

# the state of Total TV in Canada



**CATHERINE MACLEOD**  
thinktv



**SABRINA SEGAL**  
Bell Media



**ERICA RICKETTS**  
Corus Entertainment



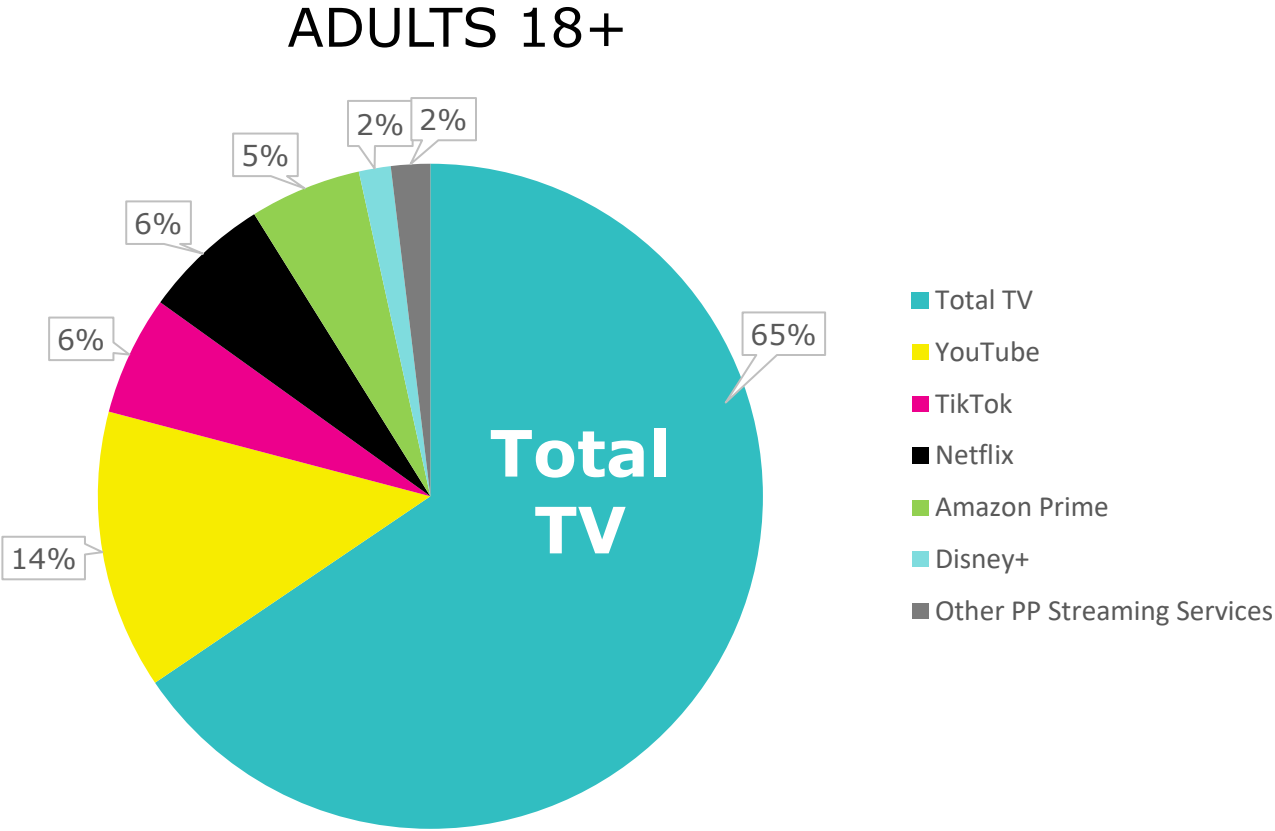
**MICHAEL NAVALTA**  
Rogers Sports & Media



**KIM O'KEEFE**  
CBC/Radio-Canada

# Total TV dominates time spent with video

## SHARE OF VIDEO Ontario



Total TV defined as linear TV and broadcaster streaming services

Streaming Services are primarily commercial free and include in-home viewing only

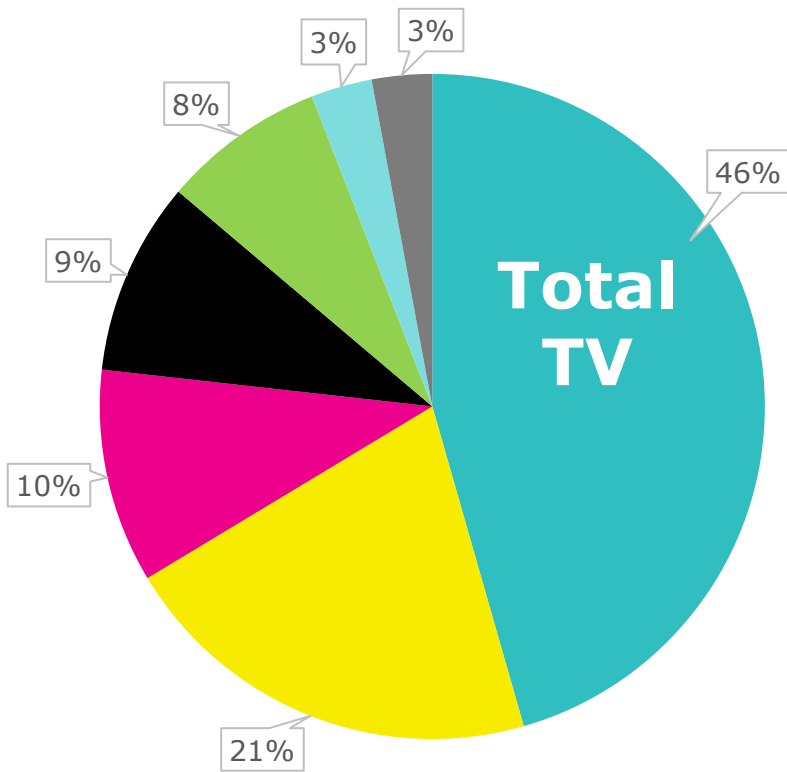
Other Streaming Services includes AppleTV+, CBS News, Club Illico, Crave(OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV, Twitch TV.

Source: Numeris VAM 8/28/23 to 11/26/2023 | All time spent per capita



# in all key demos

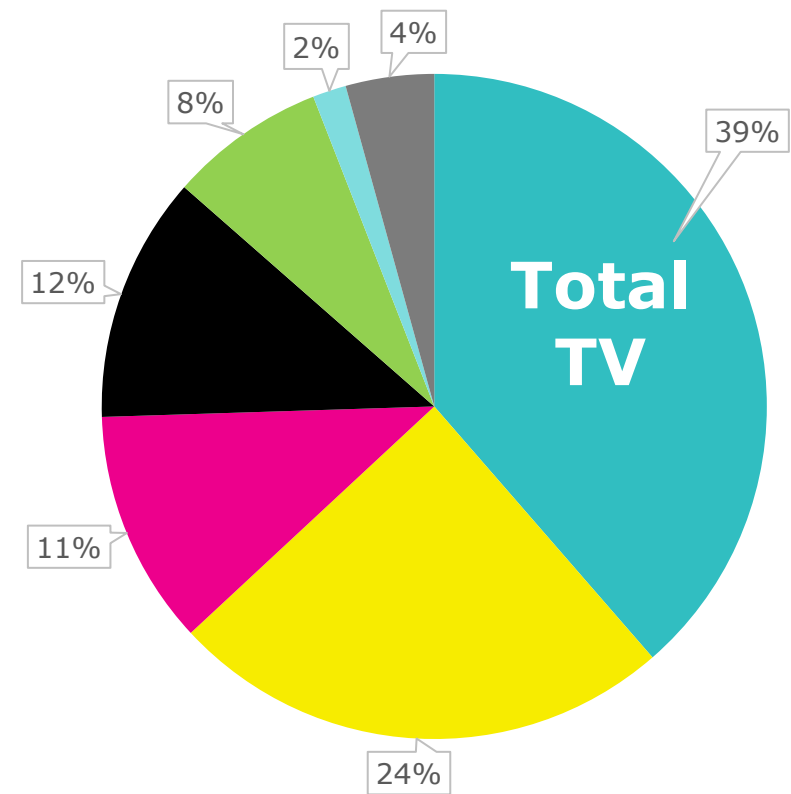
## ADULTS 25-54



## SHARE OF VIDEO Ontario

- Total TV
- YouTube
- TikTok
- Netflix
- Amazon Prime
- Disney+
- Other PP Streaming Services

## ADULTS 18-34



Total TV defined as linear TV and broadcaster streaming services

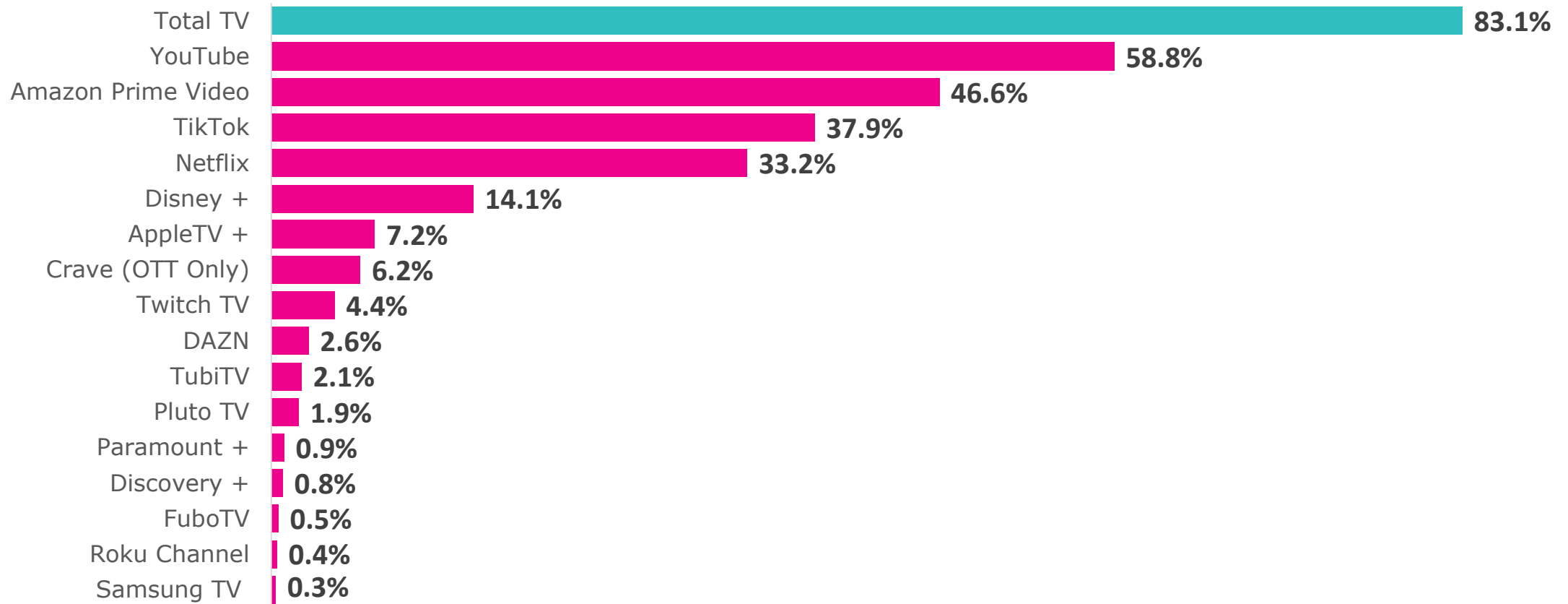
Streaming Services are primarily commercial free and include in-home viewing only

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Source: Numeris VAM 8/28/23 to 11/26/2023 | All time spent per capita

# tv's reach far exceeds all streaming services

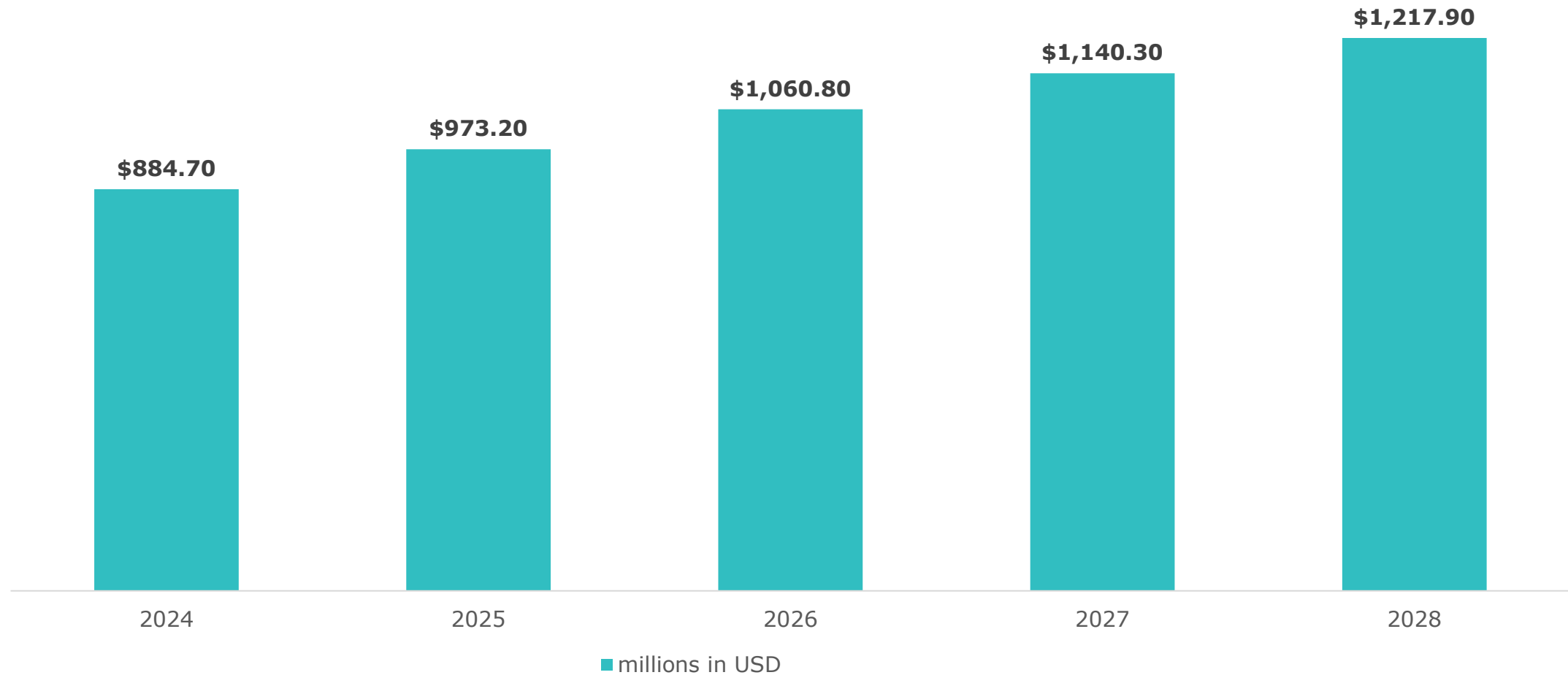
## AVERAGE WEEKLY REACH% Ontario



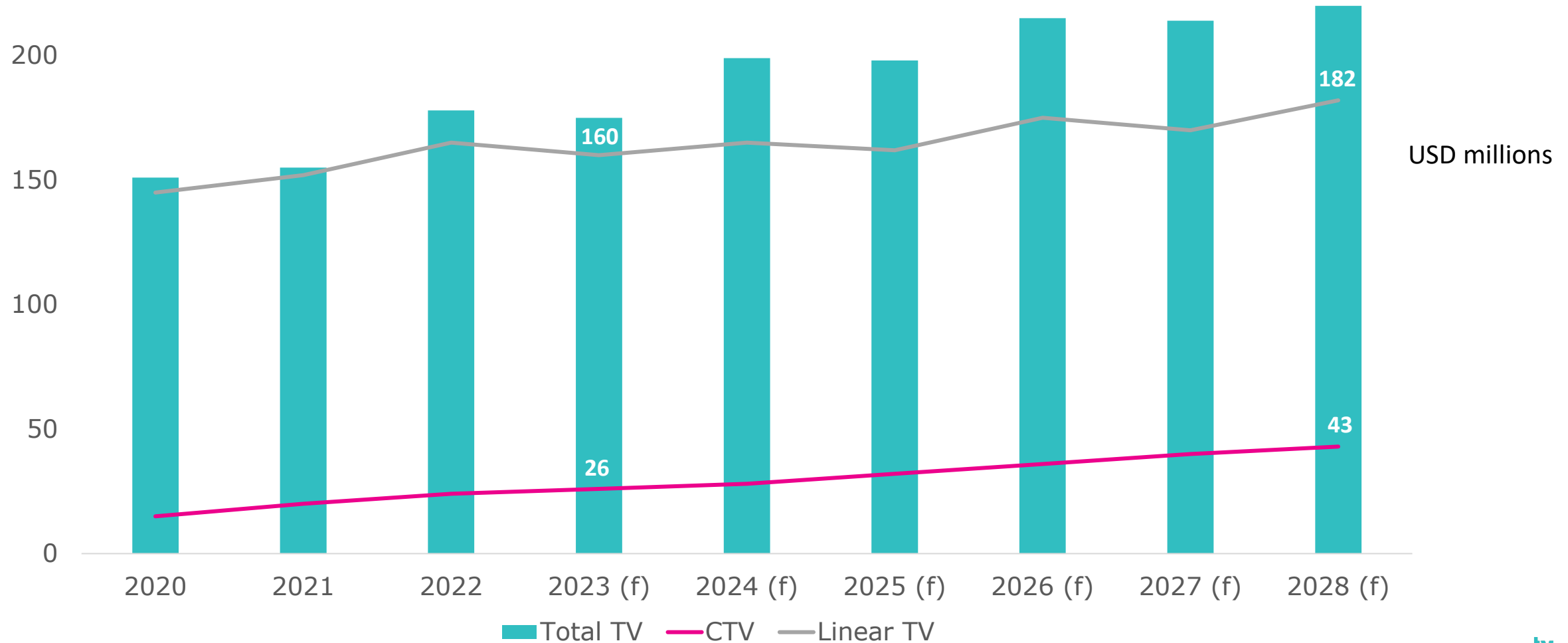
Source: Numeris VAM, Aug 28 – Nov 16 2023 | Adults 18+ Ontario

Total TV defined as linear TV and broadcaster streaming services | Streaming Services include in-home viewing only

# Connected TV ad spend forecast – Canada

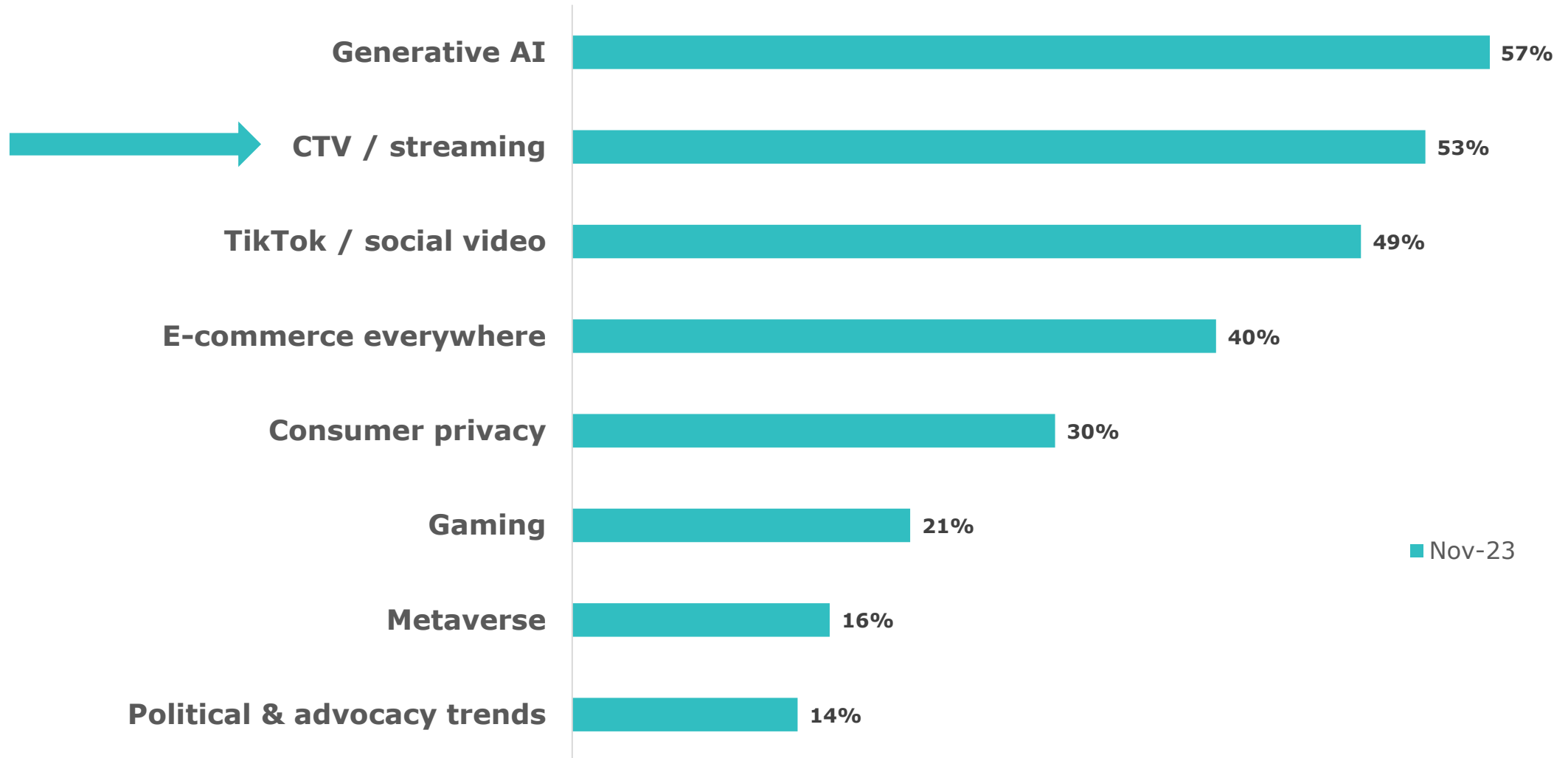


# spend on Connected TV increasing substantially

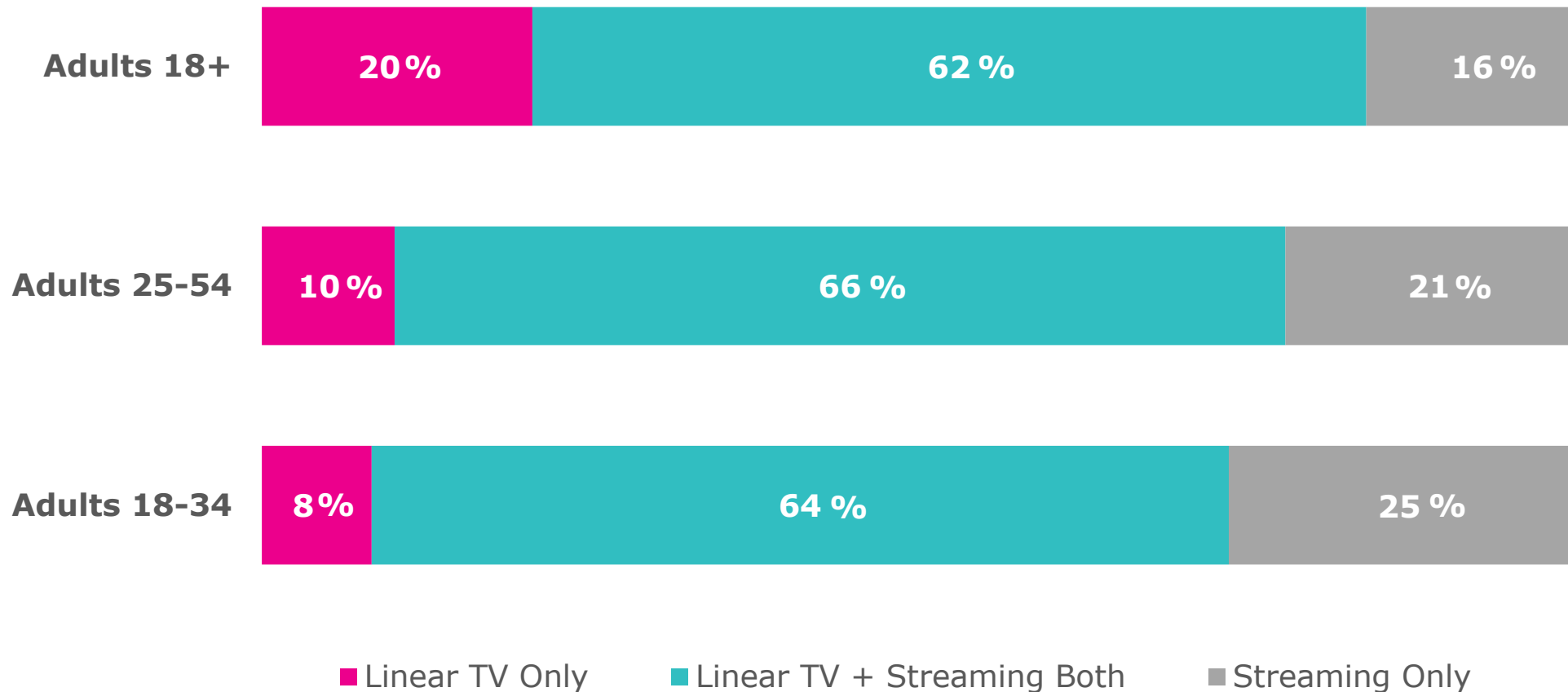


# Connected TV is a priority for marketers

Q: What are the most important consumer trends you're watching for the coming year?



# most people are accessing both linear & streaming channels

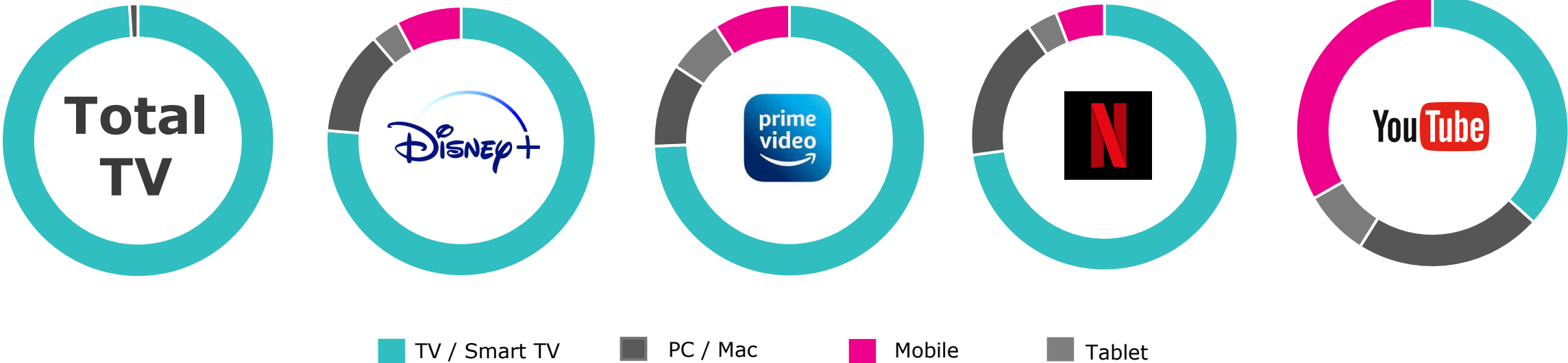




# Big Screen, Big Attention

TV screens drive the highest advertising recall: **34% more** than ads seen on a computer, **60% more than on a tablet or smartphone**

SHARE % OF TOTAL TUNING BY DEVICE  
Ontario



Source: Numeris VAM 8/28/23 to 11/26/2023 | Adults 18+

Source: thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

Total TV defined as linear TV and broadcaster streaming services | Streaming Services, YouTube include in-home viewing only | Streaming Services are primarily commercial-free



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