

tv basics



2024

think^{tv}

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WHY TV?

TV has a number of key strengths and benefits over other media, from its “vast & fast” reach to the rich, brand-safe environment, to the superior attention TV advertising commands. TV can play a critical role in just about any media campaign.

tv has the **highest ROI** of all media

tv has the largest reach of all media, reaching **92% of Adults 18+**, **90% of Adults 25-54**, and **87% of Adults 18-34** each month

tv ads are the most **trusted**, attract **the most attention**, and are most likely to **drive purchases**

tv advertising works at **both ends of the consumer funnel**

tv is a powerful **direct response vehicle** for many products and services, and is a proven tool for online businesses

tv has a powerful **multiplier effect** on other media, especially digital

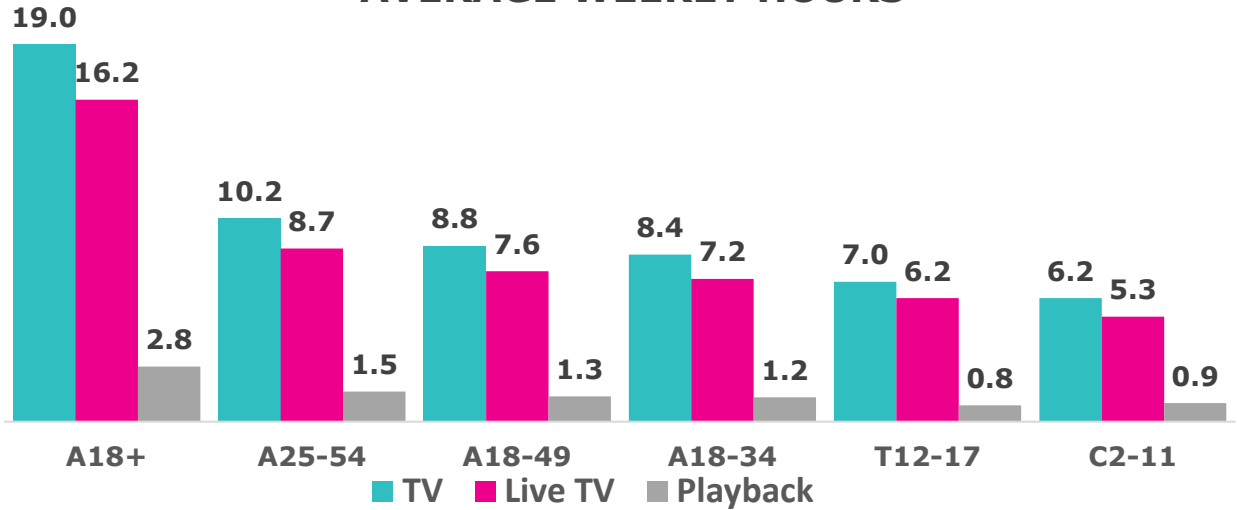
Nothing delivers the emotional impact of a great TV spot

For a more detailed overview of TV’s key strengths, be sure to check out [Power of TV in an Attention Economy](#) and the fast facts report [TV’s Winning Formula](#).



CANADIANS WATCH A LOT OF TV

AVERAGE WEEKLY HOURS



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

total tv dominates time spent

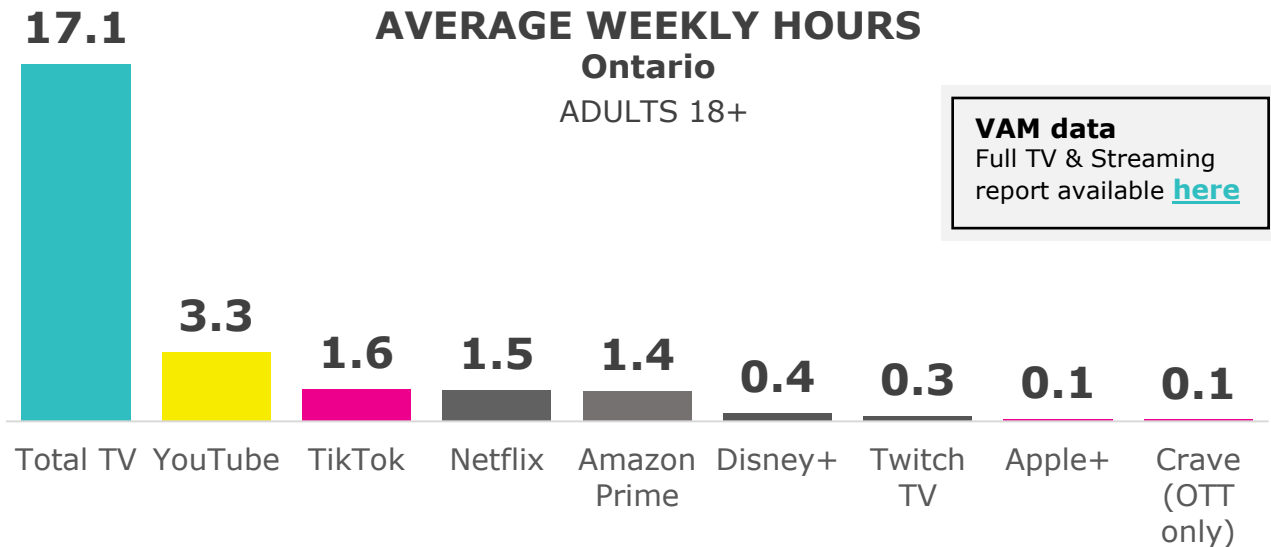
AVERAGE WEEKLY HOURS

Ontario

ADULTS 18+

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

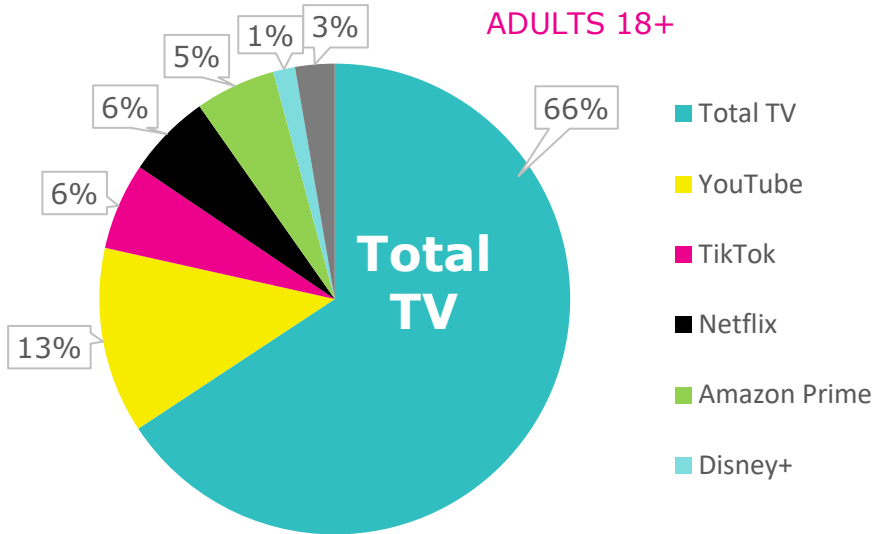
TV LEADS IN TIME SPENT

tv commands the largest share of video

SHARE OF VIDEO

Ontario

ADULTS 18+

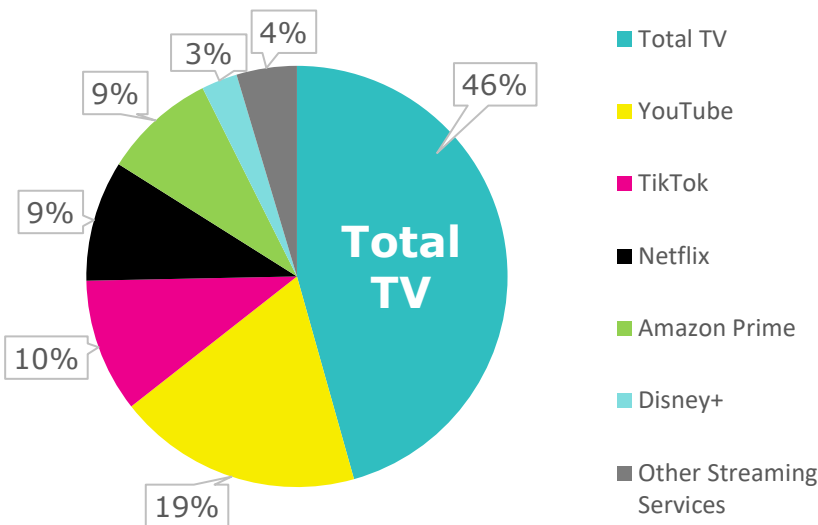


VAM data

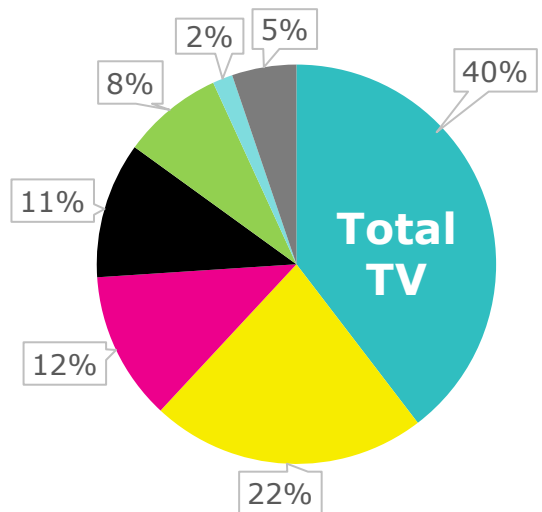
Full TV & Streaming report available [here](#)

... across all demos

ADULTS 25-54



ADULTS 18-34



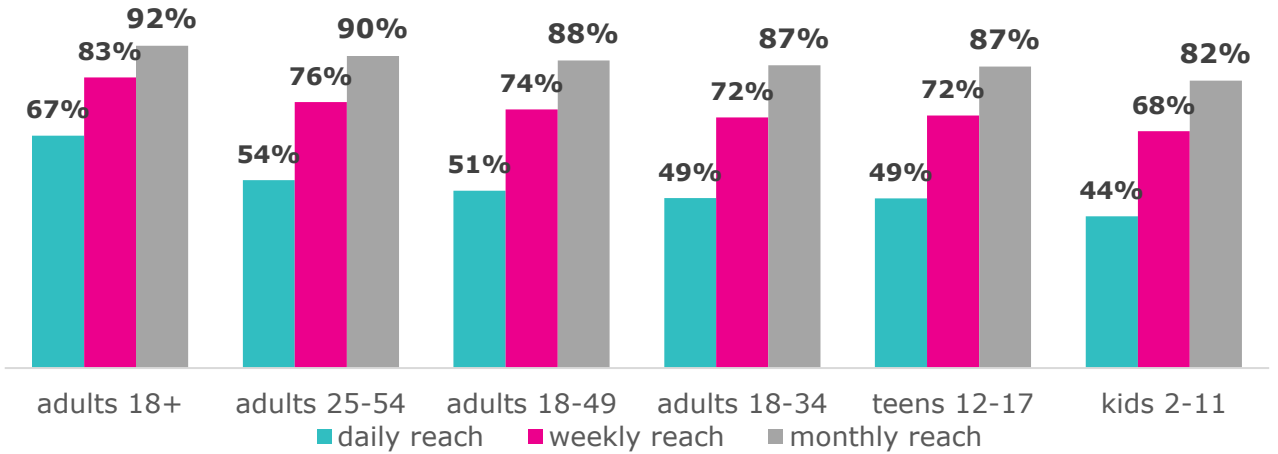
Source: Numeris VAM, Sep 18, 2023 – May 26, 2024

Total TV defined as linear TV and broadcaster streaming services | Streaming Services 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.

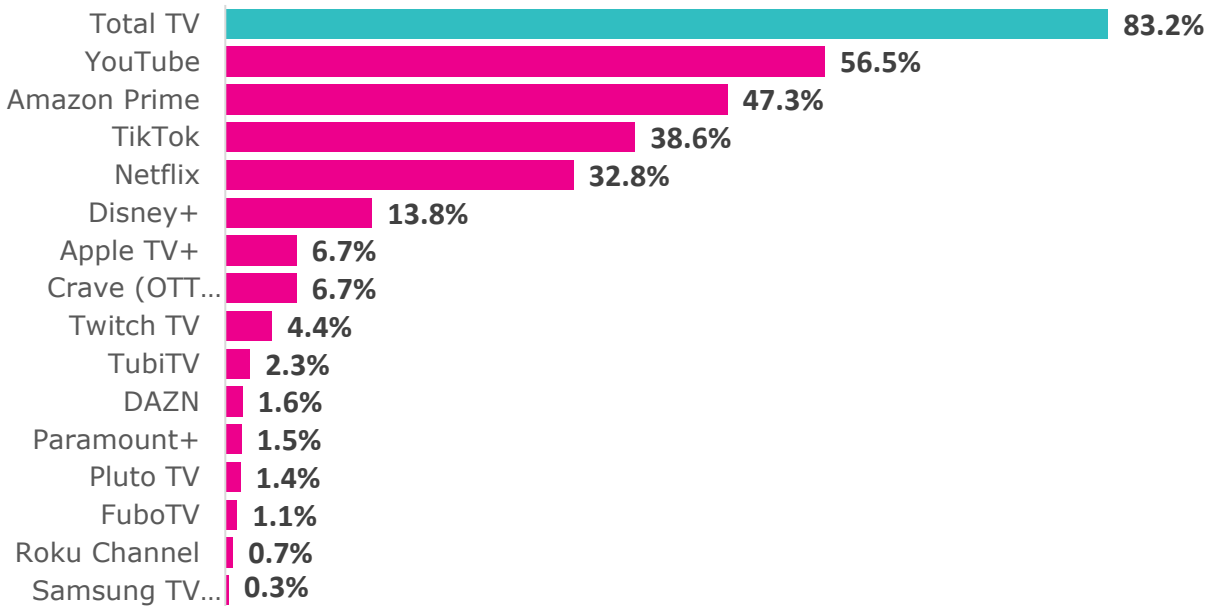
TV HAS THE WIDEST REACH

REACH



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

AVERAGE WEEKLY REACH% ADULTS 18+ | Ontario

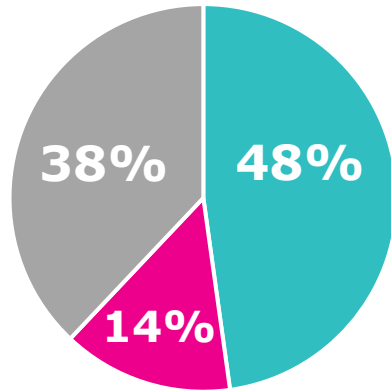


Source: Numeris VAM, Sep 18, 2023 – May 26, 2024
 Total TV defined as linear TV and broadcaster streaming services
 Streaming Services are primarily commercial free and include in-home viewing only

TV HAS BROAD DISTRIBUTION

**cord cutting has been far overstated:
paid TV subs are 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.



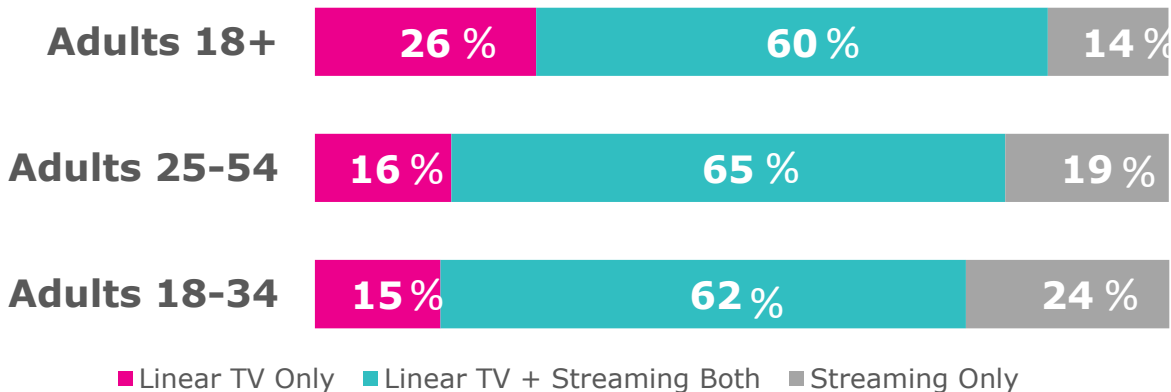
TYPE OF TV SUBSCRIPTIONS

- Basic/Digital Cable
- Satellite + other
- Telco/IPTV (internet protocol TV)

Source: Mediastats, BDU Profile Report, Total Canada

IPTV = Internet Protocol Television: the delivery of television content over Internet Protocol (IP) networks, e.g. Bell Fibe TV, Telus/Optik TV.

**majority of Canadians watch both
linear TV and streaming services**

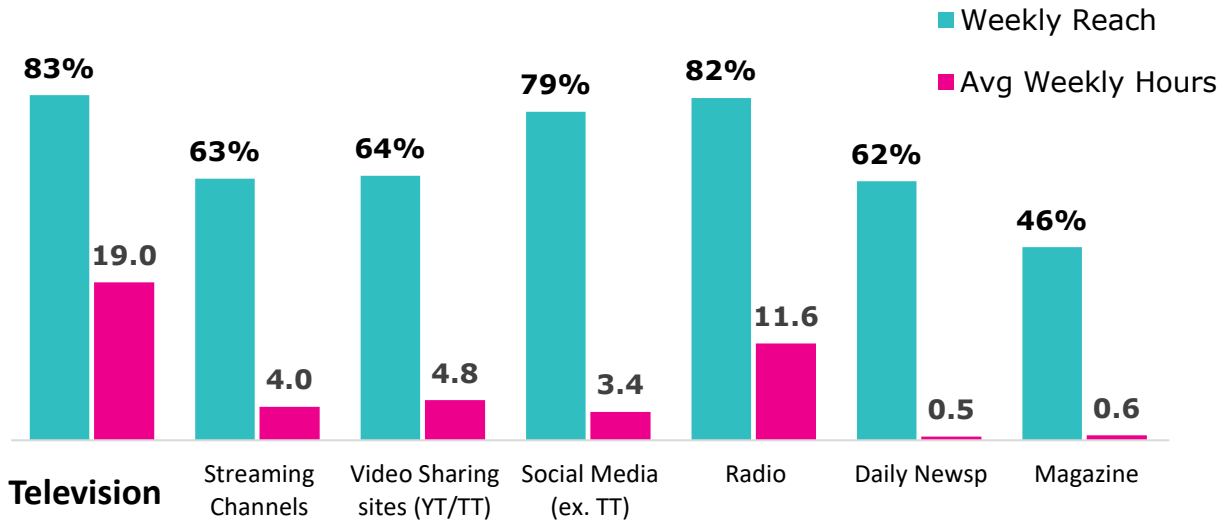


■ Linear TV Only ■ Linear TV + Streaming Both ■ Streaming Only

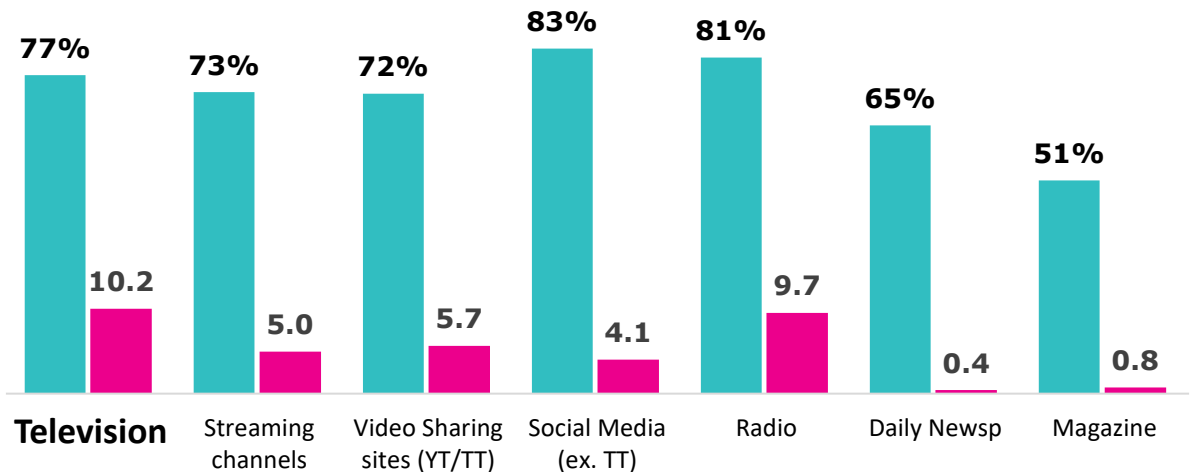
Source: Numeris VAM, Sep 18, 2023 – May 26, 2024, Ontario, % of composition of average weekly reach
Streaming Channels include: Prime Video, Netflix, Disney+, Apple+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV, DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchroll, Discovery+, TED, SamsungTV, YouTube

REACH & TIME SPENT BY MEDIUM

ADULTS 18+



ADULTS 25-54



Sources: TV: Numeris PPM, Total Canada Sept 18 2023 – May 26, 2024 | Streaming & Video Sharing sites: Numeris VAM (in-home viewing only), Sept 18, 2023 – May 26, 2024 | Social Media: VIVIDATA SCC/Digital Spring 2024 | Radio: RTS Spring National 2024 | Print: Vividata SCC Spring 2024 | All time spent per capita.

Streaming Services include Netflix, Amazon Prime, Disney+, TwitchTV, Apple TV+, Crave (OTT only), FuboTV, Paramount+, DAZN, TubiTV, Crunchyroll, Roku, Daily Motion, Samsung TV Plus, TED, Club Illico, Discovery+, CBS News, ET and Pluto TV

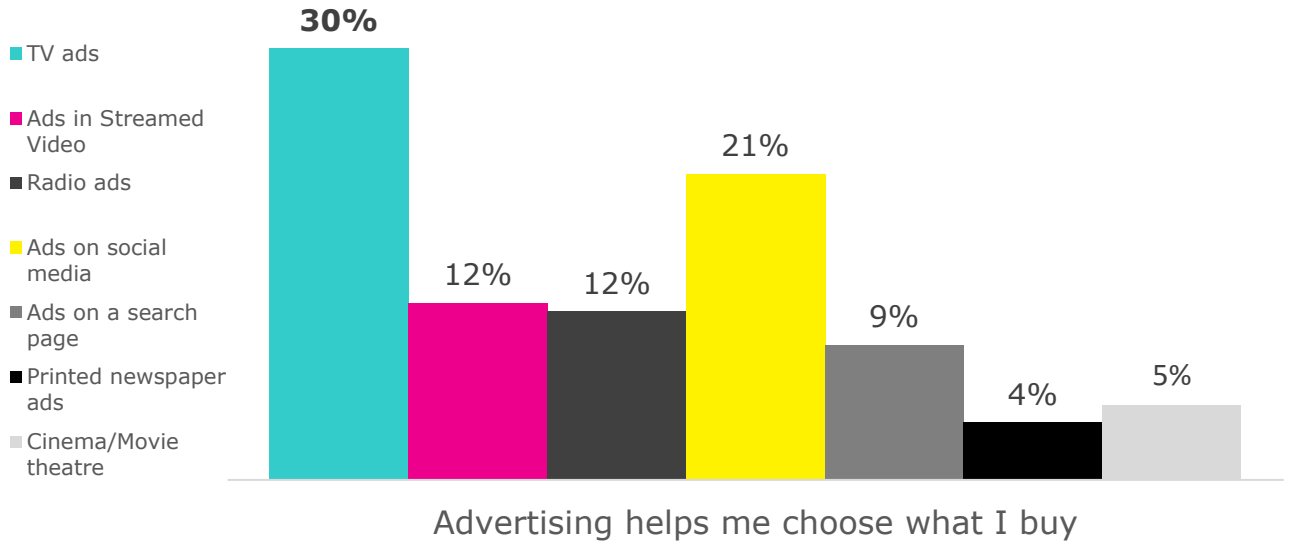
Video-sharing sites includes YouTube + TikTok | ***Social Media includes Facebook, Instagram, X (formerly Twitter), LinkedIn, Pinterest, Reddit, Snapchat (website + app)

KEY TRENDS

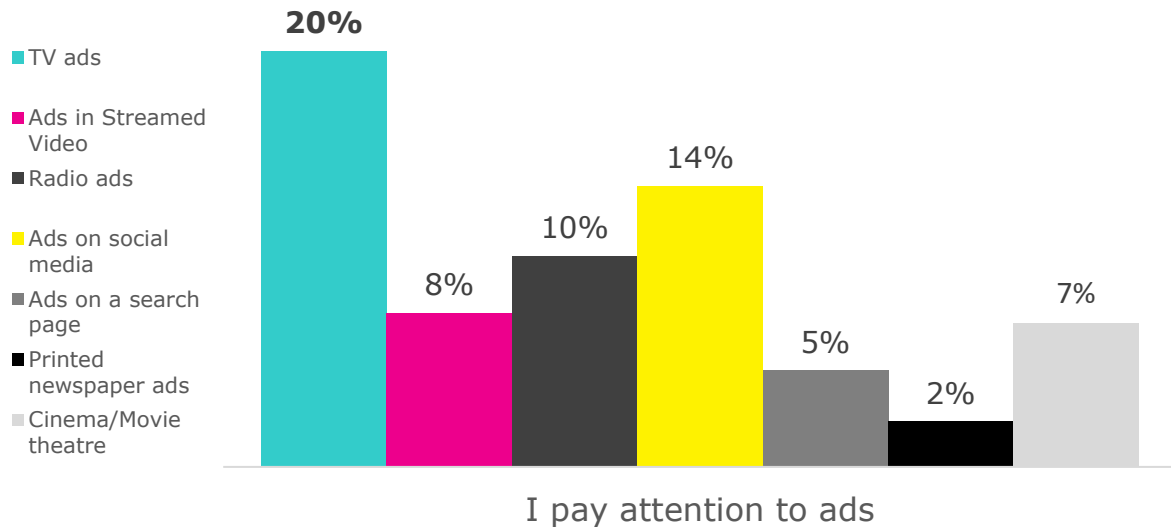
- **Canadians continue to watch a lot of TV:** Adults (18+) watch 19 hours of linear TV / week with an average weekly reach of 83%.
- **Young adults also watch plenty of TV:** TV reaches 72% of Adults 18 to 34 years old weekly who watch an average 8.4 hours of linear television per week.
- **TV commands the largest share of video**, beating YouTube, TikTok, and all the streaming services combined.
- Cord cutting has been far overstated: There are **9.7 million paid TV subscriptions** in Canada, a decrease of only 3% YOY. Offsetting this small decline is the growth of homes accessing TV online.
- TV advertising has a significant halo effect on other media, **increasing the sales ROI of digital by 19%**. ([Accenture](#))
- Millions of Canadians tune in to their favourite TV programs and specials every week: The top 10 network TV series deliver on average **1.4 million** viewers (18+).
- **Connected TV** is a huge area of growth for both advertisers and broadcasters as new streaming channels (including FAST channels) get added and advertising inventory increased.
- **TV advertising continues to be rated the most trustworthy** - by all age groups (social media is considered the least trustworthy).
- **Canadians trust, watch, and value TV news:** News programming makes up 20% of time spent watching TV, and 95% of Canadians say that access to Canadian news and journalism is important. TV news is also a proven vehicle for effective advertising.
- **Advertisers are now able to better target their audiences through Addressable TV.** Addressable TV offers a personalized ad experience to specific households or devices based on demographic and behavioural data. Widely available within VOD content, and with Bell on linear TV.

ATTITUDES ABOUT ADVERTISING

tv ads helps me in my buying decisions

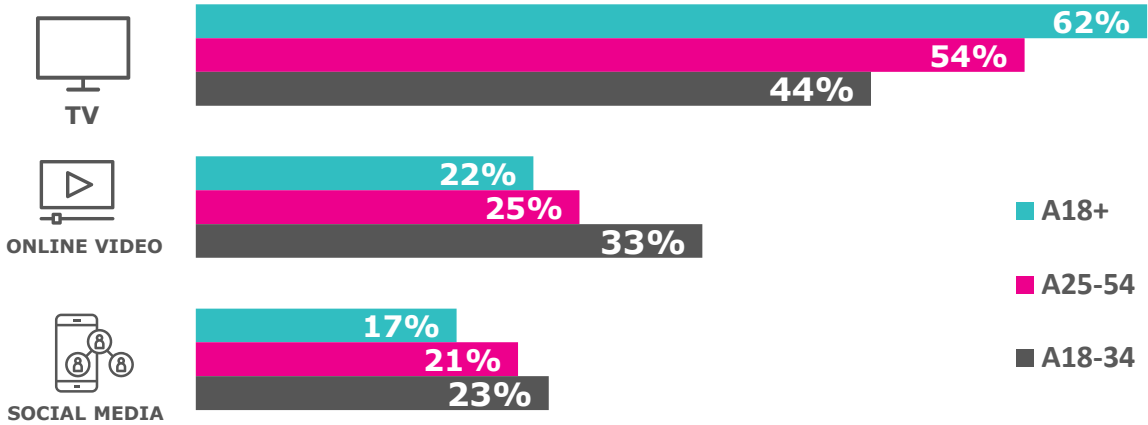


tv ads gets the most attention



ATTITUDES ABOUT ADVERTISING

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 & video landscape definitions



TV & VIDEO LANDSCAPE

tv explained

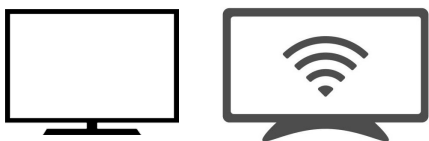
TV has evolved, but the definition is professionally-produced, long-form content found in a brand-safe environment.

- ▶ **Linear TV** includes live broadcast content – on all platforms – plus 7 days playback
 - Conventional TV
 - Specialty TV
 - Live Streamed TV (commercial load intact)
 - Playback / Recorded TV (7 days)

- ▶ **Total TV** includes linear TV + broadcaster streaming services



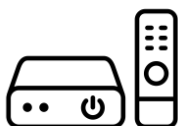
tv is multi-source & multi-platform



TV/Smart TV/Connected TV



Desktop/laptop & mobile



Roku, Amazon Fire, AppleTV

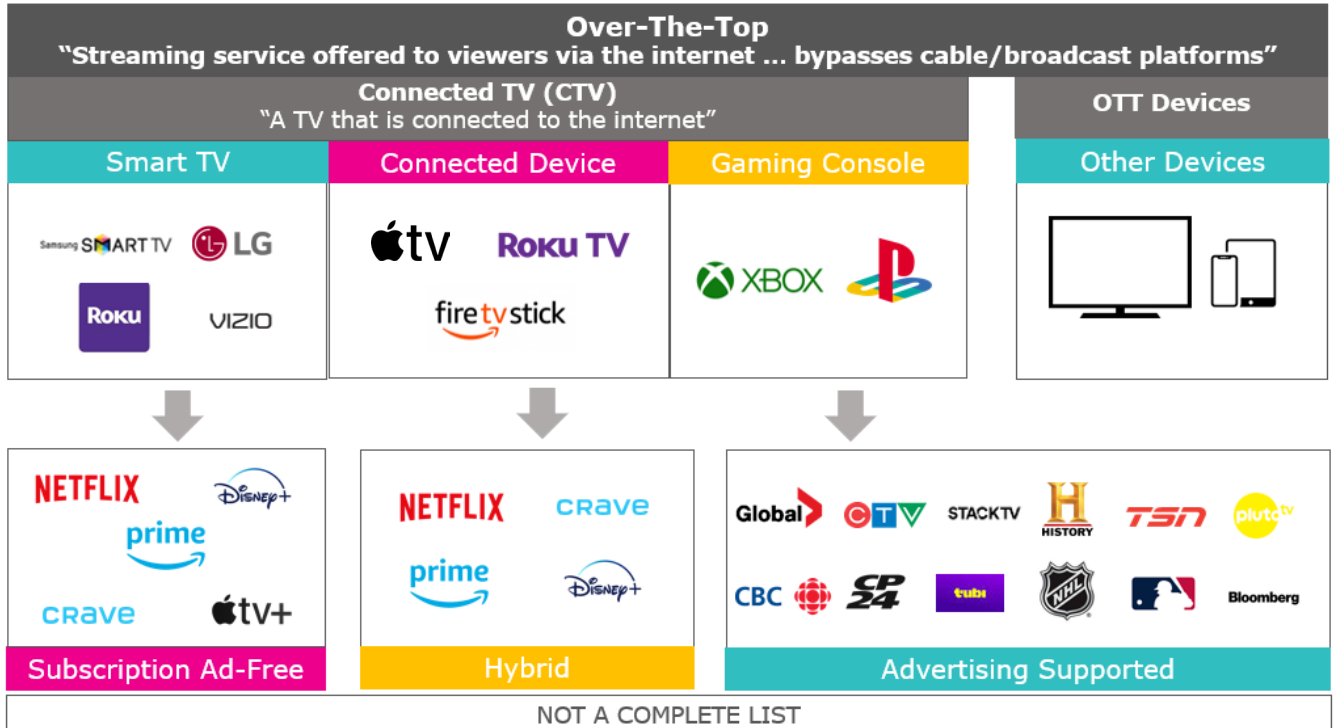


Game console (Xbox, PlayStation)

TV & VIDEO LANDSCAPE

OTT explained

the method of streaming video content delivered over an internet connection through an app or connected video device



streaming explained

content delivered via the internet

- **SVOD (Subscription Video on Demand):** Platforms offering ad-free content for a subscription fee
- **AVOD (Ad-supported Video on Demand):** Ad supported streaming service, available free or via a subscription

the top 5 premium streaming channels (Prime Video, Netflix, AppleTV+, Disney+, Crave Pure Play) account for 39% of time spent with pure play properties

TV & VIDEO LANDSCAPE

connected TV explained

video content streamed from the internet on a television screen

- via a smart TV (a television with internet connectivity built in)
- via a connecting streaming device, like a Roku or Amazon Fire TV stick

a Canadian subscriber snapshot



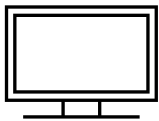
69%

of Canadians have a paid video streaming service (highest amongst Adults 25-54 @ 79%)



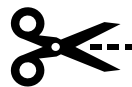
60%

of French Canadians have a paid video streaming service, significantly less than the national average



79%

of Canadians live in a home with a smart TV



38%

of subscribers have gone from an ad-free tier to a lower priced ad-supported subscription



70%

of streamers live in a household with a paid TV subscription

tv statistics

TOP PROGRAMS WINTER/SPRING 2024

TOP SERIES

English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
TRACKER	CTV	1,227	CHANTEURS MASQUES	TVA	1,688
THE ROOKIE	CTV	1,188	STAT	SRC	1,507
9-1-1	Global	1,184	SORTEX-MOI D'ICI !	TVA	1,489
ELSBETH	Global	1,153	LA VOIX	TVA	1,467
LAW & ORDER: CRIMINAL INTENT	Citytv	1,131	LA PETITE VIEW – 30 ANS	SRC	1,433
THE GOOD DOCTOR	CTV	1,099	INDEFENDABLE	TVA	1,366
WILL TRENT	CTV	1,052	EN DIRECT D'UNIVERS	SRC	1,251
SURVIVOR	Global	1,039	REVOLUTION	TVA	1,113
CTV EVENING NEWS	CTV	1,037	DISCUSSIONS AVEC MES PARENTS	SRC	1,105
NCIS	Global	1,016	5e RANG	SRC	1,054

Source: Numeris PPM, English Canada, Quebec Franco Jan 1, 2024 – May 26, 2024, 3+ Airing, Conventional

TOP SPECIALS

English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
ACADEMY AWARDS	CTV	3,314	BYE BYE 2023	SRC	3,922
2024 THE 66 th ANNUAL GRAMMY AWARDS	Citytv	1,751	LES COULISSSES DU BYE BYE 2023	SRC	1,691
DICK CLARK'S NEW YEAR'S ROCKIN' EVE WITH Ryan Seacrest 2024	Citytv	1,464	A L'ANNEE PROCHAINE 2023	SRC	1,607
GOLDEN GLOBE AWARDS	Citytv	1,419	CELEBRATION 2024	TVA	1,349
DICK CLARK'S NEW YEAR'S ROCKIN' EVE WITH Ryan Seacrest 2024	Citytv	958	LE TRICHEUR – 2000 ^e	TVA	1,265
EMMY AWARDS	CTV2	837	LES BOYS– 25EME ANNIVERSAIRE	TVA	1,163
M*A*S*H: THE COMEDY THAT CHANGED TELEVISION	Citytv	701	LA VOIX 10 ANS	TVA	1,150
SUPER BOWL GREATEST COMMERCIALS XXIII: THE ULTIMATE COUNTDOWN	Global	701	GALA DE L'ADISQ 2023	SRC	1,147
THE 100TH: BILLY JOEL AT MADISON SQUARE GARDEN – THE GREATEST	Global	697	LA VRAIE NATURE	TVA	1,038
WILLIE NELSON'S 90TH BIRTHDAY CELEBRATION	Global	520	CA COMMENCE BIEN L'ANNEE (2024)	TVA	1,023

Source: Numeris PPM, English Canada, Jan 1, 2024 – May 26, 2024, non-sports

TOP PROGRAMS WINTER/SPRING 2024

SPORTS					
English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
NFL SUPER BOWL	CTV + TSN	7,261	SPORTS EXPRESS	SRC	1,516
CFL GREY CUP	TSN+	2,587	FOOTBALL NFL SUPERBOWL	RDS+	1,169
NHL PLAYOFFS ROUND 1	Rogers Sports Network	1,723	FOOTBALL LCF COUPE GREY MONTREAL	RDS+	654
HNIC PRIME EAST	Rogers Sports Network	1,492	FOOTBALL NFL SUPERBOWL AWANT-MATCH	RDS+	480
ROGERS NHL ALL-STAR GAME	Rogers Sports Network	1,489	HOCKEY LNH CANADIENS DE MONTREAL	RDS+	475
WJC:PRELIM CANADA	TSN+	1,135	LE HOCKEY DES CANADIENS	TVA Sports+	451
NFL PLAYOFFS	CTV	951	HOCKEY LNH CANADIENS DE MONTREAL	RDS+	446
HOCKEYCENTRAL	Rogers Sports Network	917	FOOLTBALL NFL SUPERBOWL APRES-MATCH	RDS+	444
NHL HERITAGE CLASSIC	Sportsnet National+	907	HOCKEY LNH CANADIENS PRE-SAISON	RDS+	337
HNIC PRIME WEST	Rogers Sports Network	833	LNH MATCH DES ETOILES CONCUR D'HABILETES	TVA Sports+	334

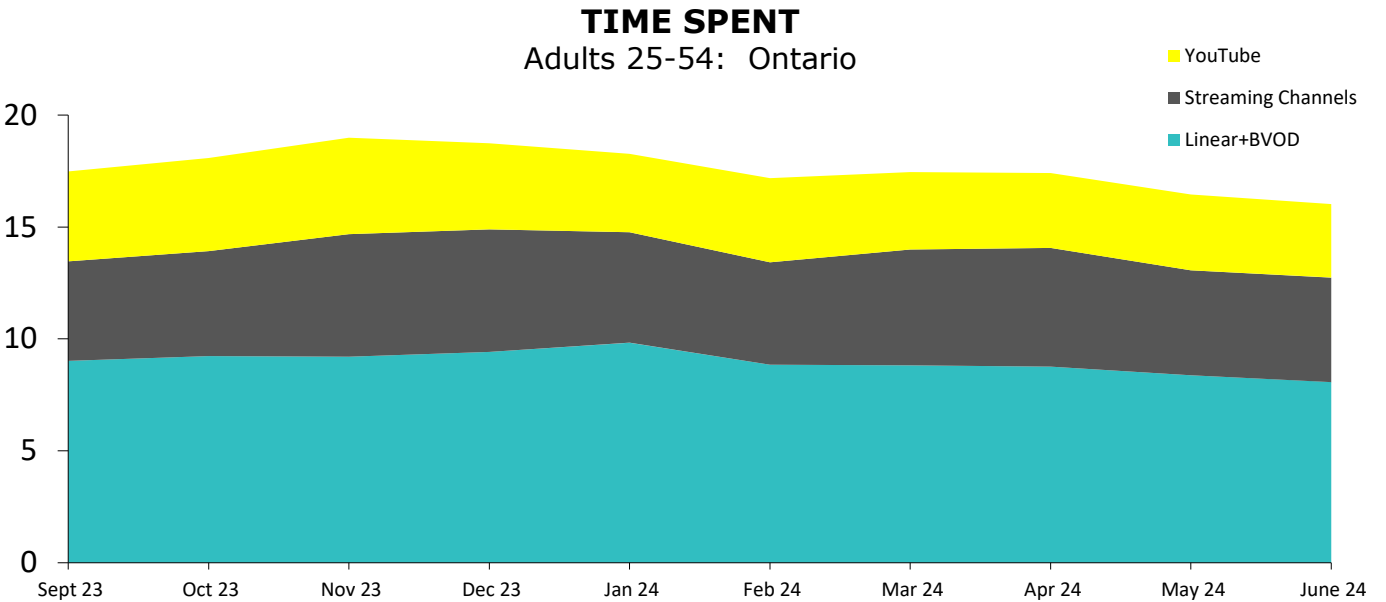
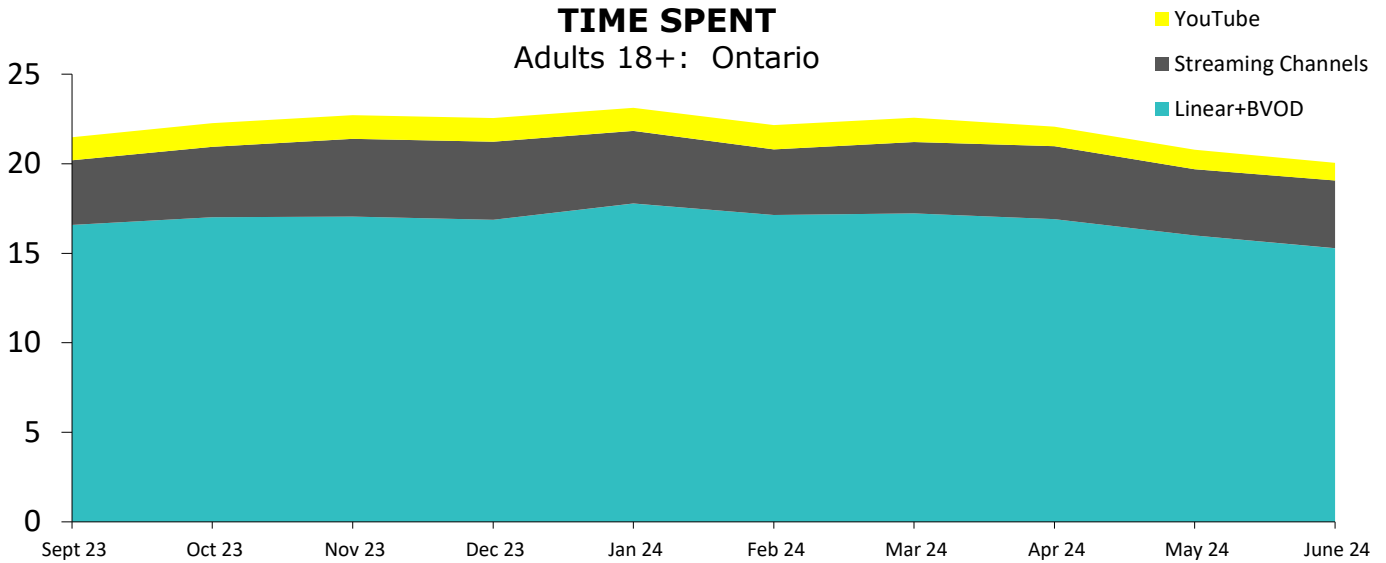
Numeris PPM | Sep 18 2023 – Dec 17 2023

Source: Numeris PPM English Canada, Quebec Franco Jan 1, 2024 – May 26, 2024, Sports



SEASONAL VIEWING TRENDS

Seasonality of the top streaming channels mirrors the TV



Source: Numeris VAM, Sept/23-June/24

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

Streaming Channels = Prime Video, Disney+, Apple+, Netflix, Crave (OTT only), Twitch TV, TubiTV, DAZN, Paramount+, Pluto TV, Fubo TV, Roku Channel, Samsung TV Plus

CANADA / US COMPARISON



	Canada	U.S.
Population (Individuals 2+)	40,066,550	320,790,000
Households	15,843,000	127,080,000
Number of TV Stations (Commercial Conventional + Specialty) - note 1	790	1,386 ^
Access to Paid TV subscriptions - Cable, Satellite, IPTV % Persons 2+	75%	67%
Ability to watch TV programming: Cable, Satellite, IPTV, Smart TV or Over-the-Air	96.4%	N/A
Connected/Smart TV % in household Persons 2+	79%	79%
Average Weekly Viewing Hours per Capita (Hours)		
Persons 2+	16.8	23.9
Adults 18+	19.0	26.8
Adults 25-54	10.2	17.2
Teens (12-17)	7.0	5.6
Children (2-11)	6.1	6.2
Commercial Time: Conventional	Unlimited	Unlimited
Commercial Time: Specialty Channels	12 min/hour	Unlimited

advertising in Canada:

- Canada's population is 12% the size of the US, yet our total ad spend is only 6% of US spend. Put another way, advertising spend per capita in Canada is half that in the US.
- Canada has 2 official languages, English and French (20% of Canada's population are French speakers).
- Canadians watch a lot of US programming; thanks to rights agreements and the US simulcast arrangement, most of that programming is supported by Canadian advertising.
- Canada is dominated by 6 major markets: Toronto, Montreal, Vancouver, Calgary, Edmonton and Ottawa, which together represent 48% of the total population.

Note 1: While many Canadian and foreign discretionary services are authorized for distribution, far fewer are operational in Canada. In 2022, the CRTC Financial Summaries for Individual Canadian Discretionary and On Demand Services included 174 services.

Sources: Numeris Universe Estimates 2024-25 | Share % of AvgWeekHours by Station Group Numeris PPM, Total Canada Sept 18-May 26, 2024 | CRTC Table 22, Aug 2023 | Nielsen National Television Household Universe Estimates 2022-23 | Hub Research | S&P Global/SNL Kagan Est (Sprint 2022) | Nielsen Npower R&F Time Period Report (Apr 2022) | [Group M](#)

US SPILL & SIMULCAST

Canada's adjacency to the U.S., and the popularity of US programming in Canada, has resulted in program schedules that include a mix of Canadian and U.S. programs.

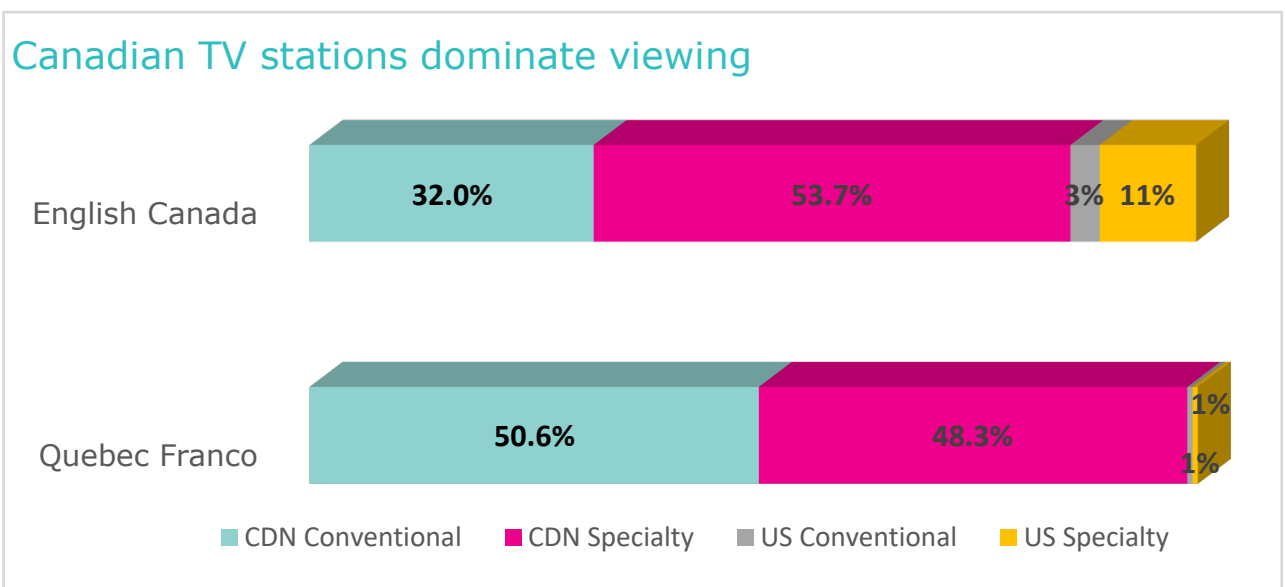
Simultaneous substitution was introduced in the 1970s to allow Canadian broadcasters to air Canadian advertising within the US programs for which they acquired rights. Canadian commercials can be substituted in place of US commercials, but only in programs that air at same time.

simultaneous program substitution:

When U.S. and Canadian stations telecast the same episode of a program at the same time, and Canadian broadcasters substitute the US commercials with Canadian commercials for their audiences. For example, if you are in Canada and watching America's Got Talent on NBC, you are actually watching the Citytv telecast.

US spill:

Spill is when the broadcast signal from one market is received in another market. For example, the WUTV Buffalo TV signal can be received in the Niagara/Toronto extended market area due to the geographical proximity. Viewers to this TV station will see US commercials if the program is not simulcast with a Canadian station.



TV MARKET RANKING

(North America, U.S., Canada)

North America			A2+ Pop'n (000)	North America			A2+ Pop'n (000)
U.S.	CAN	Market		U.S.	CAN	Market	
1	1	NEW YORK	20,399	32	29	BALTIMORE	2,873
2	2	LOS ANGELES	16,984	33	30	SAN ANTONIO	2,820
3	3	CHICAGO	9,187	34	31	PITTSBURGH	2,647
4	1	TORONTO/HAMILTON EM	8,752	35	32	COLUMBUS, OH	2,493
5	4	DALLAS-FT. WORTH	8,158	36	33	KANSAS CITY	2,487
6	5	PHILADELPHIA	7,832	37	34	AUSTIN	2,437
7	6	HOUSTON	7,316	38	35	HARTFORD & NEW HAVEN	2,436
8	7	ATLANTA	7,008	39	36	CINCINNATI	2,332
				40	4	KITCHENER-LONDON EM	2,271
9	8	SAN FRANCISCO-OAK-SAN JOSE	6,929	41	37	LAS VEGAS	2,267
10	9	WASHINGTON, DC (HAGRSTWN)	6,825	42	38	GREENVLL-SPART-ASHEVLL-AND	2,259
11	10	BOSTON (MANCHESTER)	6,402	43	39	WEST PALM BEACH-FT. PIERCE	2,121
12	11	PHOENIX (PRESCOTT)	5,530	44	5	EDMONTON EM	2,133
13	12	SEATTLE-TACOMA	5,259	45	40	MILWAUKEE	2,117
14	13	TAMPA-ST. PETE (SARASOTA)	4,898				
15	14	DETROIT	4,701	46	6	CALGARY EM	2,115
16	15	MINNEAPOLIS-ST. PAUL	4,562	47	41	FRESNO-VISALIA	1,970
17	16	MIAMI-FT. LAUDERDALE	4,514	48	42	GRAND RAPIDS-KALMZOO-B.CRK	1,964
18	17	DENVER	4,434	49	43	JACKSONVILLE	1,953
19	18	ORLANDO-DAYTONA BCH-MELBRN	4,393	50	44	HARRISBURG-LNCSTR-LEB-YORK	1,936
						NORFOLK-PORTSMTH-NEWPT	
20	19	SACRAMNTO-STKTON-MODESTO	4,240	51	45	NWS	1,866
21	2	VANCOUVER/VICTORIA EM	4,418	52	46	OKLAHOMA CITY	1,846
22	3	MONTREAL EM FRANCO	4,213	53	47	BIRMINGHAM (ANN AND TUSC)	1,845
23	20	CLEVELAND-AKRON (CANTON)	3,592	54	48	ALBUQUERQUE-SANTA FE	1,777
24	21	SALT LAKE CITY	3,386	55	49	GREENSBORO-H.POINT-W.SALEM	1,747
25	22	CHARLOTTE	3,273	56	50	LOUISVILLE	1,739
26	23	PORTLAND, OR	3,263	57	51	NEW ORLEANS	1,661
27	24	RALEIGH-DURHAM (FAYETVLE)	3,169	58	52	MEMPHIS	1,606
28	25	SAN DIEGO	3,009	59	53	PROVIDENCE-NEW BEDFORD	1,586
29	26	ST. LOUIS	2,980	60	54	RICHMOND-PETERSBURG	1,467
30	27	INDIANAPOLIS	2,937	61	55	BUFFALO	1,449
31	28	NASHVILLE	2,918	62	56	MOBILE-PENSACOLA (FT WALT)	1,430

TV MARKET RANKING

(North America, U.S., Canada)

North America			A2+ Pop'n (000)	North America			A2+ Pop'n (000)
U.S.	CAN	Market		U.S.	CAN	Market	
63	57	FT. MYERS-NAPLES	1,428	95	85	PORTLAND-AUBURN	980
64	58	WILKES BARRE-SCRANTON-HZTN	1,400	96	86	COLORADO SPRINGS-PUEBLO	969
65	59	HONOLULU	1,373				
66	60	LITTLE ROCK-PINE BLUFF	1,360	97	87	SAVANNAH	922
67	61	TULSA	1,342	98	88	CHARLESTON, SC	903
68	62	KNOXVILLE	1,337	99	89	SYRACUSE	899
69	63	ALBANY-SCHENECTADY-TROY	1,315	100	90	SHREVEPORT	899
70	64	HARLINGEN-WSLCO-BRNSVL-MCA	1,288	101	91	BATON ROUGE	872
71	65	LEXINGTON	1,224	102	92	BOISE	868
72	7	OTTAWA-GATINEAU EM ANGLO	1,210	103	93	FT. SMITH-FAY-SPRNGDL-RGRS	863
73	8	QUÉBEC EM	1,199				
74	66	SPOKANE	1,177	104	94	PADUCAH-CAPE GIRARD-HARSBG	854
75	9	WINNIPEG EM	1,174	105	95	CHAMPAIGN&SPRNGFLD-DECATUR	850
76	67	TUCSON (SIERRA VISTA)	1,154	106	96	CEDAR RAPIDS-WTRLO-IWC&DUB	848
77	68	DAYTON	1,149	107	97	SOUTH BEND-ELKHART	828
				108	98	JACKSON, MS	820
78	69	DES MOINES-AMES	1,133	109	99	BURLINGTON-PLATTSBURGH	820
				110	11	HALIFAX EM	789
79	70	OMAHA	1,122	111	100	BAKERSFIELD	771
80	71	WICHITA-HUTCHINSON PLUS	1,121	112	101	MYRTLE BEACH-FLORENCE	755
81	72	GREEN BAY-APPLETON	1,100	113	102	RENO	750
82	10	MONTREAL EM ANGLO	1,062				
83	73	MADISON	1,054	114	103	TRI-CITIES, TN-VA	733
84	74	ROANOKE-LYNCHBURG	1,045				
85	75	WACO-TEMPLE-BRYAN	1,042	115	104	GREENVILLE-N.BERN-WASHNGTN	720
86	76	SPRINGFIELD, MO	1,039	116	105	TALLAHASSEE-THOMASVILLE	713
						YAKIMA-PASCO-RCHLND-KNNWCK	710
87	77	FLINT-SAGINAW-BAY CITY	1,035	117	106		
88	78	COLUMBIA, SC	1,034	118	107	TYLER-LONGVIEW(LFKN&NCGD)	708
89	79	EL PASO (LAS CRUCES)	1,020	119	108	FT. WAYNE	704
90	80	CHARLESTON-HUNTINGTON	1,003	120	109	DAVENPORT-R.ISLAND-MOLINE	703
91	81	ROCHESTER, NY	1,002	121	110	LINCOLN & HASTINGS-KRNY	696
92	82	HUNTSVILLE-DECATUR (FLOR)	997	122	111	MONTEREY-SALINAS	694
93	83	CHATTANOOGA	990	123	112	EVANSVILLE	690
94	84	TOLEDO	986	124	113	AUGUSTA-AIKEN	686



TV MARKET RANKING

(North America, U.S., Canada)

North America	U.S.	CA N	Market	A2+ Pop'n (000)	North America	U.S.	CAN	Market	A2+ Pop'n (000)
125	114		SIoux FALLS(MITCHELL)	671	155	137		MEDFORD-KLAMATH FALLS	435
126	115		JOHNSTOWN-ALTOONA-ST COLGE	656	156	138		LUBBOCK	435
127	116		SANTABARBRA-SANMAR-SANLUOB	650	157	139		COLUMBIA-JEFFERSON CITY	434
128		12	SAINT JOHN, MONCTON EM	694	158	140		PALM SPRINGS	430
129	117		SPRINGFIELD-HOLYOKE	628	159	141		WAUSAU-RHINELANDER	429
130		13	SHERBROOKE EM	648	160	142		BEAUMONT-PORT ARTHUR	423
131	118		LANSING	616	161	143		MONROE-EL DORADO	416
132	119		MACON	614	162	144		TOPEKA	414
133	120		FARGO	610	163	145		ANCHORAGE	412
134	121		EUGENE	595	164		19	KELOWNA EM	453
135	122		YOUNGSTOWN	591	165		20	WINDSOR EM *	402
136	123		LAFAYETTE, LA	590					
137	124		MONTGOMERY-SELMA	584	166	146		MINOT-BSMRCK-DCKNSN(WLSTN)	398
138	125		TRAVERSE CITY-CADILLAC	582	167	147		IDAHO FALS-POCATLLO(JCKSN)	391
139	126		PEORIA-BLOOMINGTON	577	168	148		DULUTH-SUPERIOR	388
140	127		COLUMBUS, GA (OPELIKA, AL)	568	169		21	PRINCE GEORGE-KAMLOOPS EM	410
141	128		CORPUS CHRISTI	542	170	149		SIoux CITY	384
142	129		LA CROSSE-EAU CLAIRE	535	171		22	REGINA-MOOSE JAW EM	384
143		14	SUD-TIM-N BAY-SSM EM *	514					
144		15	BARRIE EM *	509	172	150		WICHITA FALLS & LAWTON	375
145	130		AMARILLO	499	173	151		JOPLIN-PITTSBURG	372
146	131		WILMINGTON	496	174	152		YUMA-EL CENTRO	369
147		16	OTTAWA-GATINEAU EM FRANCO	479	175	153		PANAMA CITY	365
148	132		CHICO-REDDING	470	176	154		ROCHESTR-MASON CITY-AUSTIN	361
149		17	ST JOHN'S-CORNER BRK EM	473	177	155		ERIE	356
					178	156		ALBANY, GA	355
150	133		COLUMBUS-TUPELO-WEST POINT	445	179	157		BILOXI-GULFPORT	352
151	134		SALISBURY	439	180	158		SHERMAN-ADA	333
152	135		ROCKFORD	439	181	159		TERRE HAUTE	332
153		18	SASKATOON EM	435	182	160		GAINESVILLE	324
154	136		ODESSA-MIDLAND	436	183	161		BANGOR	320

TV MARKET RANKING

(North America, U.S., Canada)

North America	U.S.	CAN	Market	A2+ Pop'n (000)	North America	U.S.	CAN	Market	A2+ Pop'n (000)
184	23		TROIS-RIVIÈRES EM	327	216	189		GRAND JUNCTION-MONTROSE	187
185	162		MISSOULA	305	217	190		LIMA	168
186	163		BINGHAMTON	304	218	191		GREAT FALLS	156
187	24		PETERBOROUGH EM *	303	219	192		MERIDIAN	155
188	164		WHEELING-STEUBENVILLE	290	220	193		GREENWOOD-GREENVILLE	150
189	165		ABILENE-SWEETWATER	284	221	28		CHARLOTTETOWN EM *	148
190	166		BLUEFIELD-BECKLEY-OAK HILL	280	222	194		EUREKA	145
191	167		BILLINGS	278	223	195		PARKERSBURG	145
192	168		HATTIESBURG-LAUREL	278	224	29		ROUYN-NORANDA EM *	145
193	25		SAGUENAY EM *	273	225	30		CARLETON EM *	144
194	26		KINGSTON EM *	271	226	196		CHEYENNE-SCOTTSBLUFF	143
195	169		LAREDO	265	227	197		SAN ANGELO	140
196	170		DOTHAN	252	228	198		CASPER-RIVERTON	135
197	171		LAKE CHARLES	252	229	199		MANKATO	133
198	172		RAPID CITY	251	230	31		RIVIÈRE-DU-LOUP EM *	129
199	173		JACKSON, TN	246	231	32		SYDNEY-GLACE BAY EM *	128
200	174		HARRISONBURG	241	232	33		PRINCE ALBERT EM *	113
201	175		UTICA	240	233	200		OTTUMWA-KIRKSVILLE	110
202	176		CHARLOTTESVILLE	237	234	201		ST. JOSEPH	108
203	177		CLARKSBURG-WESTON	235	235	34		LLOYDMINSTER EM *	100
204	178		QUINCY-HANNIBAL-KEOKUK	229	236	202		FAIRBANKS	93
205	179		BEND, OR	223	237	203		VICTORIA	86
206	180		WATERTOWN	221	238	35		MEDICINE HAT EM (CD 1) *	85
207	181		ELMIRA (CORNING)	217	239	36		YORKTON EM *	83
208	182		ALEXANDRIA, LA	216	240	204		ZANESVILLE	81
209	27		RIMOUSKI-MAT-SPT-ÎLES EM *	215	241	205		HELENA	75
210	183		JONESBORO	211	242	37		TERRACE-KITIMAT EM *	67
211	184		BOWLING GREEN	204	243	206		JUNEAU	64
212	185		TWIN FALLS	197	244	38		DAWSON CREEK EM *	64
213	186		MARQUETTE	194	245	207		PRESQUE ISLE	62
214	187		LAFAYETTE, IN	193	246	208		ALPENA	37
215	188		BUTTE-BOZEMAN	190	247	209		NORTH PLATTE	34
					248	210		GLENDIVE	9

CONVENTIONAL STATIONS - PPM

weekly hours tuned & average weekly reach

Adults 18+				Major Market Representation	
Station	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Owner / Network	Canada	U.S.
VANCOUVER					
CBC Vancouver (CBUT)	2,064	1,075	CBC	CBC Media	Impulse Media
CHEK	1,446	660	CHEK Media/ IndieNet	Airtime/CHEK Media	Impulse Media
Citytv Vancouver (CKVU)	1,588	965	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Vancouver (CIVT)	3,987	1,355	Bell Media	Bell Media	Bell Media
CTV2 Vancouver (CIVI)	1,286	890	Bell Media	Bell Media	Bell Media
Global BC (CHAN/CHBC)	7,292	1,653	Corus	Corus	Canadian Media
Joytv BC (CHNU)	54	61	Zoomer Media / Indep.	Group of 7/Joytv	Media Corps
Knowledge BC (CKNO)	1087	456	Gov't of B.C. / Indep.		
OMNI BC (CHNM)	46	77	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Vancouver (CBUFT)	27	34	SRC	SRC Media	Impulse Media
CALGARY					
CBC Calgary (CBRT)	718	364	CBC	CBC Media	Impulse Media
Citytv Calgary (CKAL)	553	365	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Calgary (CFCN)	1,991	627	Bell Media	Bell Media	Bell Media
CTV2 Alberta	289	242	Bell Media	Bell Media	Bell Media
Global Calgary (CICT/CISA)	2,624	643	Corus	Corus	Canadian Media
OMNI Calgary (CJCO)	14	27	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
YES TV Calgary (CKCS)	220	137	Crossroads / IndieNet	Airtime Sales	
EDMONTON					
CBC Edmonton (CBXT)	909	368	CBC	CBC Media	Impulse Media
Citytv Edmonton (CKEM)	696	345	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Edmonton (CFRN)	2,082	568	Bell Media	Bell Media	Bell Media
CTV2 Alberta	288	251	Bell Media	Bell Media	Bell Media
Global Edmonton (CITV)	3,809	672	Corus	Corus	Canadian Media
Omni Edmonton (CJEO)	4	11	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Edmonton (CBXFT)	14	10	SRC	SRC Media	Impulse Media
YES TV Edmonton (CKES)	269	129	Crossroads / IndieNet	Airtime Sales	
Sources: Numeris, PPM,9/18/2023 to 5/26/2024					

CONVENTIONAL STATIONS - PPM

weekly hours tuned & average weekly reach

Adults 18+	Major Market Representation				
Station	Total Wkly Hrs (000)	Avg. Wkly Rch (000)	Owner / Network	Canada	U.S.
TORONTO					
CBC Toronto (CBLT)	3,848	1,797	CBC	CBC Media	Impulse Media
CHCH	2,695	1,161	Channel Zero / Indep.	Airtime	Impulse Media
Citytv Ontario (CITY)	5,221	2,294	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Toronto (CFTO)	8,767	2,592	Bell Media	Bell Media	Bell Media
CTV2 Barrie/Tor (CKVR)	1,443	1,211	Bell Media	Bell Media	Bell Media
Global Ontario (CIII)	4,927	2,179	Corus	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	62	151	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	23	120	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Toronto (CBLFT)	112	96	SRC	SRC Media	Impulse Media
YES TV Toronto (CITS)	1,594	945	Crossroads / IndieNet	Airtime	
ONTARIO					
CBC Ontario	6,715	3,224	CBC	CBC Media	Impulse Media
CHCH	4,518	1,929	Channel Zero / Indep.	Airtime	Impulse Media
Citytv Ontario (CITY)	8,550	3,916	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Ontario	17,633	4,957	Bell Media	Bell Media	Bell Media
CTV2 Ontario	5,715	2,716	Bell Media	Bell Media	Bell Media
Global Ontario (CIII)	7,956	3,683	Corus	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	75	190	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	46	190	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
SRC Toronto and Ottawa	573	289	SRC Ontario	SRC Media	Impulse Media
YES TV Toronto (CITS)	2,771	1,482	Crossroads / IndieNet	Airtime	
MONTREAL FRANCO					
Noovo Montreal (CFJP)	5,723	1,935	Bell Media	Bell Media	Bell Media
SRC Montreal (CBFT)	13,212	2,342	SRC	SRC	SRC Media
TQ Total	2,674	1,472	Gov't Que. / Télé-Québec	Télé-Québec	Télé-Québec Media
TVA Montreal (CFTMCFTI)	17,854	2,445	TVA	Quebecor Gr Media	Quebecor Gr Media
MONTREAL ANGLO					
CBC Montreal (CBMT)	442	216	CBC	CBC Media	Impulse Media
Citytv Montreal (CJNT)	463	375	Rogers Sports & Media	Rogers Sports & Media	Impulse Media
CTV Montreal (CFCF)	1,756	231	Bell Media	Bell Media	Bell Media
Global Quebec (CKMI)	510	235	Corus	Corus	Canadian Media
PROV. QUEBEC FRANCO					
Noovo Total	10,791	3,783	Bell Media	Bell Media	Bell Media
SRC Total	26,103	4,525	SRC	SRC	SRC Media
TQ Total	4,671	2,729	Gov't Que. / Télé-Québec	Télé-Québec	Télé-Québec Media
TVA Total	42,761	4,735	TVA	Quebecor Gr Media	Quebecor Gr Media

Sources: Numeris, PPM, 9/12/2022 to 5/28/2023

ENGLISH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach					
Adults 18+				Major Market Representation	
Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Canada	U.S.
ABC Spark	736	581	Corus	Corus	Canadian Media
Adult Swim	1853	972	Corus	Corus	Canadian Media
AMI-tv	58	151	Accessible Media Inc.	Accessible Media Inc.	Accessible Media Inc.
Animal Planet	1732	832	Bell Media	Bell Media	Bell Media
APTN	954	1330	Aboriginal People's Net	Aboriginal People's Net	Aboriginal People's Net
APTN HD	673	963	Aboriginal People's Net	Aboriginal People's Net	Aboriginal People's Net
BBC Earth	983	665	Blue Ant Media	Blue Ant Media	Blue Ant Media
BBC First	1338	859	Blue Ant Media	Blue Ant Media	Blue Ant Media
BC1	1563	560	Corus	Corus	Canadian Media
BNN Bloomberg	990	536	Bell Media	Bell Media	Bell Media
Boomerang	207	153	Corus	Corus	Canadian Media
Cartoon Network	805	555	Corus	Corus	Canadian Media
CBC News Network	8505	3717	CBC	CBC	CBC
CMT	2791	1301	Corus	Corus	Canadian Media
Cooking Channel	759	632	Corus	Corus	Canadian Media
Cottage Life	2071	1196	Blue Ant Media	Blue Ant Media	Blue Ant Media
CP24 Ontario	7542	2965	Bell Media	Bell Media	Bell Media
Crime Investigation	2068	729	Corus	Corus	Canadian Media
CTV Comedy	7950	2488	Bell Media	Bell Media	Bell Media
CTV Drama	8416	1881	Bell Media	Bell Media	Bell Media
CTV Life	5194	1776	Bell Media	Bell Media	Bell Media
CTV News Channel	4338	2617	Bell Media	Bell Media	Bell Media
CTV Sci-Fi	7297	2999	Bell Media	Bell Media	Bell Media
Deja View	596	335	Corus	Corus	Canadian Media
Discovery	9004	3478	Bell Media	Bell Media	Bell Media
Discovery Science	1968	1198	Bell Media	Bell Media	Bell Media
Discovery Velocity	1444	587	Bell Media	Bell Media	Bell Media
Disney Eng	185	233	Corus	Corus	Canadian Media
Disney XD	509	164	Corus	Corus	Canadian Media
Documentary	544	557	CBC	CBC	CBC

ENGLISH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Major Market Representation	
				Canada	U.S.
Dtour	1190	759	Corus	Corus	Canadian Media
E!	1909	1440	Bell Media	Bell Media	Bell Media
Family	502	693	WildBrain	WildBrain	WildBrain
Family Jr	157	198	WildBrain	WildBrain	WildBrain
Fight	221	117	Anthem Sports & Ent.	Anthem Sports & Ent.	Anthem Sports & Ent.
Food Network	5415	2667	Corus	Corus	Canadian Media
FX	1875	1015	Rogers Sports & Media	Rogers Sports & Media	Impulse
FXX	334	261	Rogers Sports & Media	Rogers Sports & Media	Impulse
Game TV	4612	1989	Anthem Sports & Ent.	Anthem Sports & Ent.	Anthem Sports & Ent.
GAME	72	183			
H2	905	624	Corus	Corus	Canadian Media
HGTV	8400	3309	Corus	Corus	Canadian Media
History	7316	3719	Corus	Corus	Canadian Media
Investigation Discovery	3614	934	Bell Media	Bell Media	Bell Media
Lifetime	1381	942	Corus	Corus	Canadian Media
Love Nature	1002	621	Blue Ant Media	Blue Ant Media	Blue Ant Media
Magnolia	1914	982	Corus	Corus	Canadian Media
MAKEFUL	1490	1000	Blue Ant Media	Blue Ant Media	Blue Ant Media
MovieTime	1363	1305	Corus	Corus	Canadian Media
MTV	1329	805	Bell Media	Bell Media	Bell Media
Much	1982	1591	Bell Media	Bell Media	Bell Media
NatGeoWild	1084	735	Corus	Corus	Canadian Media
National Geographic	2545	1815	Corus	Corus	Canadian Media
NBA TV Canada	316	210	MLSE	MLSE	MLSE
Nickelodeon	87	114	Corus	Corus	Canadian Media
OLN	650	665	Rogers Sports & Media	Rogers Sports & Media	Impulse
One:Body, Mind, Spirit	822	381	Zoomer Media	Zoomer Media	Zoomer Media
Out TV	159	210	OM Acquisitions	OM Acquisitions	OM Acquisitions

ENGLISH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Canada	U.S.
Own	186	225	Corus	Corus	Canadian Media
RevTV	113	128	Rev Sports Entertainment	Rev Sports Entertainment	Rev Sports Entertainment
Rewind	221	250	Channel Zero	Channel Zero	Channel Zero
Showcase	6794	2905	Corus	Corus	Canadian Media
Silver Screen Classics	570	440	Channel Zero	Channel Zero	Channel Zero
Slice	1826	1546	Corus	Corus	Canadian Media
Smithsonian	1228	833	Blue Ant Media	Blue Ant Media	Blue Ant Media
Sportsman Channel	59	100	Keywest Marketing Ltd	Outdoor Group Media	Outdoor Group Media
Sportsnet 4K	346	243	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet East	3799	2183	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet National	23512	7700	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet Ont	9657	4459	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet Pac	5393	2425	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet West	4663	2466	Rogers Sports & Media	Rogers Sports & Media	Impulse
Sportsnet360	3951	2409	Rogers Sports & Media	Rogers Sports & Media	Impulse
SportsnetOne	4934	3226	Rogers Sports & Media	Rogers Sports & Media	Impulse
T+E	1483	825	Blue Ant Media	Blue Ant Media	Blue Ant Media
TLN	944	741	TLN Media Group	TLN Media Group	TLN Media Group
TSN	21083	7113	Bell Media	Bell Media	Bell Media
TSN1	7837	3776	Bell Media	Bell Media	Bell Media
TSN2	2499	2338	Bell Media	Bell Media	Bell Media
TSN3	3969	2562	Bell Media	Bell Media	Bell Media
TSN4	5846	3516	Bell Media	Bell Media	Bell Media
TSN5	3431	2443	Bell Media	Bell Media	Bell Media
Vision	4526	1868	Zoomer Media	Zoomer Media	Zoomer Media
W Network	11871	3446	Corus	Corus	Canadian Media
Weather	1406	1697	Pelmorex	Pelmorex	Pelmorex
Wild TV	46	88	Wild TV Inc.	Wild TV Inc.	Wild TV Inc.
WildBrainTV	130	220	WildBrain	WildBrain	WildBrain
YTV	1061	1124	Corus	Corus	Canadian Media

FRENCH SPECIALTY STATISTICS

weekly hours tuned & average weekly reach

Adults 18+				Major Market Representation	
Station	Hours/ Week (000)	Reach/ Week (000)	Owner / Network	Canada	U.S.
addikTV	4648	1644	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
AMI-tele	120	179	Accessible Media Inc.	Accessible Media Inc.	Accessible Media Inc.
ICI ARTV	2405	1285	SRC	SRC Media	Impulse Media
Canal D	3600	1719	Bell Media	Bell Media	Bell Media
Canal Vie	2028	1383	Bell Media	Bell Media	Bell Media
Casa	1803	796	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
ELLE Fictions	3728	757	Groupe V Media	Groupe V Media	Groupe V Media
Evasion	1109	859	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Explora	1519	742	SRC	SRC	SRC
Historia	2769	1297	Corus	Corus	Canadian Media
Investigation	3174	682	Bell Media	Bell Media	Bell Media
La Chaîne Disney	136	124	Corus	Corus	Canadian Media
LCN	11837	2503	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
MAX	2097	973	Groupe V Media	Groupe V Media	Groupe V Media
MeteoMedia	350	787	Pelmorex Media Inc	Pelmorex Media Inc	Pelmorex Media Inc
Prise 2	3523	1229	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Qub	48	77	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
RDI	8148	2009	SRC	SRC	SRC
RDS	6792	2237	Bell Media	Bell Media	Bell Media
RDS Info	422	422	Bell Media	Bell Media	Bell Media
RDS2	1688	1201	Bell Media	Bell Media	Bell Media
Series	4183	1280	Corus	Corus	Canadian Media
Teletoon Fr.	729	317	Corus	Corus	Canadian Media
Temoin	1791	911	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
TV5	2575	1290	TV5 Quebec Canada	TV5 Quebec Canada	TV5 Quebec Canada
TVA Sports	3856	1573	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
TVA Sports 2	700	770	Quebecor Groupe	Quebecor Groupe	Quebecor Groupe
Unis TV	870	1025	TV5 Quebec Canada	TV5 Quebec Canada	TV5 Quebec Canada

appendix

CANADA'S POPULATION

Canada is the world's second-largest country by land mass with a population of just over 40 million.



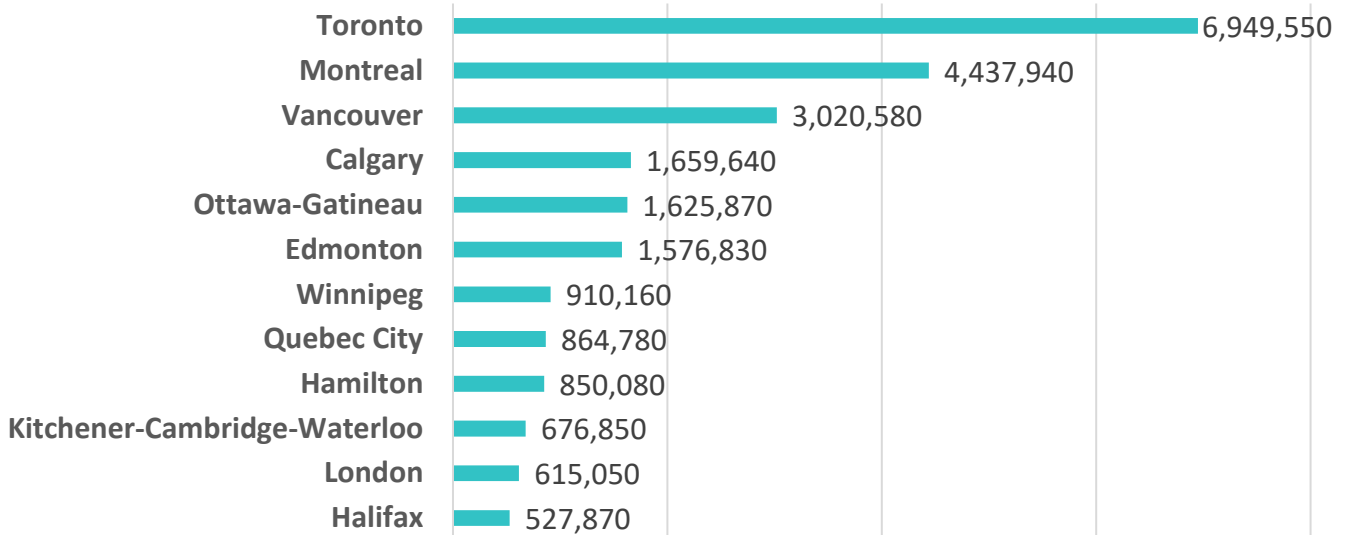
Population:

40.1 million

- Atlantic: 2.58 million
- Quebec: 8.77 million
- Ontario: 15.75 million
- Prairies: 7.32 million
- British Columbia: 5.60 million

Nearly half the population live in the six largest urban areas

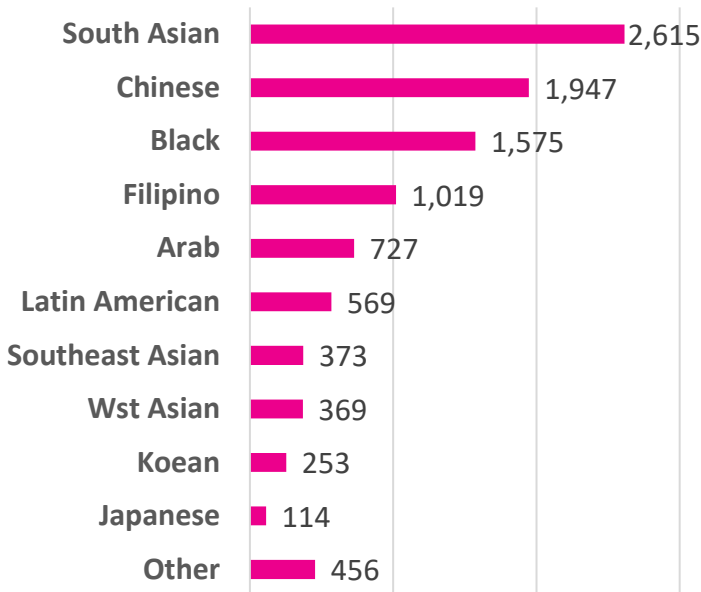
Canada's Largest Markets



CANADA'S POPULATION

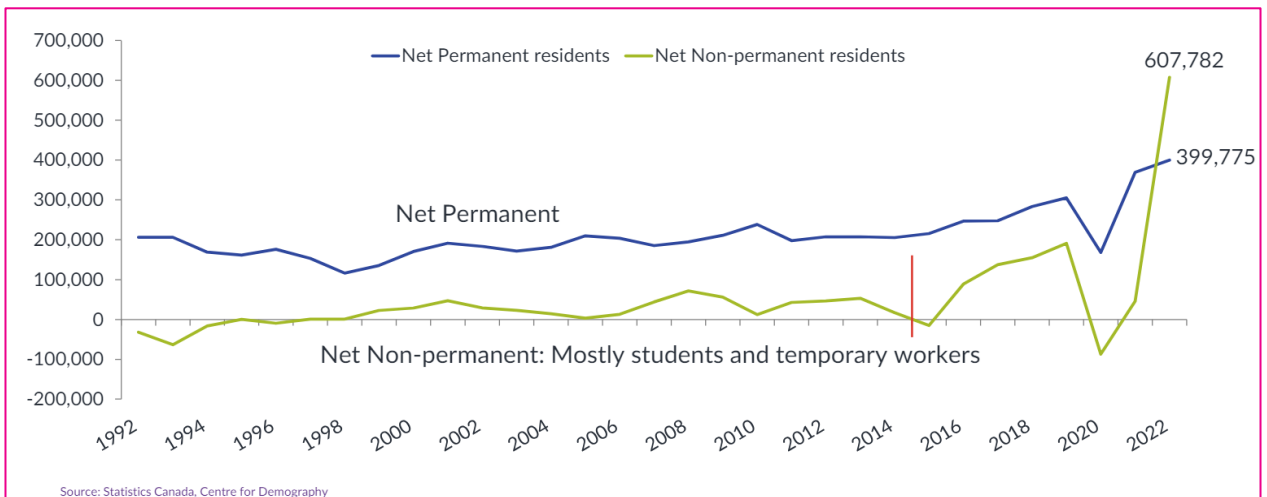
Immigration is driving Canada's population growth. Toronto and Vancouver have the highest levels of ethnic diversity

2023 Ethnic Population (000)



Ethnic Composition

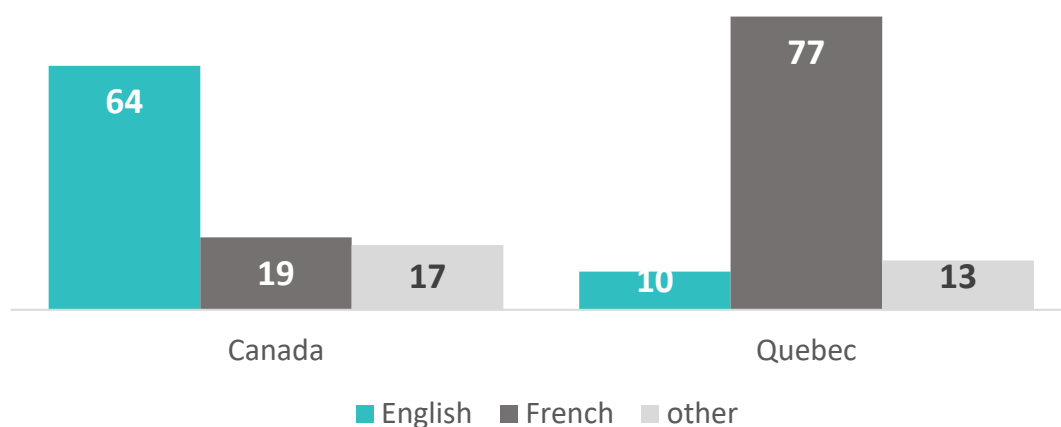
Toronto CMA	47%
Vancouver CMA	46%
Montreal CMA	25%



THE QUEBEC FRANCO MARKET

French speaking people make up 77% of the Quebec population

LANGUAGE SPOKEN MOST OFTEN AT HOME



- Montreal is a bilingual market with 4.4 million people
 - Montreal Anglo: 946.K people
 - Montreal Franco: 3.5M people
- Television reach and time spent is higher than in English Canada, therefore GRP's & impressions can be generated more quickly
 - If frequency is a priority, slightly higher GRPs in Quebec Franco are recommended
- Quebec Franco audiences tend to balance their viewing across conventional & specialty networks
- Quebec has its own star system for music, television, stand up comedy and movies. The stars dominate the media landscape by working across multiple media companies

ADDITIONAL RESOURCES

- think**tv**, "[Power of TV in an Attention Economy](#)"
- Karen Nelson-Field, "[Attention and TV](#)"
- think**tv**, "[FAQs](#)" about Television Viewing
- Accenture, "[Peak Performance: Driving Advertising Effectiveness that Lasts](#)"
- Mark Ritson, "[10 Key Factors Driving Advertising Effectiveness](#)"
- think**tv**, [Metrics that Matter](#) (Canadian brand lift study)
- Peter Field, "[Effectiveness in Context](#)"
- think**tv**, "[Common Advanced Advertising Segments](#)"
- Richard Shotton, "[Optimizing Media using Behavioural Science](#)"
- Field & Binet, "[The Downside of Short-Termism](#)"
- think**tv**, "[Total TV and Streaming Viewership](#)"

think**tv** Clearance

think**tv** Clearance pre-clears English and French commercials, infomercials and public service announcements on behalf of its member channels using member-approved guidelines. Before issuing a TC number, the final production must be reviewed; however, preliminary script approval will be provided when requested. Each commercial, upon acceptance, will receive a Telecaster number signifying to the station's traffic department that all other clearance numbers, when applicable, have been received.

think**tv** Clearance
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