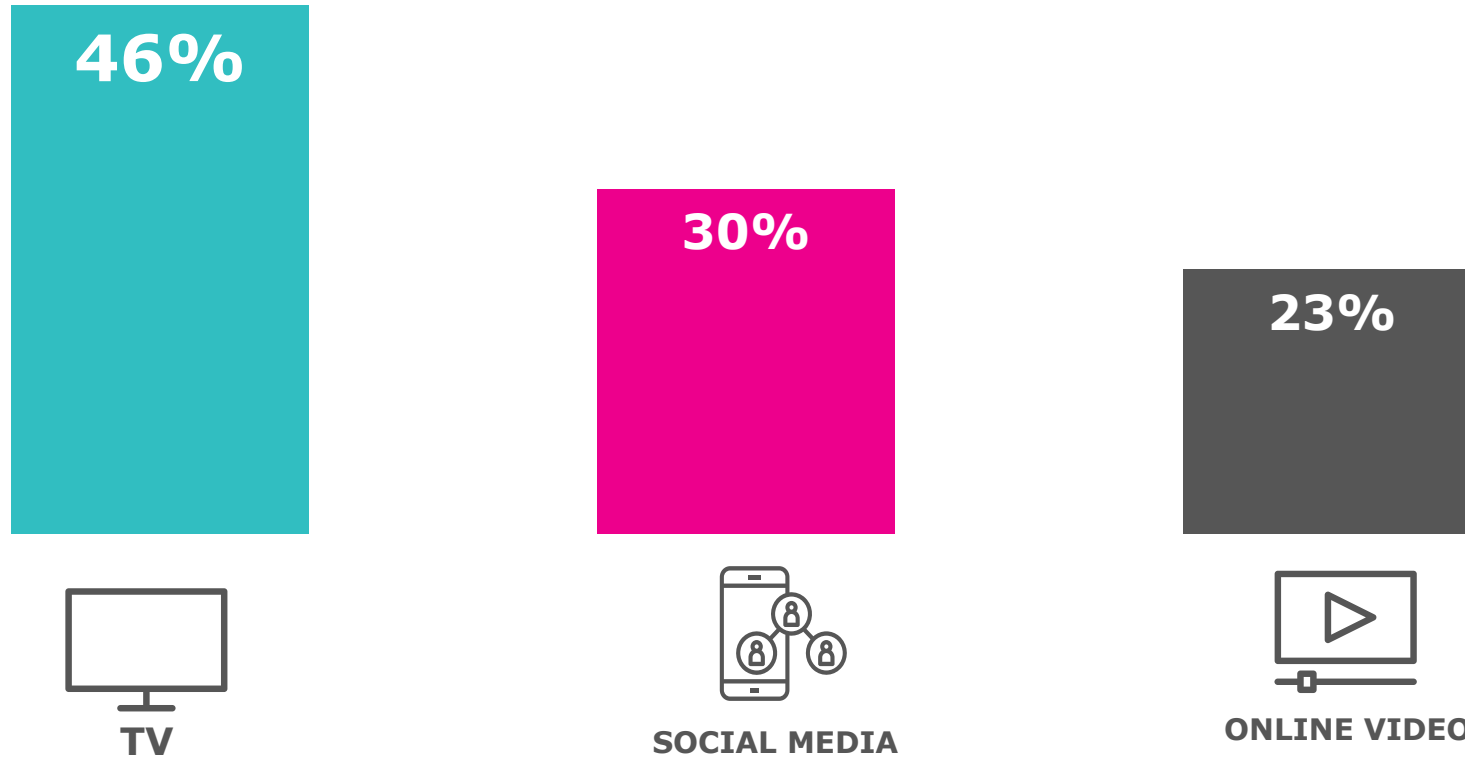
**Cord cutting has been far overstated: Paid TV subs down only 3%.**

Distribution of linear TV is evolving. Household penetration of paid TV subs is still strong, but the reality is that anyone with an internet connection has access to linear TV.

	January '22	January '23	Index
<b>Total Paid Subs</b>	10,299,649	9,976,228	<b>97</b>
Basic/Digital Cable	5,282,405	4,942,166	94
Satellite	1,654,445	1,493,191	90
Telco/IPTV	3,338,871	3,517,281	105
Other	23,928	23,590	99



# tv ads get the most attention






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

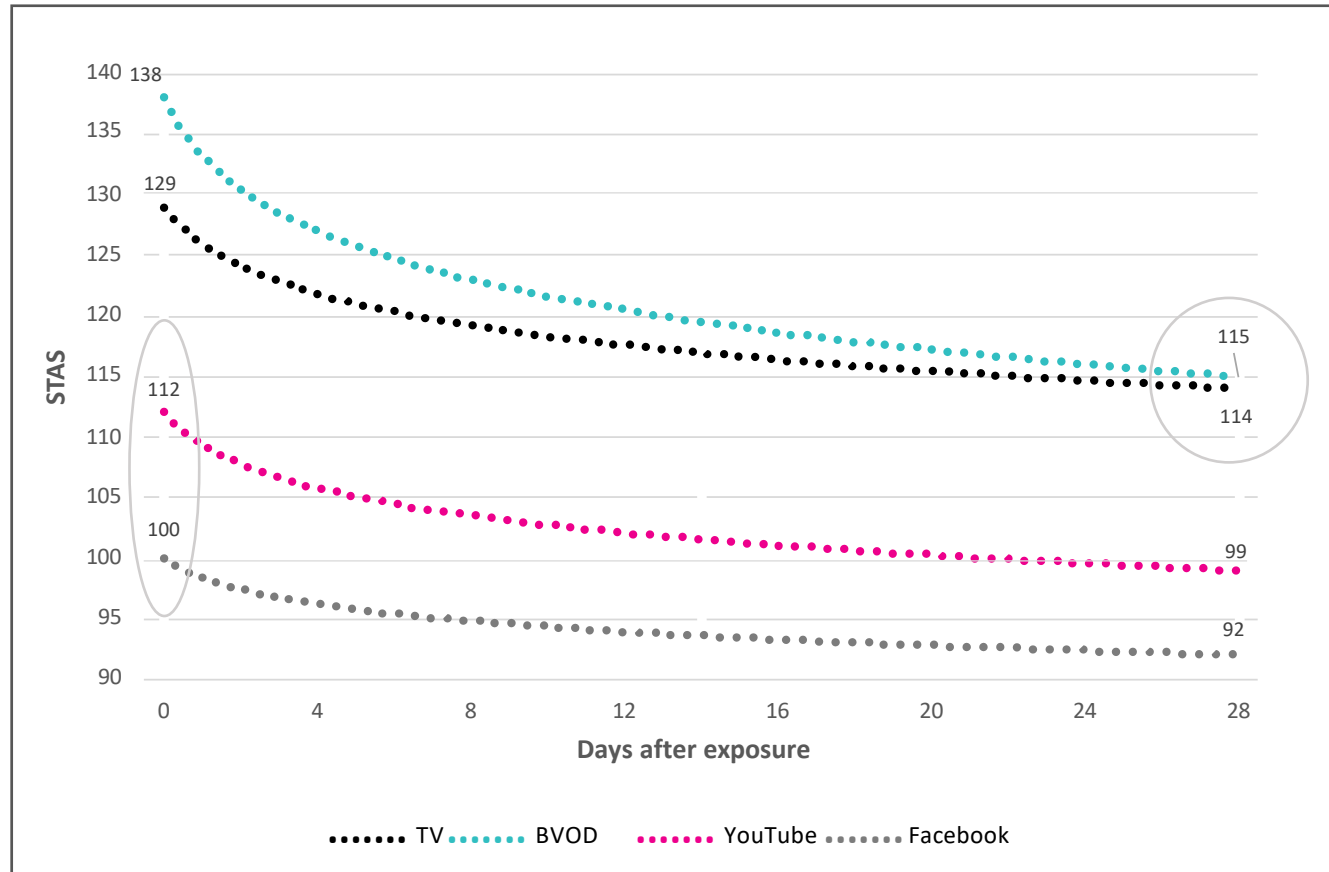


# tv commands more attention

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%

# a **tv** ad impacts sales far longer than any other platform



\*BVOD Modelled

**TV ads delivers a greater impact at 28 days than either Facebook or YouTube do immediately after exposure.**

# 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

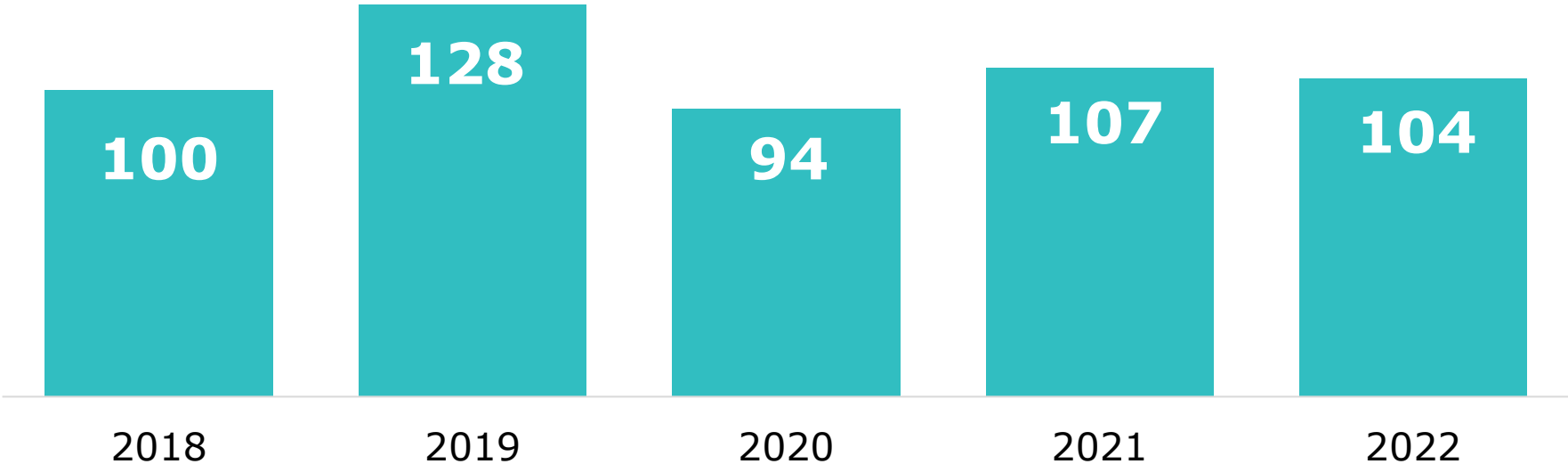


# tech companies continue to invest in



Amazon, Apple and Alphabet, with some of the best analytics available, continue to invest millions of dollars in TV advertising.

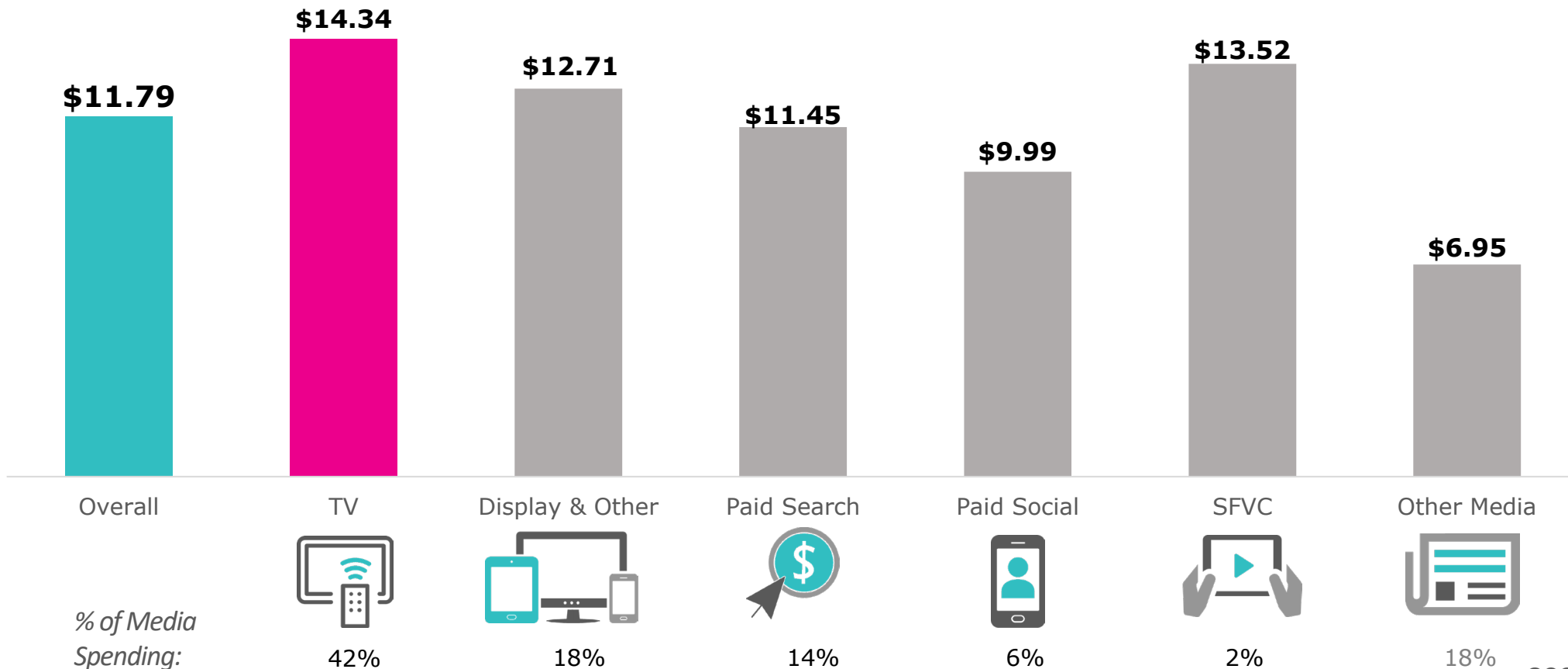
**TV SPEND**  
indexed to 2018



# tv delivers the best ROI

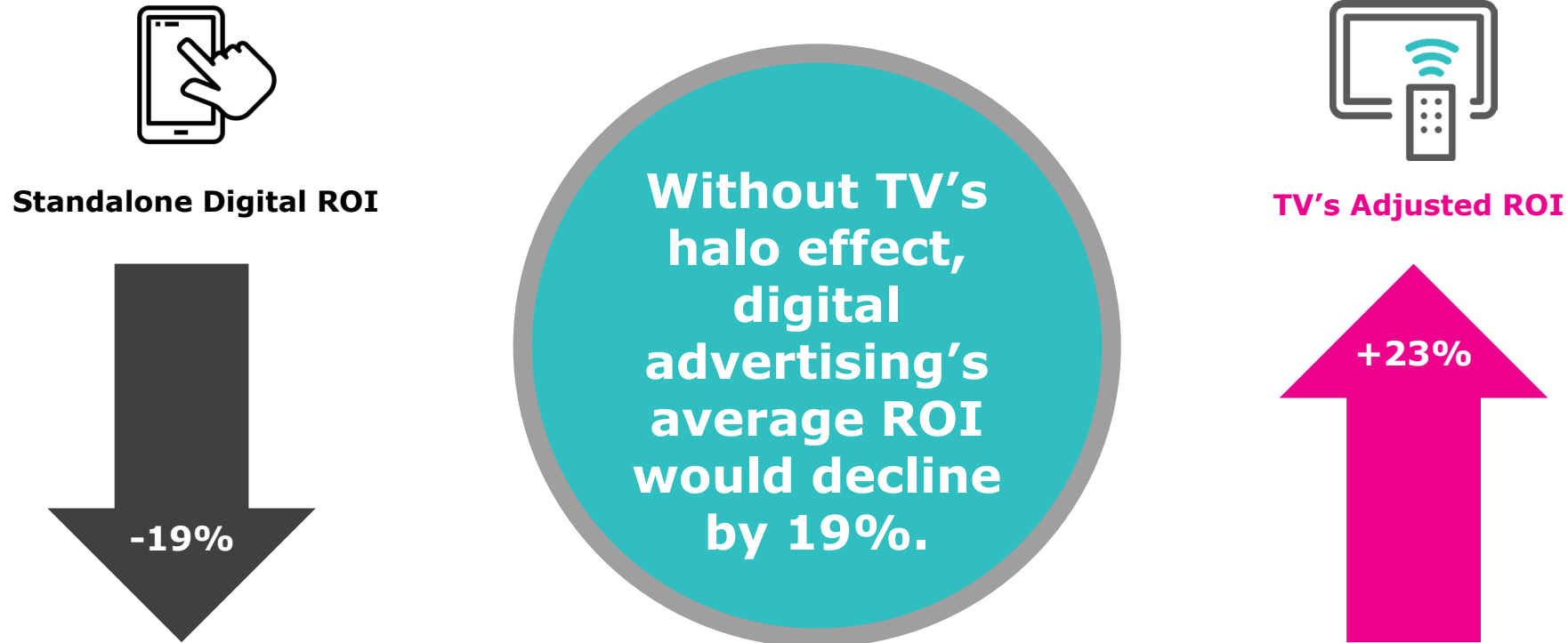
TV's ROI is \$14.34 for every dollar spent

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD



# tv improves digital's performance

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



# tv's winning formula



**TV** dominates time spent with media



**TV** ads produce the biggest impact



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



**TV** improves the performance of online advertising



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

**reach us @**



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