

A person with long brown hair, wearing a grey blazer, is looking at a laptop. The laptop screen shows an email inbox with several messages. The background is slightly blurred, suggesting an office or meeting environment.

**tv**

**FAQs**

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



# FAQ's

## How much TV do Canadians watch?

Canadian adults watch 19 hours of linear TV per week!

## I've heard young people don't watch TV – is that true?

No. Young adults 18-34 watch over 8 hours of TV per week.

## How much TV is watched live?

85% of linear TV viewing is live (true for all key demos).

## What is TV's reach?

TV reaches 83% of Canadian adults every week.

## How does time spent watching TV compare to time spent with streaming services?

TV commands the largest share of video, beating YouTube, TikTok, and all the streaming services combined (true for all demos).

## Does anyone still have a paid TV subscription?

Yes! Cord cutting has been far over-stated: There are almost 10 Million paid TV subscriptions in Canada, down only 3% YOY.

## Everyone multitasks these days – are people even paying attention to TV ads?

Yes – more than any other type of advertising.

## Does the screen matter? Is the

Yes. TV screens get more attention, with ad recall 34% higher than ads on a computer, and 60% more than on a tablet or smart phone.

## Do TV + Digital work together?

TV and digital make a great combo – in fact TV will improve the performance of your digital media by an average of 19%.

## Does TV have a good ROI?

TV has the best sales ROI of any medium, delivering a \$14.34 return on each media dollar spent (and \$23.40 if you extend the period from 1 to 4 years).

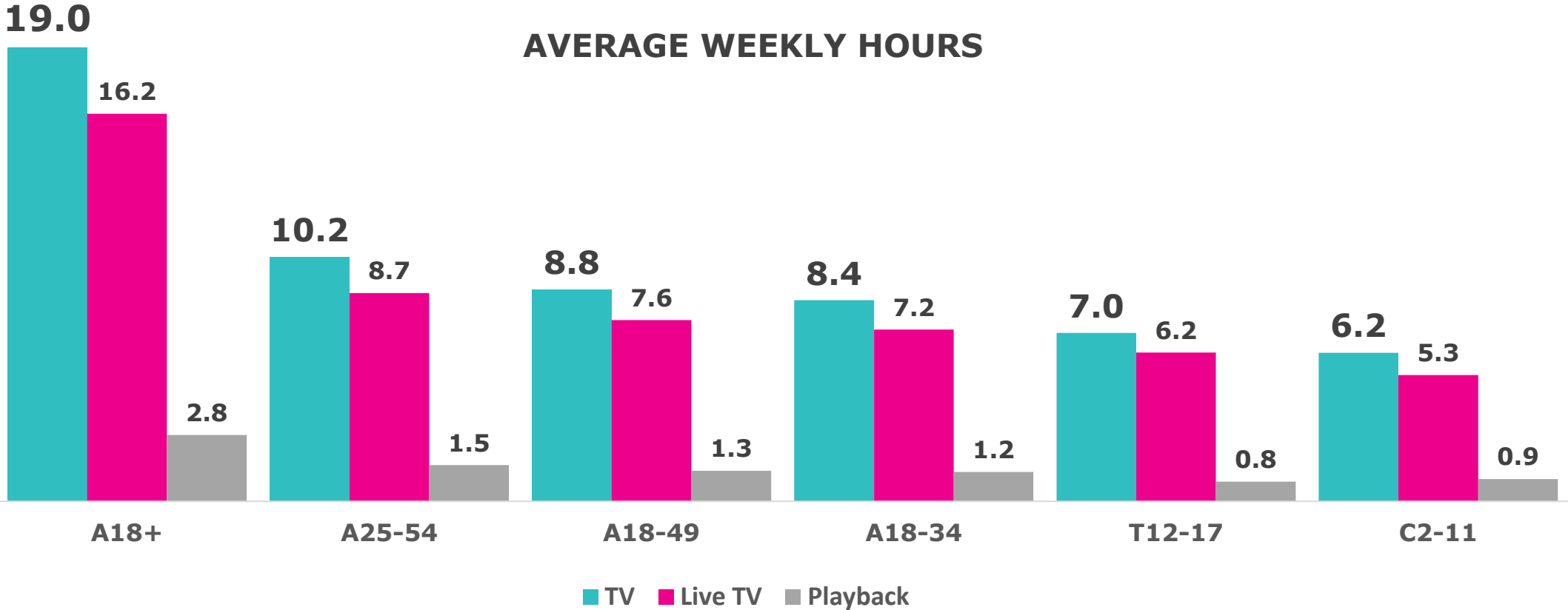
## These numbers don't ring true to me - what sources do you use?

We use accredited, third-party sources, including Numeris, Vividata, Mediastats and many others. No walled gardens, just the facts.

# Canadians watch a lot of



and most of it is live



Source: Numeris, Total Canada, Sep 18, 2023 – May 26, 2024, Average Weekly Hours per Capita

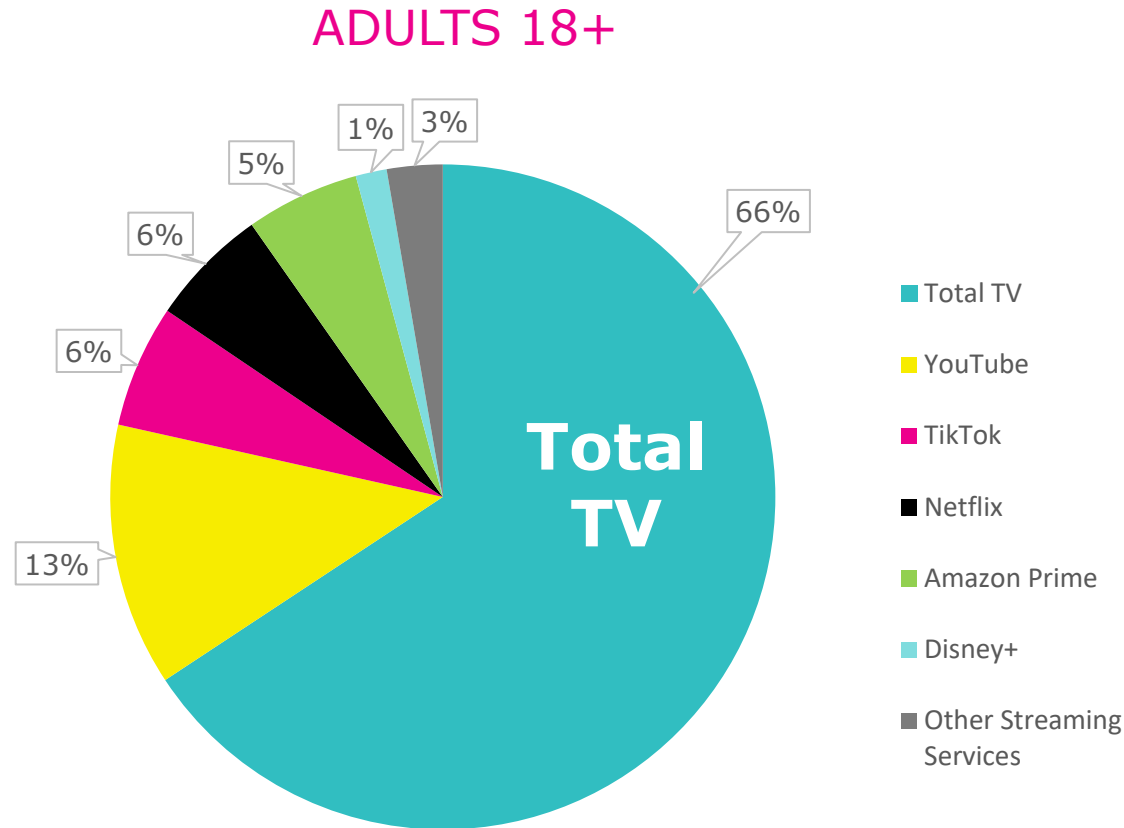
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast.

Does not include on demand streaming.



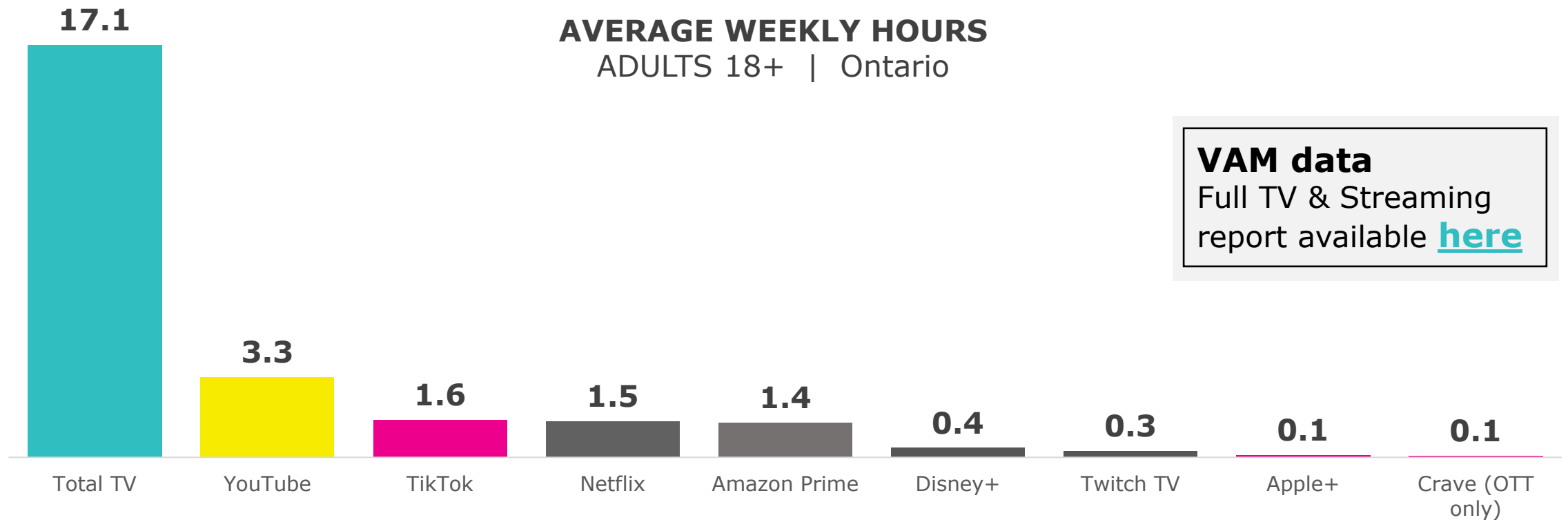
# Total TV dominates time spent with video

## SHARE OF VIDEO Ontario



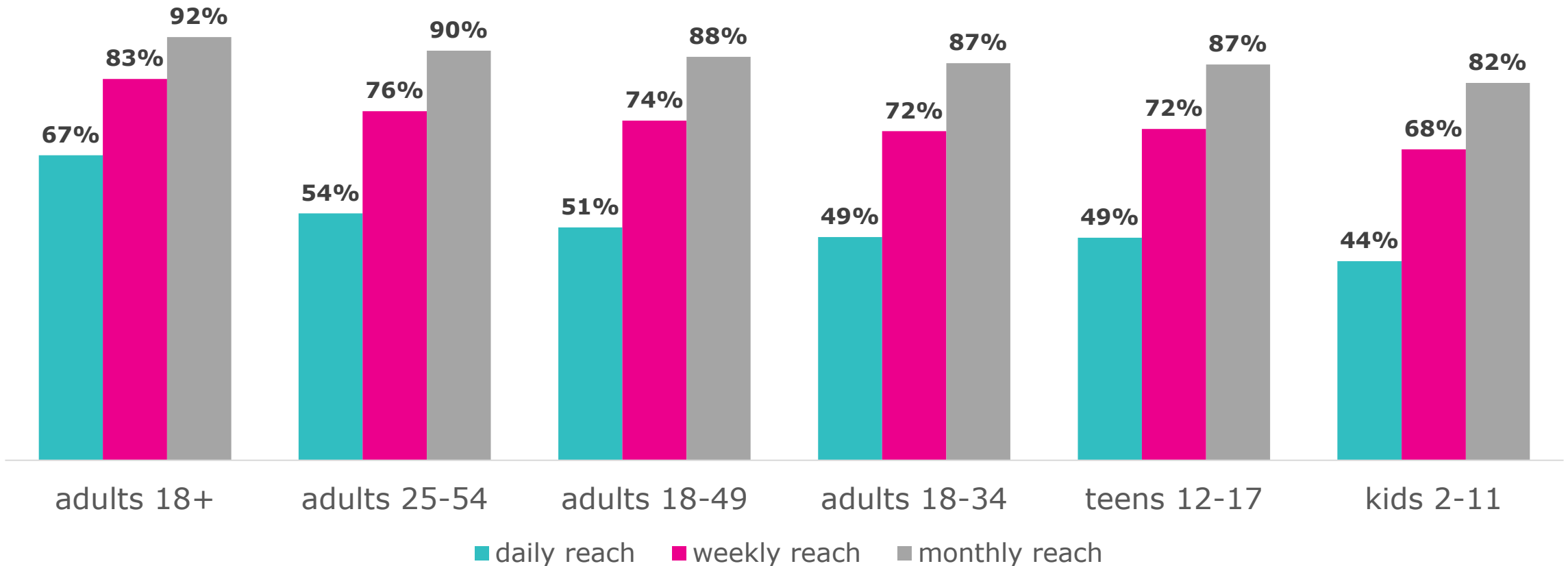
**VAM data**  
Full TV & Streaming  
report available [here](#)

# Total TV dominates time spent with video



# tv reaches 92% of Canadians (18+)

every month

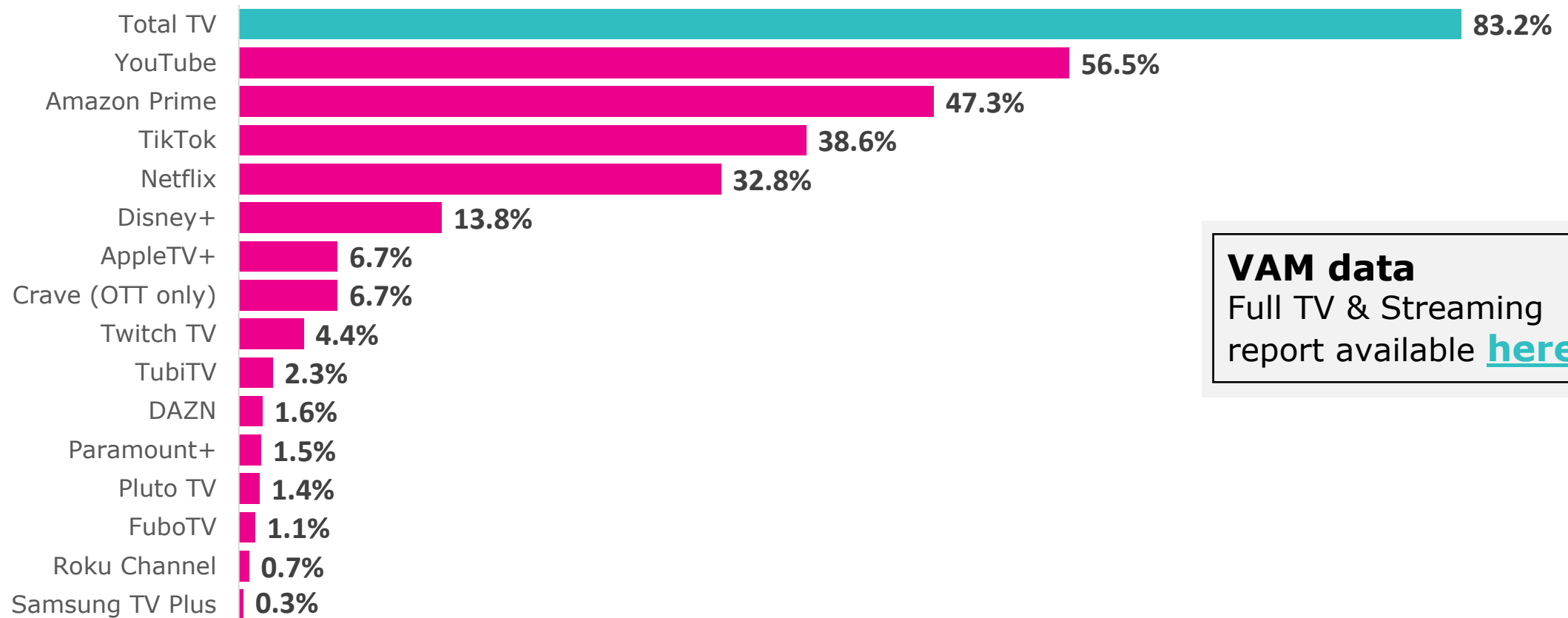


Source: Numeris PPM, Total Canada, Sep 18, 2023 – May 26, 2024

TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

# tv's reach far exceeds all streaming services

## AVERAGE WEEKLY REACH% ADULTS 18+ | Ontario



**VAM data**  
Full TV & Streaming  
report available [here](#)

Source: Numeris VAM, Sep 18, 2023 – May 26, 2024

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



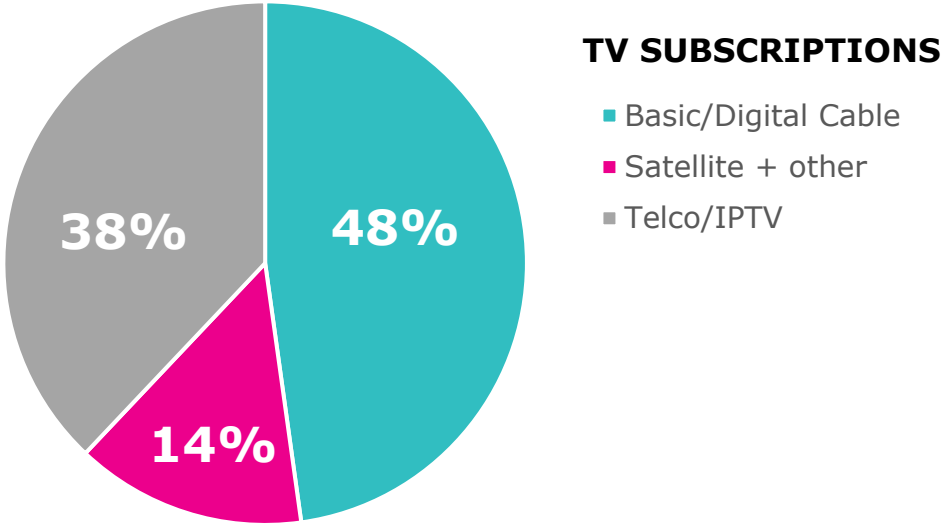
# 9.7 million paid **tv** subscriptions

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

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 content.

	January '23	January '24	Index (YOY)
<b>Total Paid Subs</b>	9,976,228	9,725,802	<b>(3%)</b>
Basic/Digital Cable	4,942,166	4,648,356	(6%)
Satellite	1,493,191	1,363,613	(9%)
Telco/IPTV (Internet Protocol TV)	3,517,281	3,690,360	+5%
Other	23,590	23,473	0%

**2024**



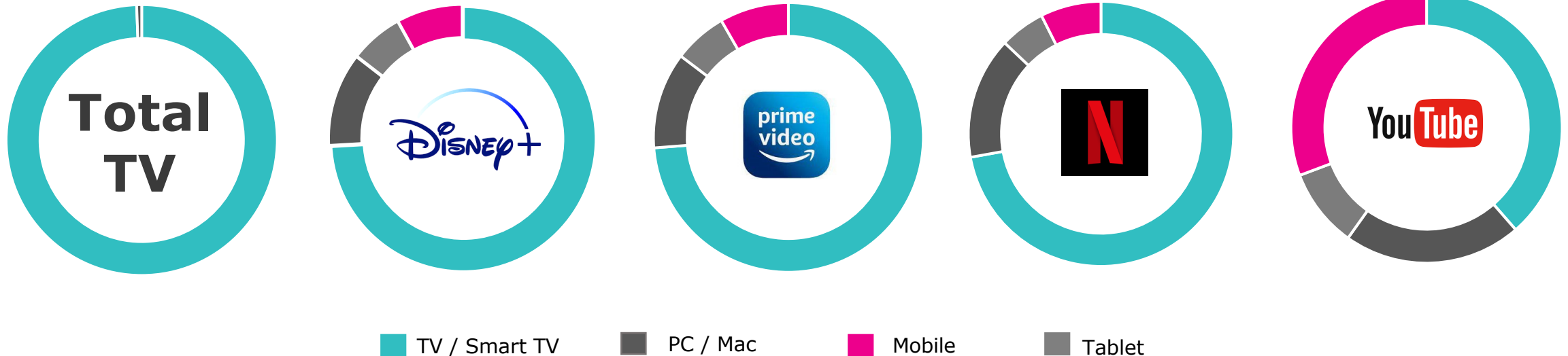
Source: Mediastats, BDU Profile Report, Total Canada Off-Air is not included. IPTV = Internet Protocol Television: the delivery of television content over Internet Protocol (IP) networks, e.g. Bell Fibe TV, Telus/Optik TV.



# big screen, big attention

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

## SHARE % OF TOTAL TUNING BY DEVICE Ontario

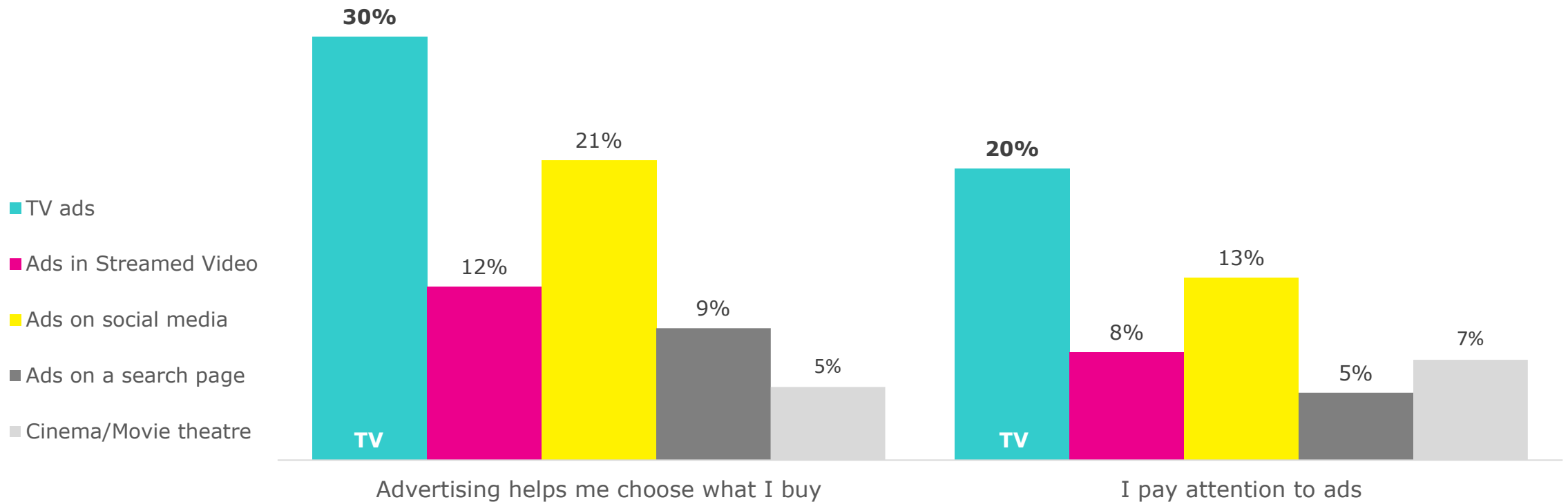


Source: Numeris VAM, Sep 18, 2023 – May 26, 2024 | Adults 18+

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

# tv advertising is most likely to command attention and drive purchase decisions

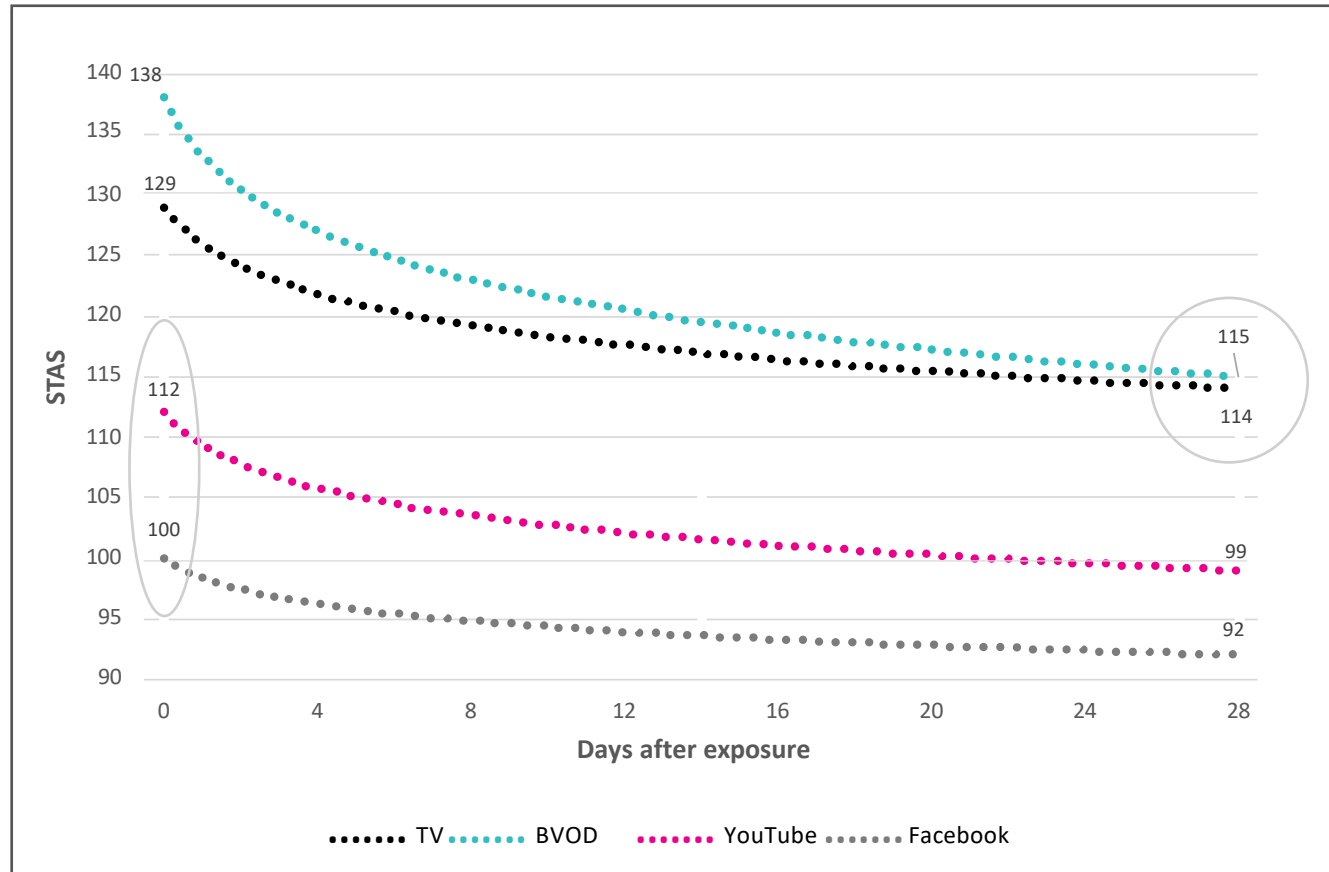


# tv commands more attention

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

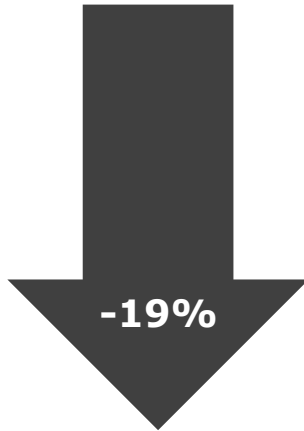
TV ad retention generates a greater impact at 28 days than either Facebook or YouTube do **immediately after exposure.**

# tv improves digital's performance

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



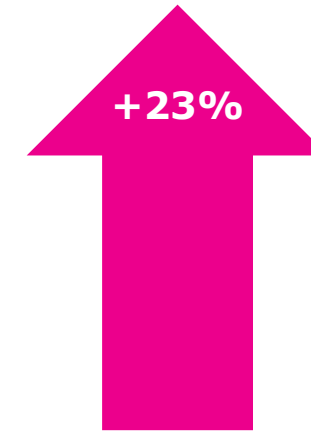
Standalone Digital ROI



Without TV's halo effect, digital advertising's average ROI would decline by 19%.



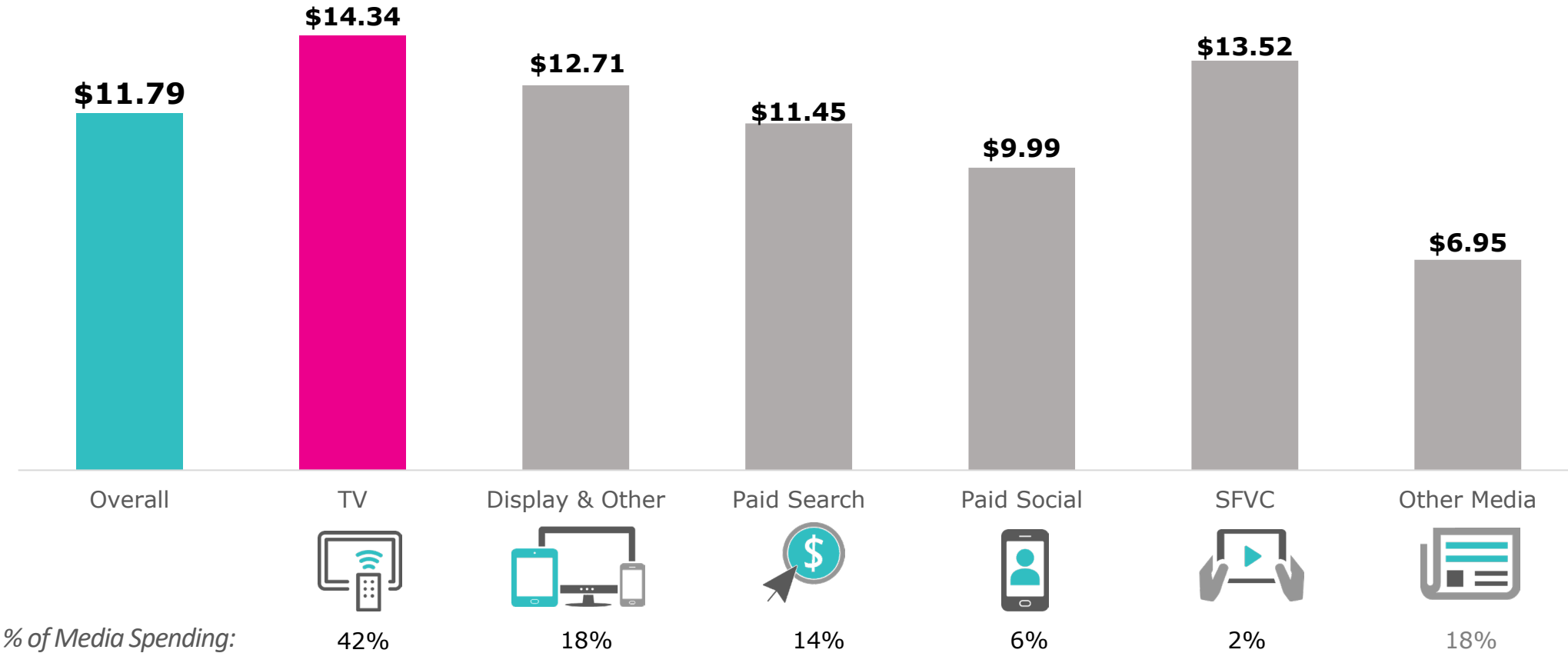
TV's Adjusted ROI



# tv delivers the best ROI

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

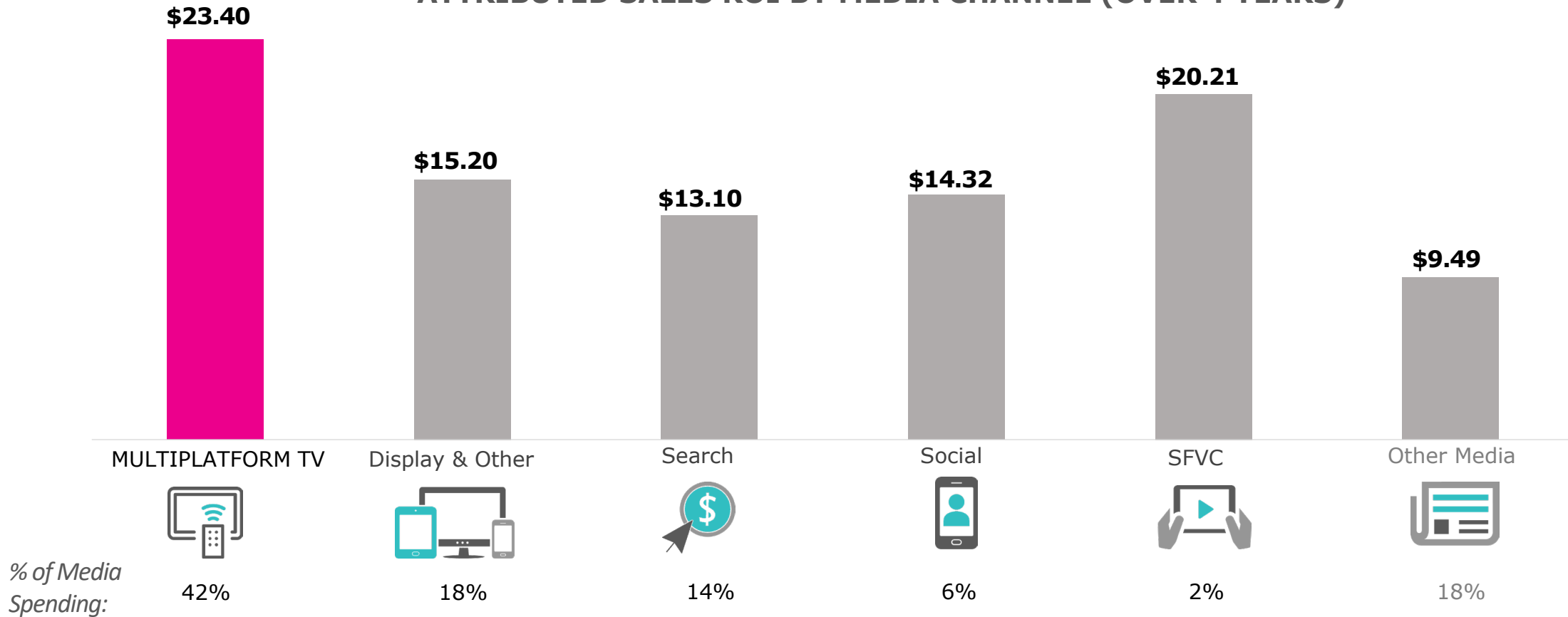
ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD



# 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)



# in case you missed it

Check out these additional [research reports](#)

## The ongoing evolution of marketing

In this animated, applied, and occasionally provocative session, Mark Ritson reviews the rather dramatic changes taking place across the face of marketing.

[learn more »](#)

## creative drivers of effectiveness

Simon Tunstill of Thinkbox shares the findings of a new UK study that examines the realm of TV advertising creative and its profound impact on memory, all through the perspective of cutting-edge neuroscience.

[learn more »](#)

## ad nation

New research, conducted by Ipsos, examines the media habits and advertising perceptions of industry professionals and ordinary Canadians and highlights the differences between the two groups.

[learn more »](#)

## metrics that matter: a Canadian brand lift study

TV has been proven to drive a range of business results, from top-of-the funnel brand building to bottom funnel sales activations. In this study, we've tracked how TV advertising impacts a number of critical brand metrics, like Awareness, Consideration and Value.

[learn more »](#)

## peak performance: advertising effectiveness that lasts

Accenture assessed \$700M+ of media spend in Canada, covering 105 brands across four verticals. The research clearly outlines the ways different advertising channels impact sales, what that impact is in the short and long-term, and how TV and digital work together.

[learn more »](#)

## target the (whole) market

Byron Sharp famously challenged a number of traditionally held beliefs in his ground-breaking book 'How Brands Grow'. We commissioned MediaCom Business Science to examine Sharp's best practices and how they apply in Canada.

[learn more »](#)



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