

tv FAQs

think^{tv}



FAQ's

How much TV do Canadians watch?

Canadian adults watch 17 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 7 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 82% 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 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?

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%.

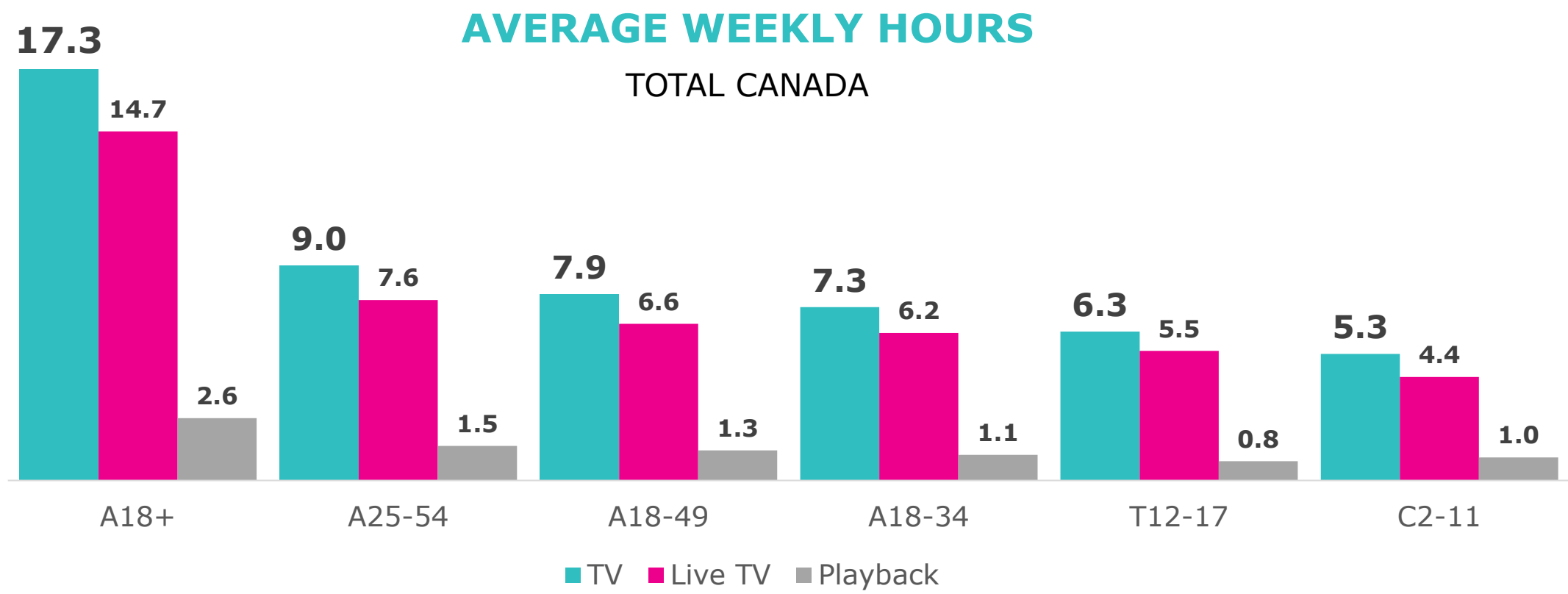
Does TV have a good ROI?

TV delivers one of the strongest ROI's and is the largest contributor of ad profit.

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

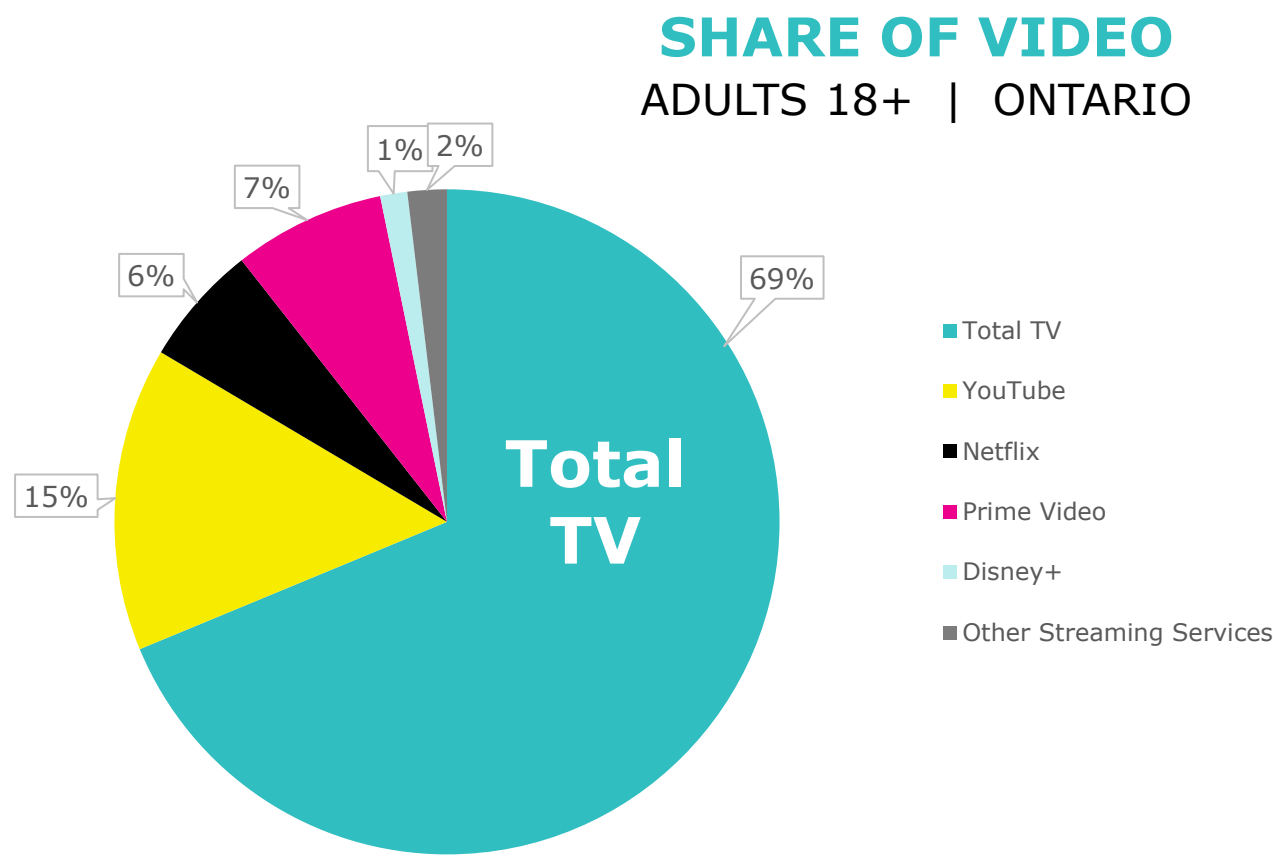
We use accredited, third-party sources, including Numeris, Vividata, Mediastats, and many others. No walled gardens, just the facts.

Canadians watch a lot of linear TV and most of it is live



Source: Numeris, Total Canada, 09/16/24 to 12/15/24, Average Weekly Hours per Capita
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any playback (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Total TV = greatest share of time spent with video



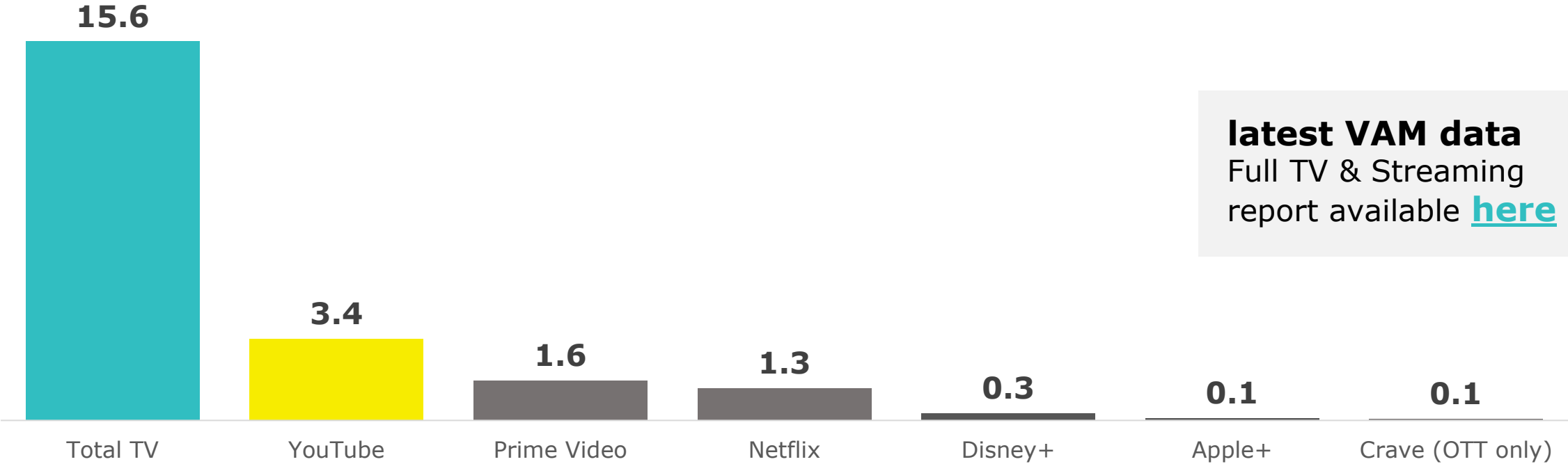
latest VAM data
Full TV & Streaming
report available [here](#)

Source: Numeris VAM 09/16/24 to 12/15/24, Ontario, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are 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

viewers spend more time with Total TV

AVERAGE WEEKLY HOURS

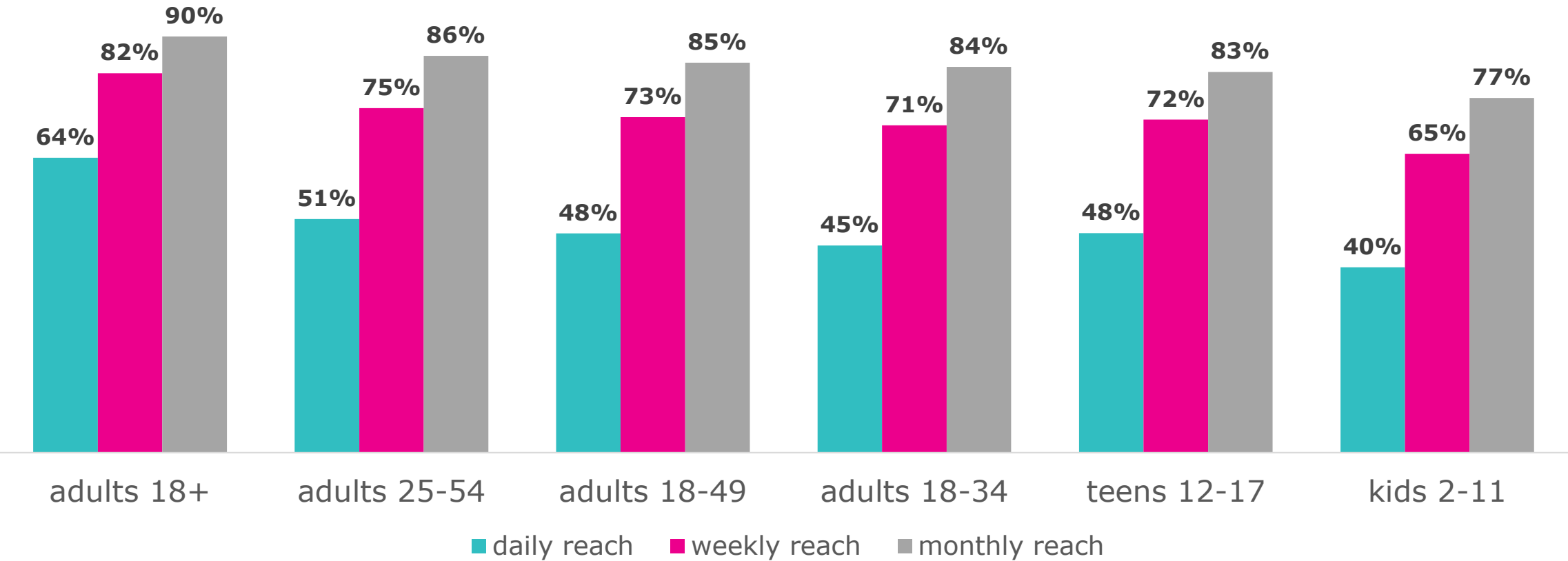
ADULTS 18+ | ONTARIO



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

Source: Numeris VAM, 09/16/24 to 12/15/24 | Ontario | all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

linear TV reaches 90% of Canadians (A18+) each month

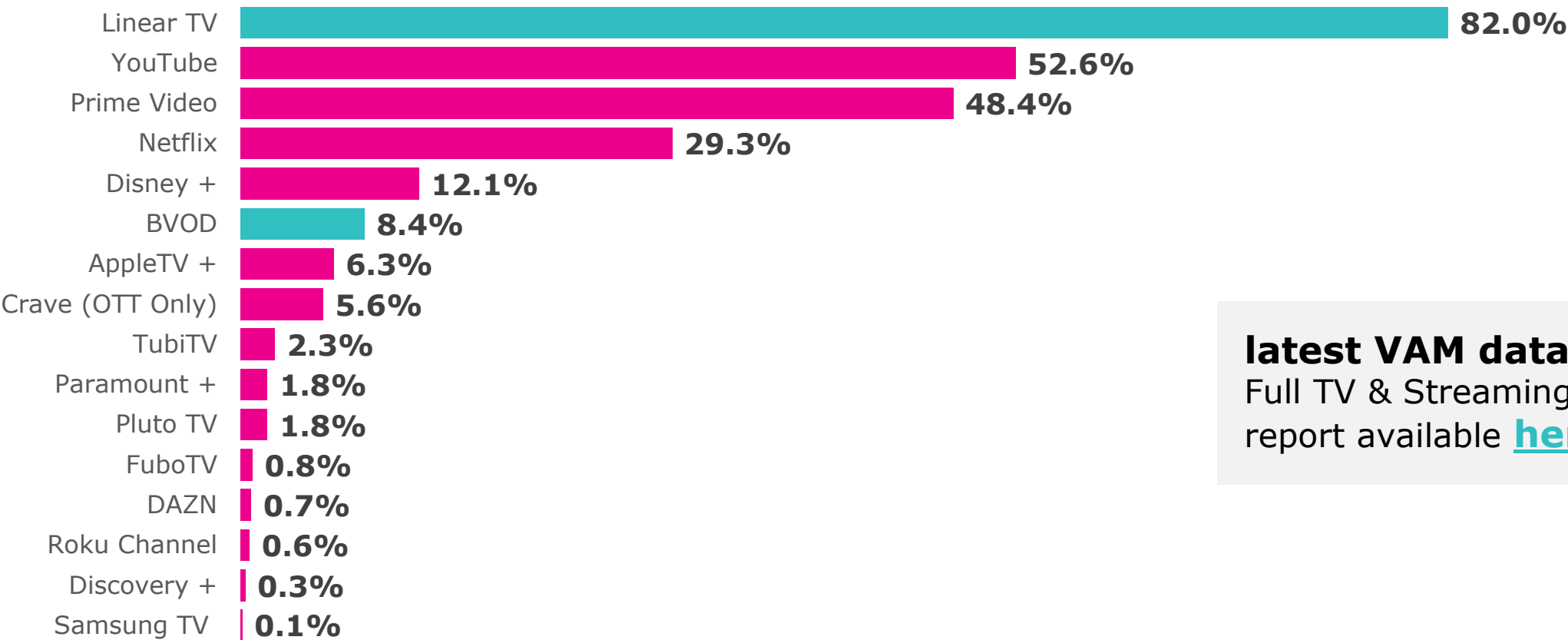


Source: Numeris PPM, Total Canada, 09/16/24 to 12/15/24
TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

linear TV's reach exceeds all streaming services

AVERAGE WEEKLY REACH %

ADULTS 18+ | Ontario



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

Source: Numeris VAM 09/16/24 to 12/15/24, Ontario
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

access to TV is almost universal

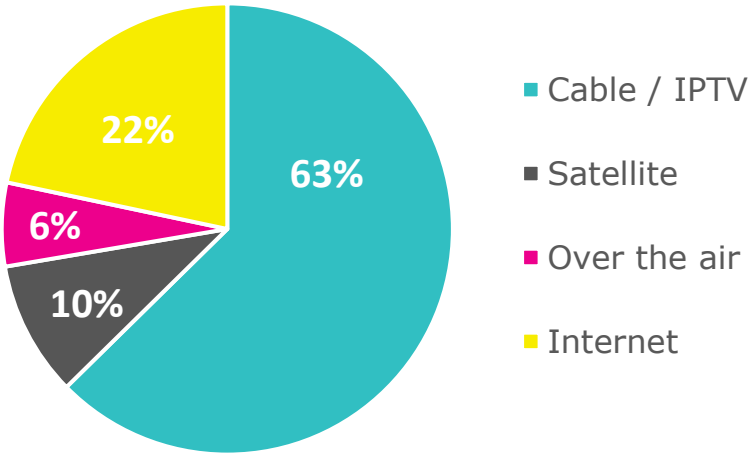
nearly all Canadians (99.5%) have access to linear TV, either through paid TV services (cable / IPTV) or internet streaming platforms

while household penetration of paid TV subscriptions remains strong in Canada—with paid TV subscriptions declining just 3% year-over-year (shown in chart on left)—anyone with an internet connection has access to linear TV content (illustrated in chart on right)

PAID TV SUBSCRIPTIONS

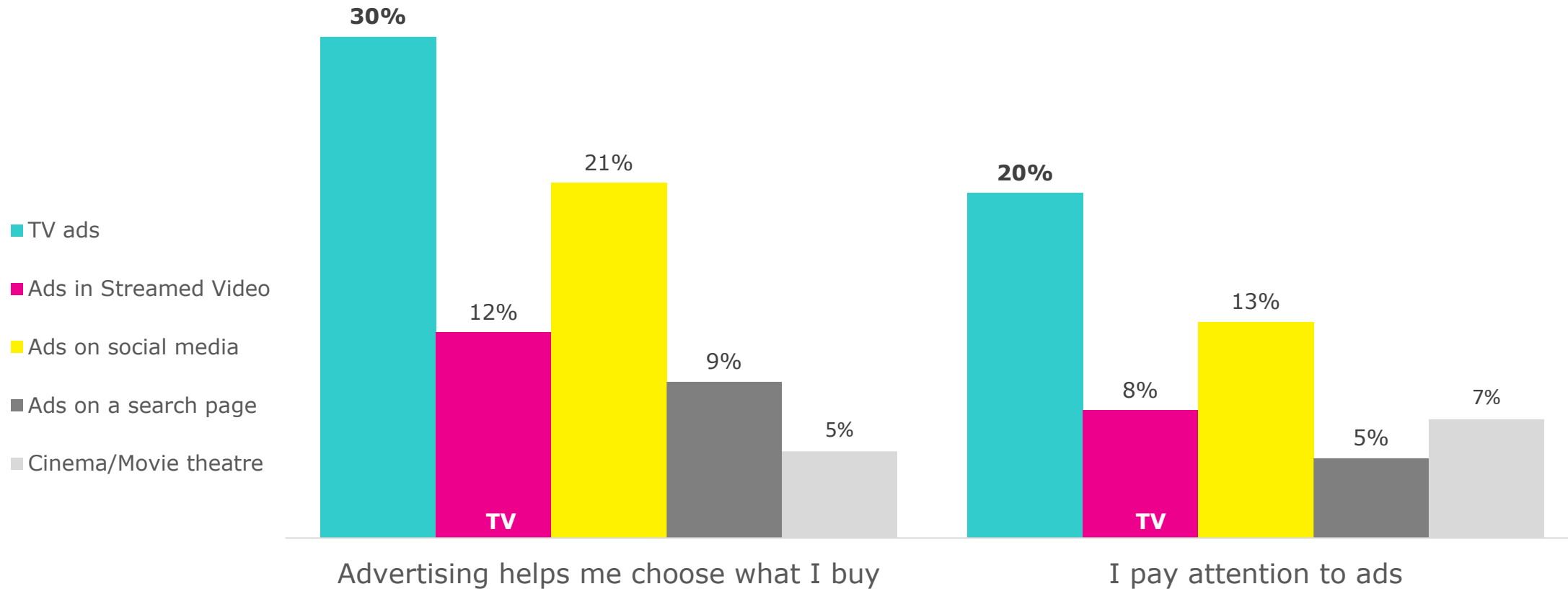
	June '23	June'24	Index (YOY)
TOTAL PAID SUBS	9,921,891	9,635,859	(3%)
Basic/Digital Cable	4,889,042	4,535,628	(7%)
Satellite	1,452,503	1,291,232	(11%)
Telco/IPTV (Internet Protocol TV)	3,556,771	3,786,098	+6%
Other	23,575	22,901	(3%)

TV ACCESS



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
Source: Numeris Universe Estimates: January 2025 Reception Type Update - PPM TV Panels, Total Canada, persons 2+




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





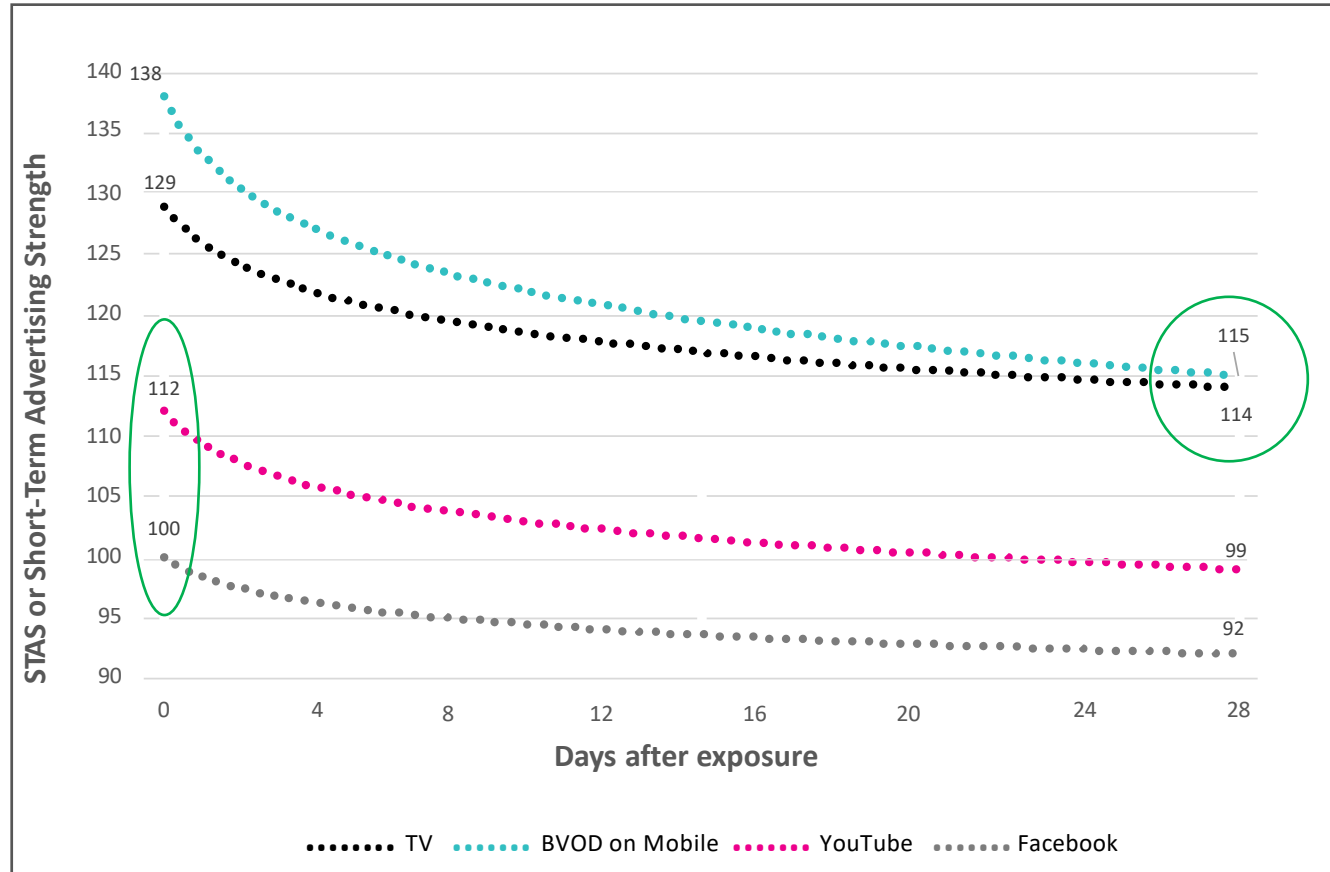
commands more attention

with active viewing almost double that of YouTube and over 14 times higher than Facebook, TV delivers superior audience attention

			
ACTIVE AVOIDANCE	2%	2%	32%
PASSIVE WATCHING	40%	94%	37%
ACTIVE WATCHING	58%	4%	31%



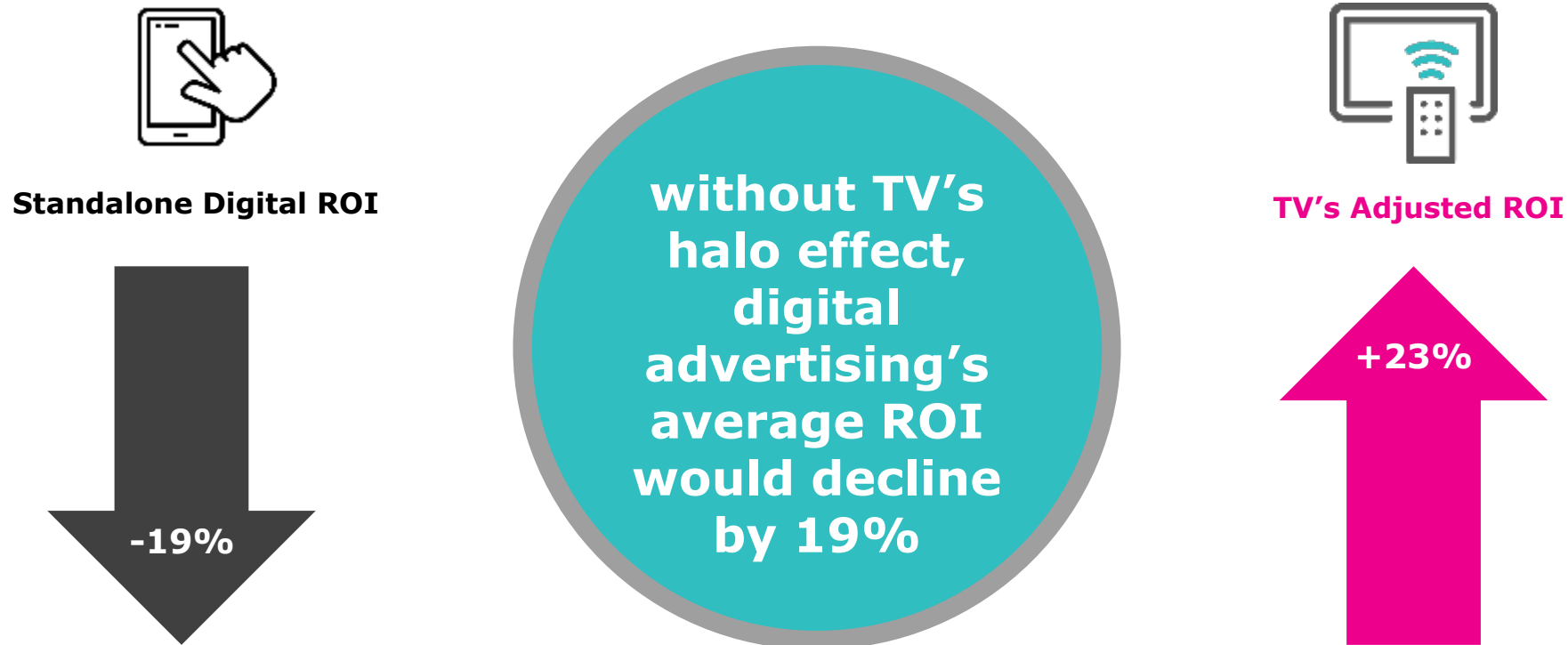
ads impact sales far longer



TV and BVOD advertising generates a greater impact at 28 days after exposure than either of Facebook or YouTube **immediately** after exposure.

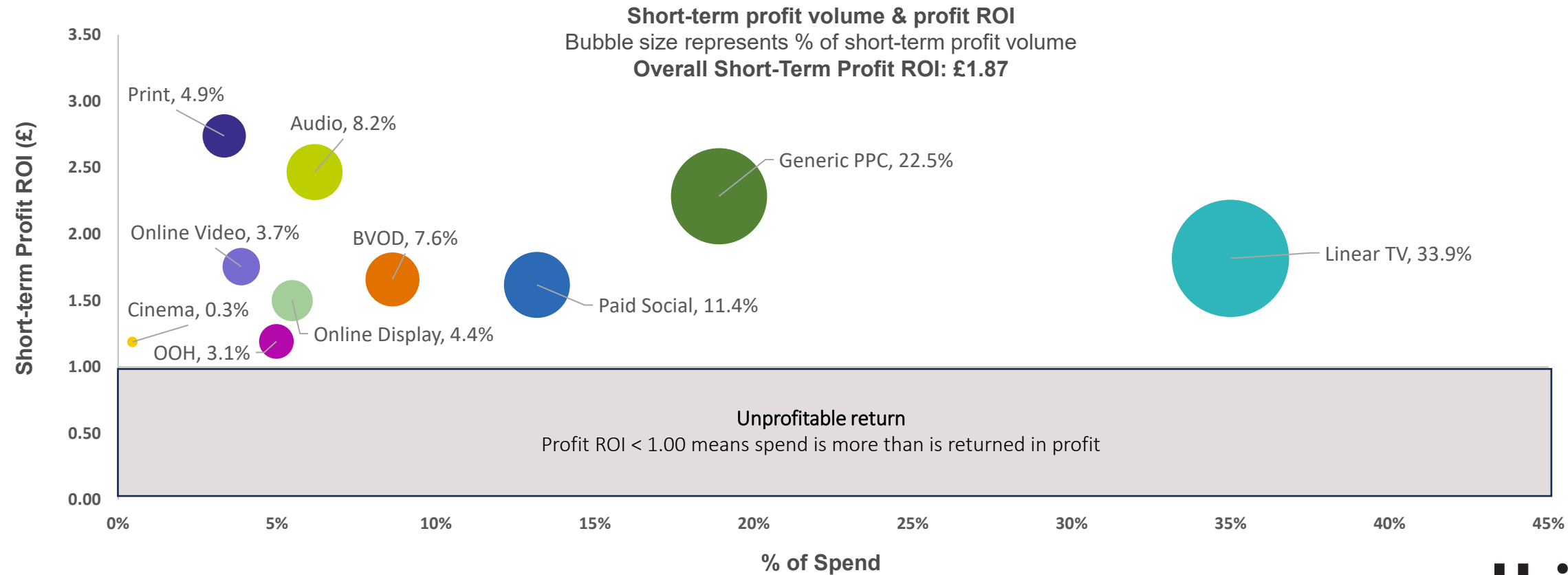
tv improves digital's performance

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



channels deliver, on average, a profit return of £1.87 in the short term (weeks 1-13)

the below media channel profitability chart maps ad spend (x axis) and profit ROI (y axis)
bubble size represents percentage of profit volume & channels above the ROI=1 line deliver positive returns



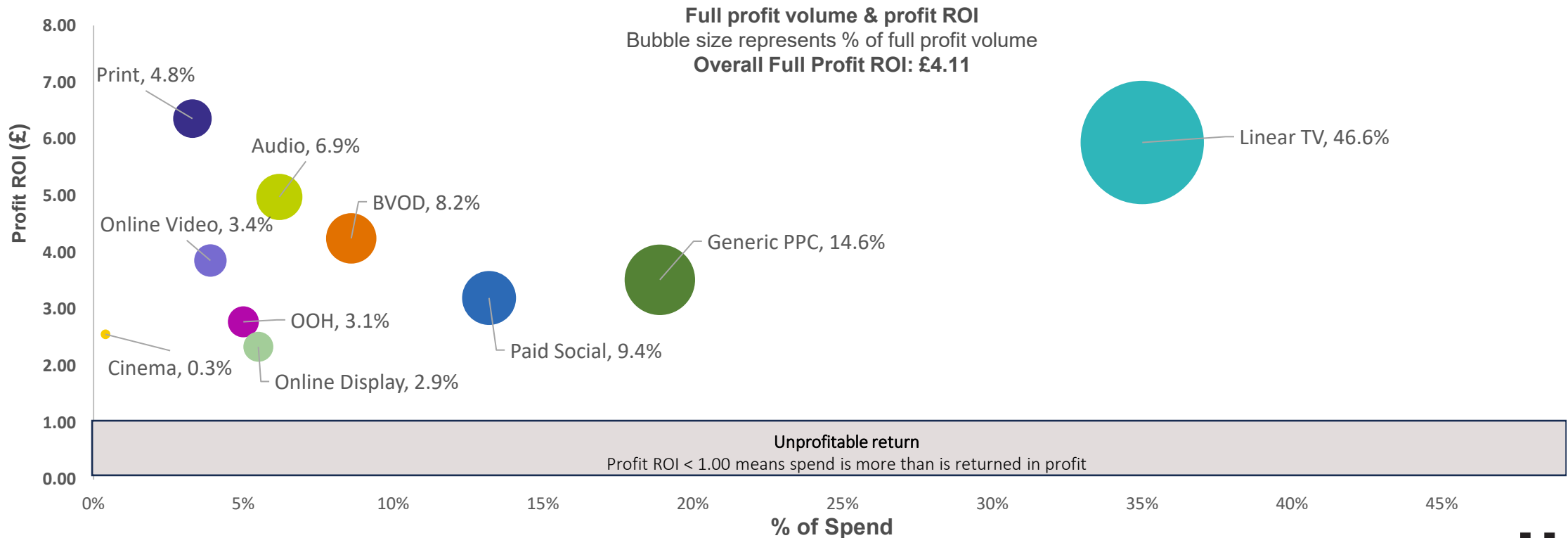
Source: [Profit Ability 2](#), April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.
Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK
Profit Volume is the incremental contribution of advertising to business profit based on unit sales, revenue contribution, profit margin and/or lifetime value.
Profit ROI is the ratio between profit volume and advertising spend (ROI = Profit Volume / media spend where 1 = breakeven)



tv advertising is the greatest driver of overall profit volume

advertising's overall ROI increases from £1.87 to £4.11 over the long term

linear TV delivers an exceptional ROI of £5.94 and unmatched profit volume, contributing 47% of total ad-generated profits on only 35% of total advertising spend



Source: [Profit Ability 2](#), April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.

Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK

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in case you missed it

check out these additional research reports

profit ability 2: the new business case for advertising

Rupen Shah, Head of Client Services at Thinkbox, shared their latest econometric research, Profit Ability 2, one of the best econometric studies we've seen.

[learn more »](#)

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 Tunstall 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 »](#)

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 several brand metrics, like Awareness, Consideration and Value.

[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 »](#)

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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