

tv basics

Fall 2024

think^{tv}

WHAT'S INSIDE

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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 largest reach of all media, reaching **90% of Adults 18+**, **86% of Adults 25-54**, and **84% of Adults 18-34** each month

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

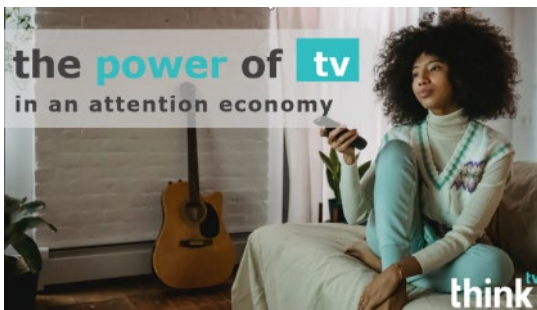
tv advertising works at **both ends of the consumer funnel**

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

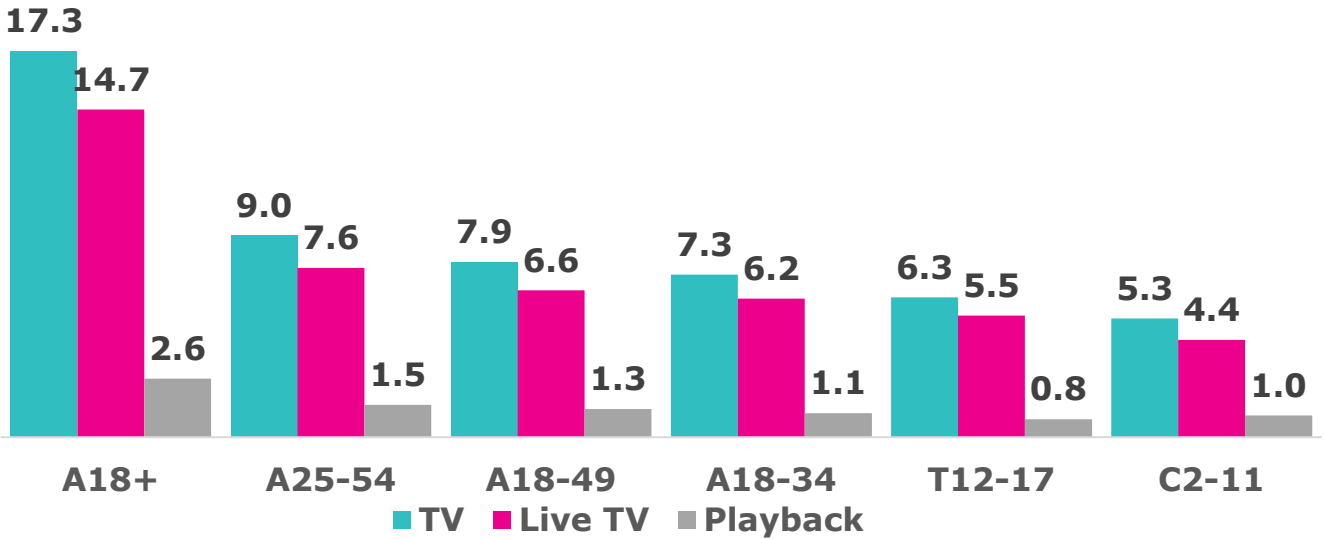
Nothing delivers the emotional impact of a great TV spot

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

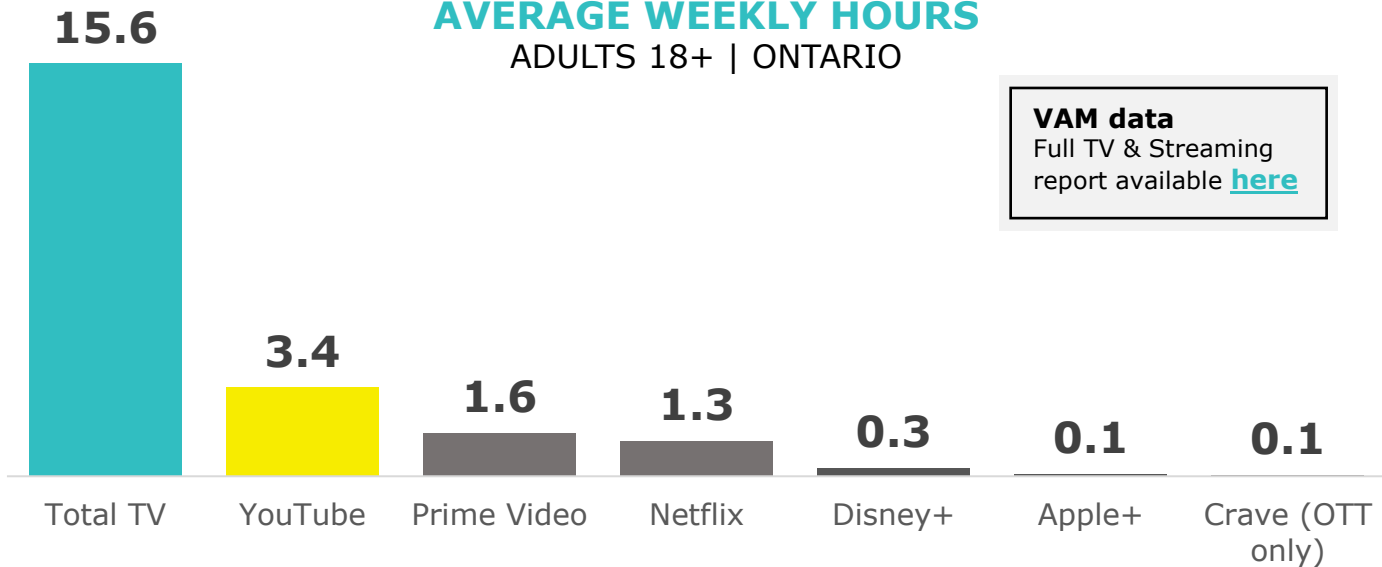


Source: Numeris PPM, Total Canada, 09/16/24 to 12/15/24

total tv dominates time spent

AVERAGE WEEKLY HOURS

ADULTS 18+ | ONTARIO



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

Source: Numeris VAM, 09/16/24 to 12/15/24

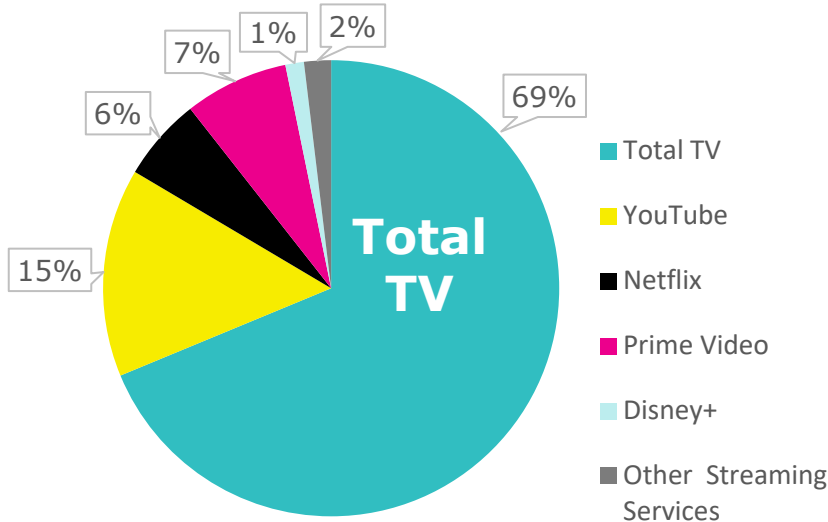
Total TV defined as linear TV and broadcaster streaming services

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

TV LEADS IN TIME SPENT

tv commands the largest share of video

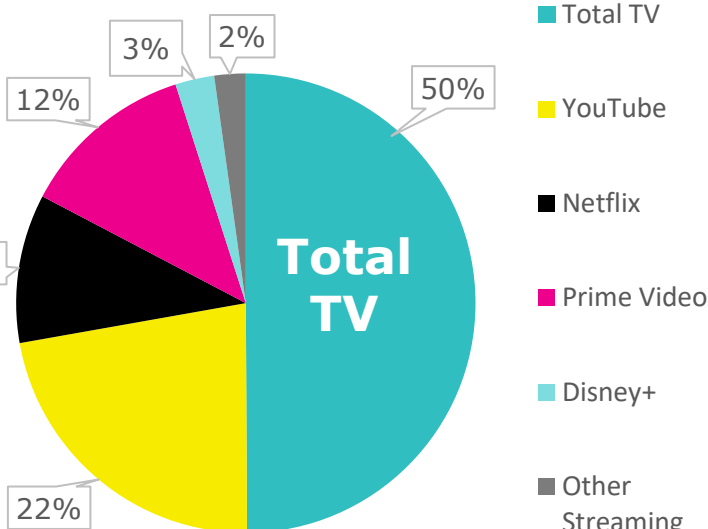
SHARE OF VIDEO
ADULTS 18+ | ONTARIO



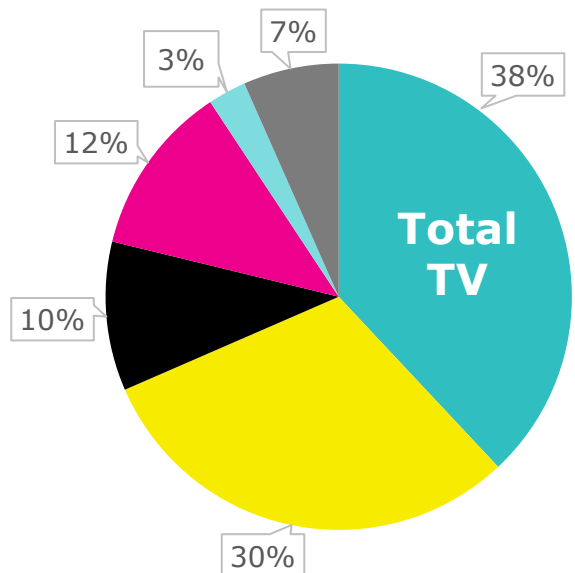
VAM data
Full TV & Streaming
report available [here](#)

... across all demos

ADULTS 25-54



ADULTS 18-34



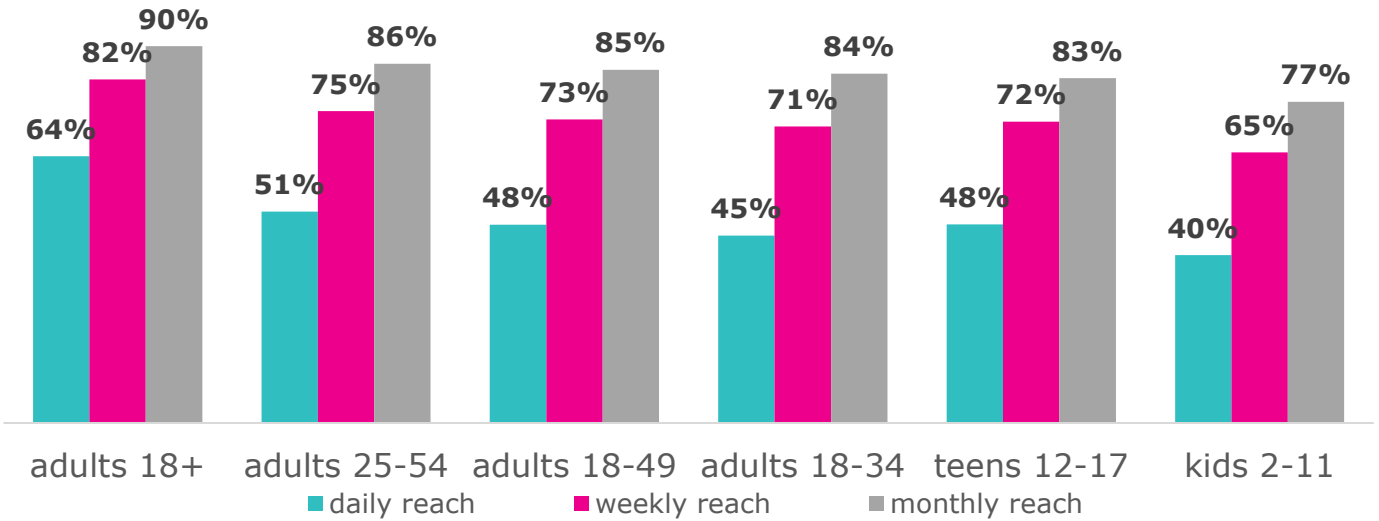
Source: Numeris VAM, 09/16/24 to 12/15/24

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.

TV HAS THE WIDEST REACH

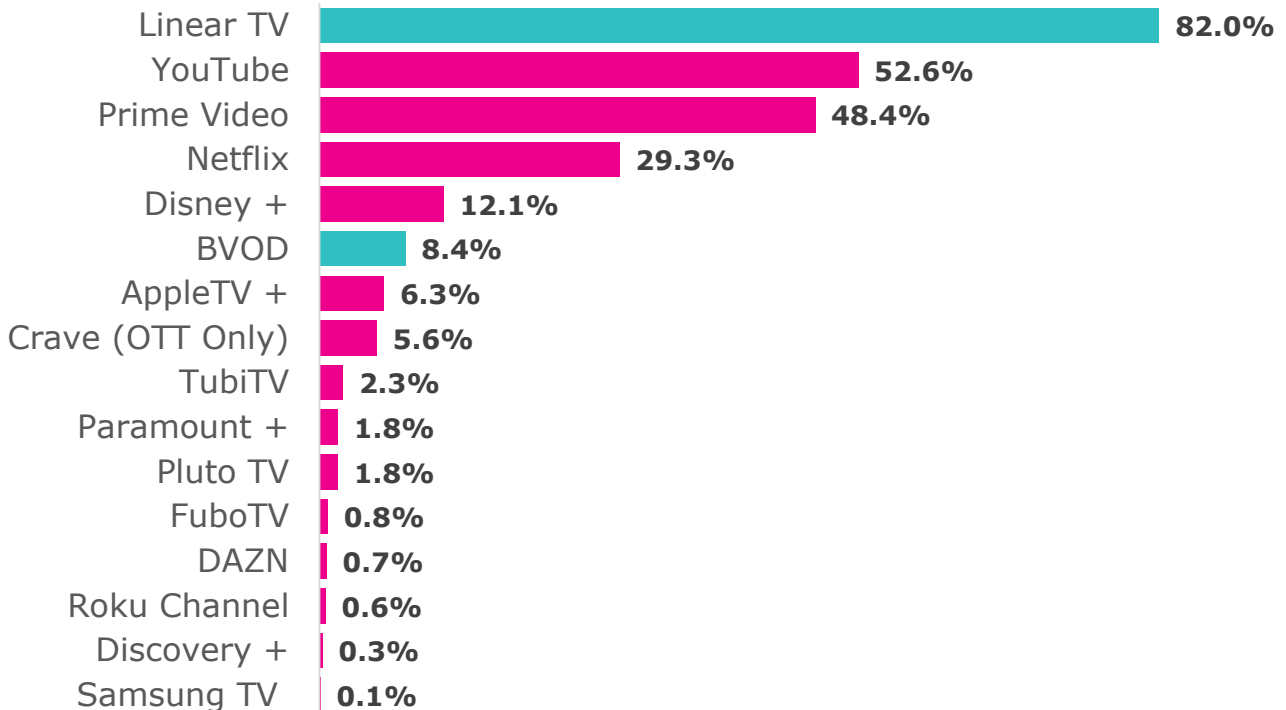
REACH



Source: Numeris PPM, Total Canada, 09/16/24 to 12/15/24

AVERAGE WEEKLY REACH %

ADULTS 18+ | ONTARIO



Source: Numeris VAM, 09/16/24 to 12/15/24

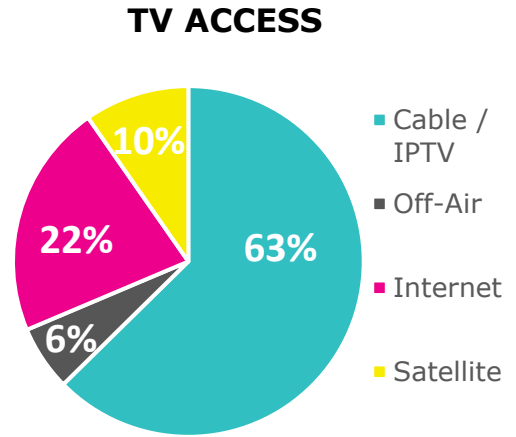
Streaming Services are primarily commercial free and include in-home viewing only

TV HAS BROAD DISTRIBUTION

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

Distribution of linear TV is evolving. Household penetration of paid TV subs is still strong (chart on the left), but the reality is that anyone with an internet connection has access to linear TV content (chart on right).

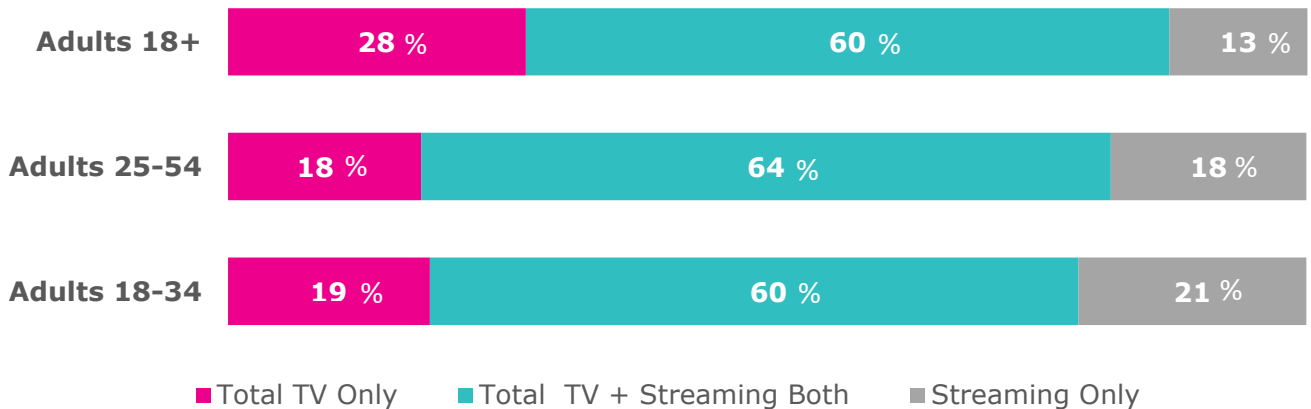
	June '23	June '24	Index (YOY)
TOTAL PAID SUBS	9,921,891	9,635,859	(3%)
Basic/Digital Cable	4,889,042	4,535,628	(7%)
Satellite	1,452,503	1,291,232	(11%)
Telco/IPTV (Internet Protocol TV)	3,556,771	3,786,098	+6%
Other	23,575	22,901	(3%)



Source: Mediastats, BDU Profile Report, June/24, Total Canada | Off-Air is not included

Source: Numeris Universe Estimates: Jan/25 Reception Type Update - PPM TV Panels, Total Canada, persons 2+

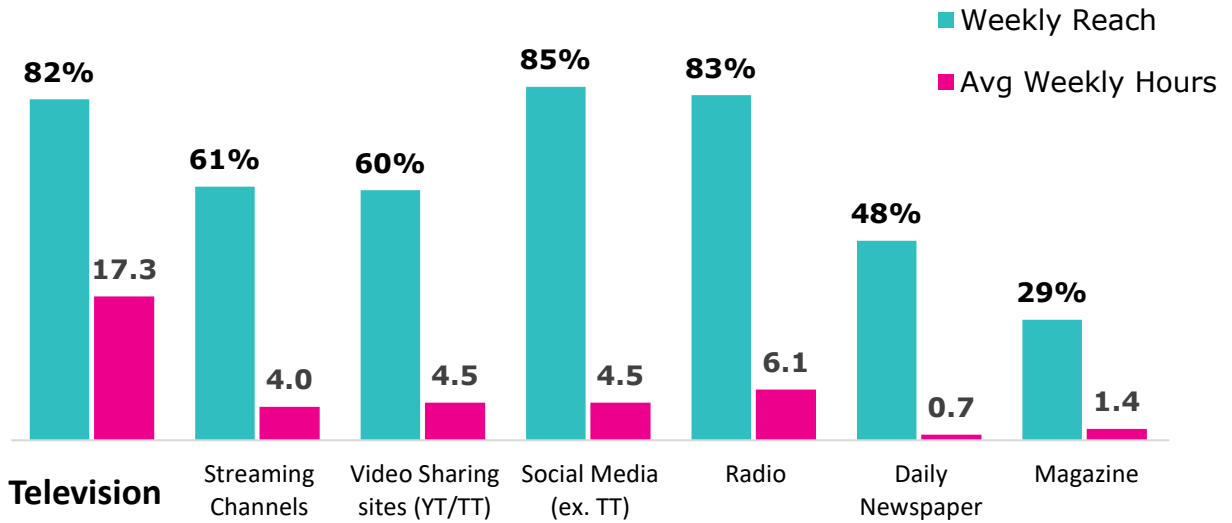
majority of Canadians watch both linear TV and streaming services



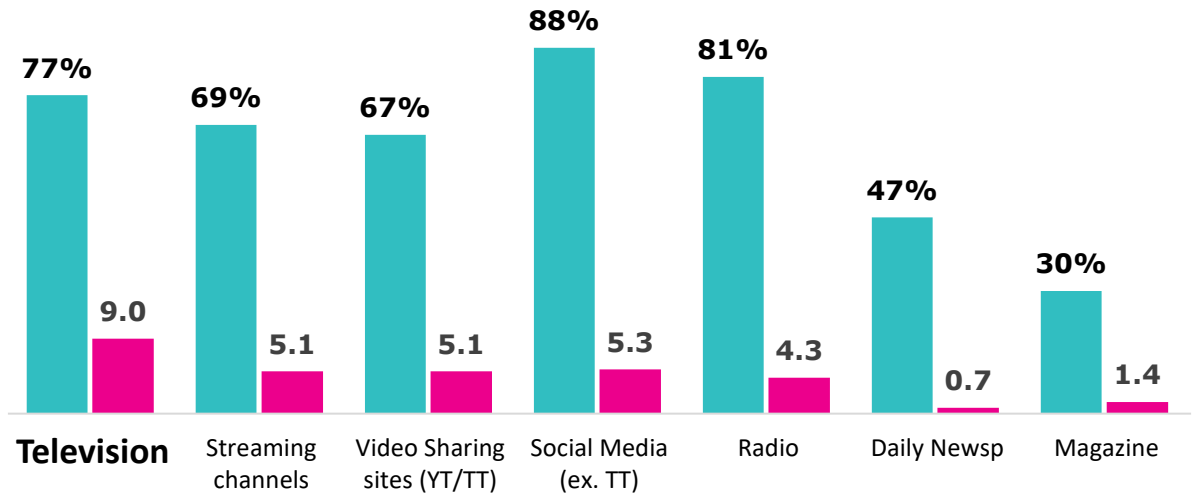
Source: Numeris VAM, 09/16/24 to 12/15/24, Ontario, % of composition of average weekly reach
 Streaming Channels include: Prime Video, Netflix, Disney+, Apple+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV, DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchroll, Discovery+, TED, SamsungTV, YouTube

REACH & TIME SPENT BY MEDIUM

ADULTS 18+



ADULTS 25-54



Sources: TV: Numeris PPM, Total Canada, 09/16/24 to 12/15/24 | Streaming & Video Sharing sites: Numeris VAM (in-home viewing only), Ontario, 09/16/23 to 12/26/24 | Social Media: VIVIDATA SCC/Digital Fall 2024 | Radio: RTS Fall PPM Weighted average of measured Markets 2024 | Print: Vividata SCC Fall 2024)

Streaming Services include Netflix, Amazon Prime, Disney+, 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

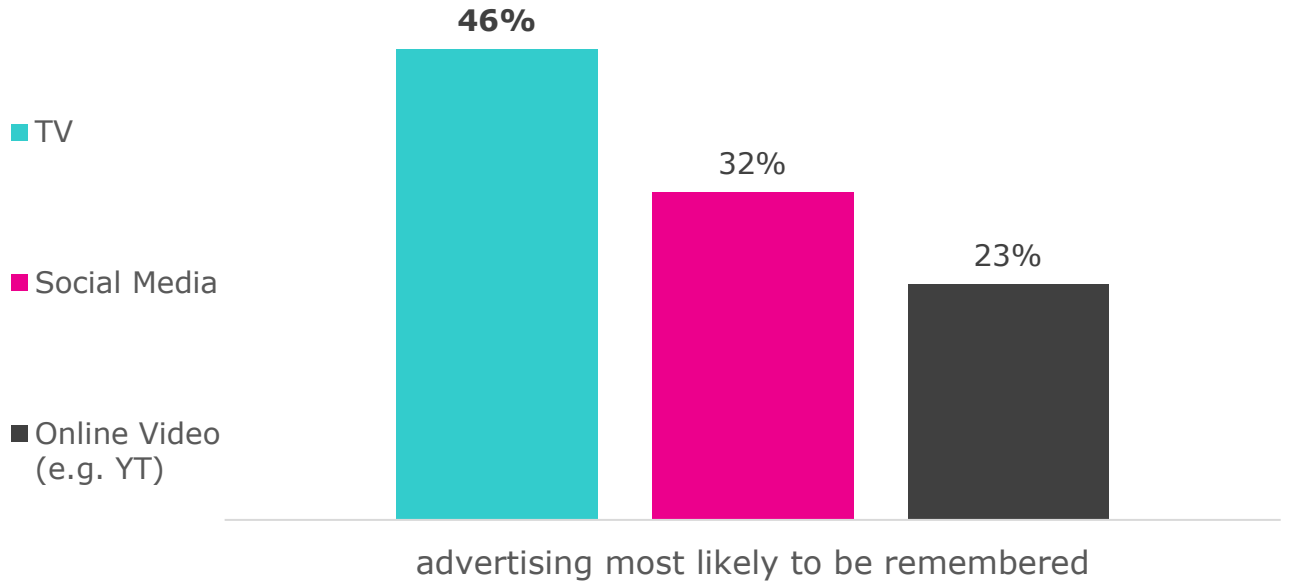
Video-sharing sites includes YouTube + TikTok | ***Social Media includes Facebook, Instagram, X (formerly Twitter), LinkedIn, Pinterest, Reddit, Snapchat (website + app)

KEY TRENDS

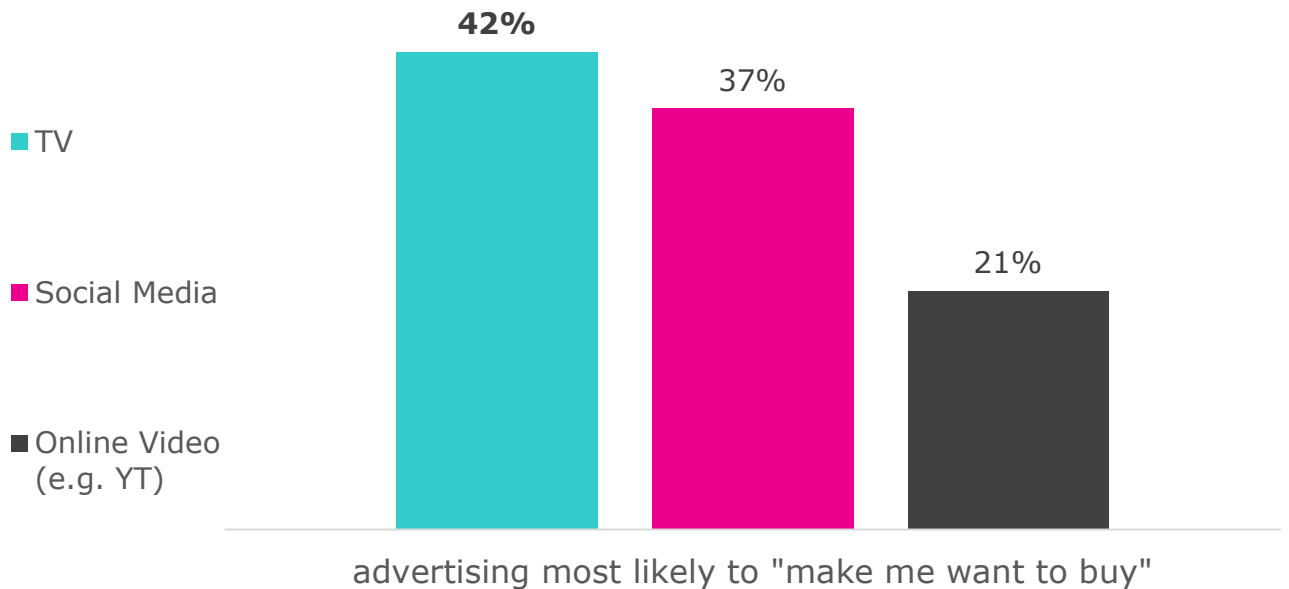
- **Canadians continue to watch a lot of TV:** Adults (18+) watch 17.3 hours of linear TV / week with an average weekly reach of 82%.
- **Young adults also watch plenty of TV:** TV reaches 71% of Adults 18 to 34 years old weekly who watch an average 7.3 hours of linear television per week.
- **TV commands the largest share of video**, beating YouTube, TikTok, and all the streaming services combined.
- Cord cutting has been far overstated: There are over **9.6 million paid TV subscriptions** in Canada, a decrease of only 3% YOY. Offsetting this small decline is the increased incidence of 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 **1.2 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 22% 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 are most likely to be remembered

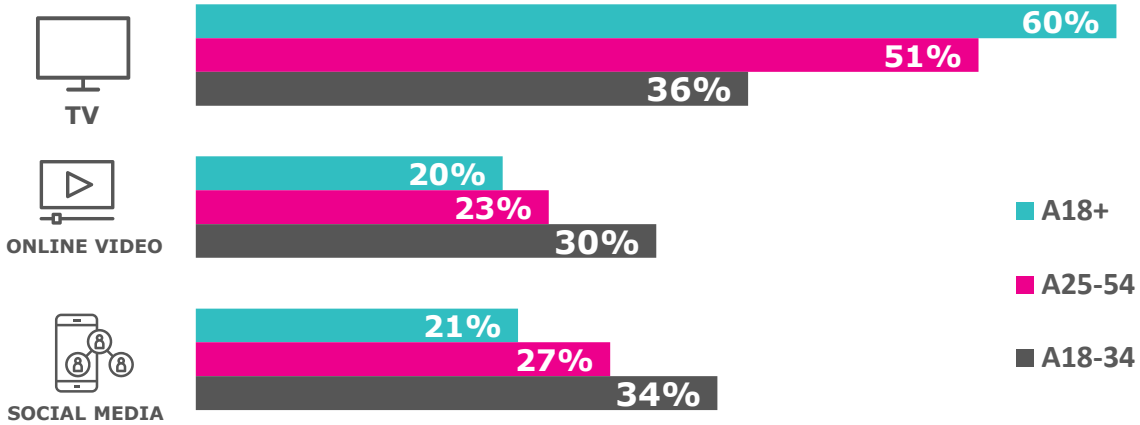


tv ads most likely to make me buy



ATTITUDES ABOUT ADVERTISING

tv is the **most trusted** video medium
(while social media is by far the **LEAST** trusted)



Q: Which ONE of the following media carries video advertising you believe to be **most TRUSTWORTHY**?



tv & video landscape definitions



TV & VIDEO LANDSCAPE

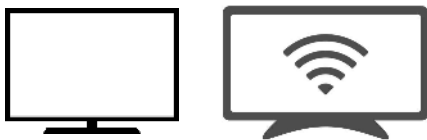
tv explained

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

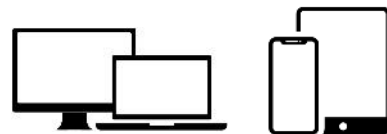
- ▶ **Linear TV** includes live broadcast content—on all platforms—plus 7 days playback
 - Conventional TV
 - Specialty TV
 - Live Streamed TV (commercial load intact)
 - Playback / Recorded TV (watched within 7 days)
- ▶ **Total TV** includes linear TV + broadcaster streaming services



tv is multi-source & multi-platform



TV/Smart TV/Connected TV



Desktop/laptop & mobile



Roku, Amazon Fire, AppleTV

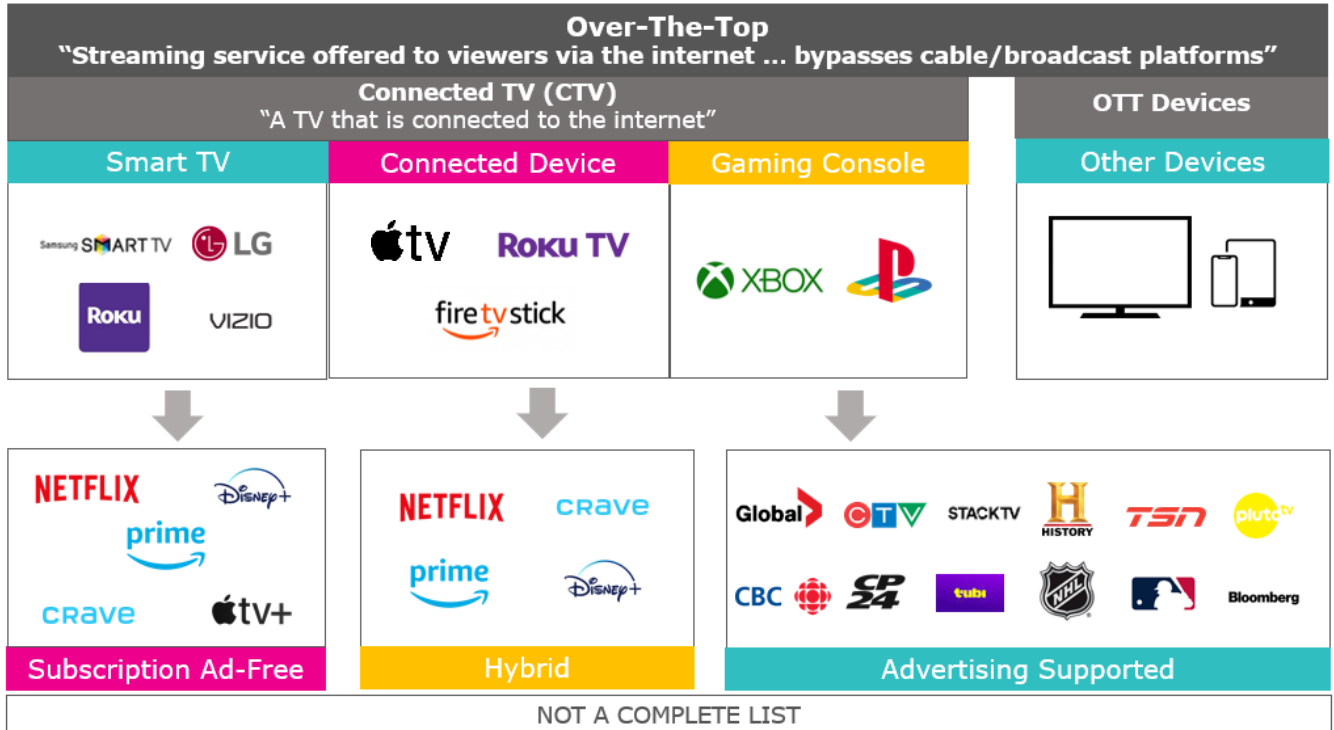


Game console (Xbox, PlayStation)

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 46% of time spent with pure play properties

Source: Numeris VAM 09/16/24 to 12/15/24, Ontario, A18+ | in-home viewing only
Pure Play = streaming channels excluding social media channels TikTok, Facebook Video and Instagram Reels

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



80%

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



73% *

of streamers live in a household with a paid TV subscription

TV & VIDEO LANDSCAPE

tv landscape ENGLISH

BellMedia



ROGERS Sports & Media



corus.



CBC Radio-Canada



blue ant media



CHANNEL ZERO



ZOOMER



chek

Pattison Media



think tv

TV & VIDEO LANDSCAPE

tv landscape FRENCH



other
independent
stations:



tv statistics

TOP PROGRAMS WINTER/SPRING 2024

TOP SERIES

English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
MATLOCK	Global	1,590	Chanteurs masqués	TVA	1,556
9-1-1	Global	1,456	STAT	SRC	1,377
9-1-1: LONE STAR	CTV	1,433	Indéfendable	TVA	1,249
ELSBETH	Global	1304	Dumas	SRC	1,143
HIGH POTENTIAL	CTV	1,149	En direct de l'univers	SRC	1,118
FBI	Global	1091	Tout le monde en parle (en direct)	SRC	1,050
RESCUE: HI-SURF	CTV	1,074	Discussions avec mes parents	SRC	1,006
SURVIVOR	Global	1,059	Infoman	SRC	979
FBI: MOST WANTED	Global	1,049	Révolution	TVA	967
BLUE BLOODS	CTV	1,042	Alertes	TVA	960

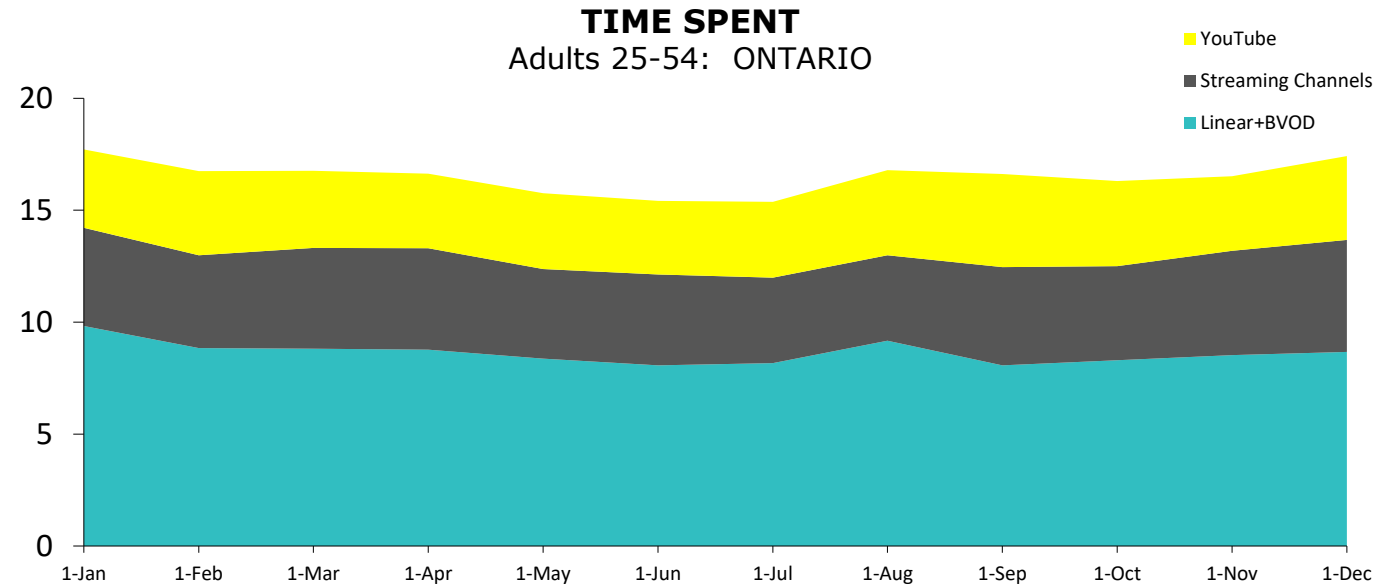
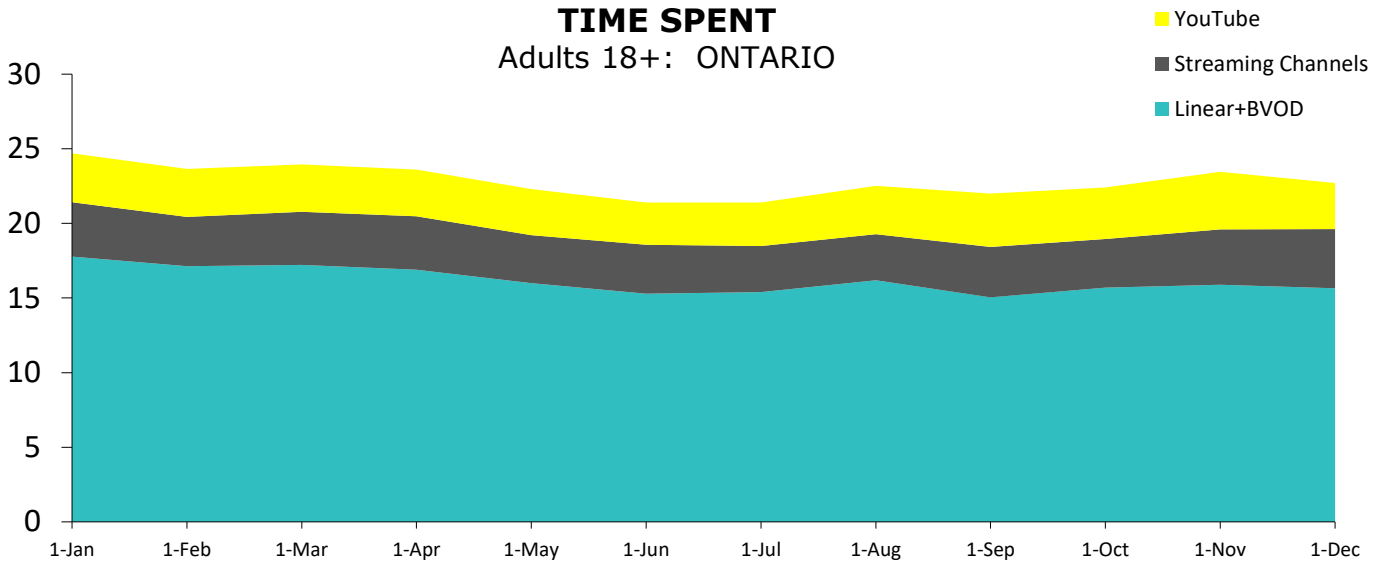
SPORTS

English Canada	Network	A18+ (000)	Quebec Franco	Network	A18+ (000)
CFL GREY CUP	TSN+CTV	3,152	Hockey LNH Canadiens de Montréal Automne	RDS+	455.4
HNIC PRIME EAST	Rogers Sports Network	1,379	Hockey LNH Canadiens Pré-saison	RDS+	429.5
CFL PLAYOFFS	TSN+CTV	1,024	LE HOCKEY DES CANADIENS	TVA Sports+	416.7
NFL THURSDAY FOOTBALL	TSN+CTV	832	Football LCF Alouettes de Montréal	RDS+	208.0
HNIC PRIME WEST	Rogers Sports Network	708	Auto Formule 1	RDS+	168.0
NHL LEAFS HOCKEY	TSN	602	L'Antichambre CH Après-match Automne	RDS+	156.6
NFL MONDAY FOOTBALL	TSN	595	FOOTBALL UNIVERSITAIRE CANADIEN	TVA Sports+	154.7
NFL BLACK FRIDAY	TSN+CTV	573	L'après-match LNH	TVA Sports+	109.1
HOCKEYCENTRAL SAT	Rogers Sports Network	509	Auto Formule 1 Qualifications	RDS+	99.8
CFL FOOTBALL	TSN	432	Football NFL	RDS+	84.5

Source: Numeris PPM, 09/16/24 to 12/15/24 | Top Series – Conventional, non-sports, 3+ airings

SEASONAL VIEWING TRENDS

Seasonality of the top streaming channels mirrors the TV



Source: Numeris VAM, Jan/24- Dec/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), Crunchyroll, TubiTV, DAZN, Paramount+, Pluto TV, Fubo TV, Roku Channel, Samsung TV Plus



CANADA / US COMPARISON



	Canada	U.S.
Population (Individuals 2+)	40,066,550	341,000,000
Households	15,843,000	132,216,000
Number of TV Stations (Commercial Conventional + Specialty) - note 1	790	1,386 ^
Access to Paid TV subscriptions - Cable, Satellite, IPTV	75%	52%
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+	80%	79%
Average Weekly Viewing Hours per Capita (Hours)		
Adults 18+	17.3	26.8
Adults 25-54	9.0	17.2
Teens (12-17)	6.3	5.6
Children (2-11)	5.3	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 | U.S. Census Bureau 2024 | US Federal Reserve Jan 2025 | Evoca.ta, Cable TV Statistic 2025 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.

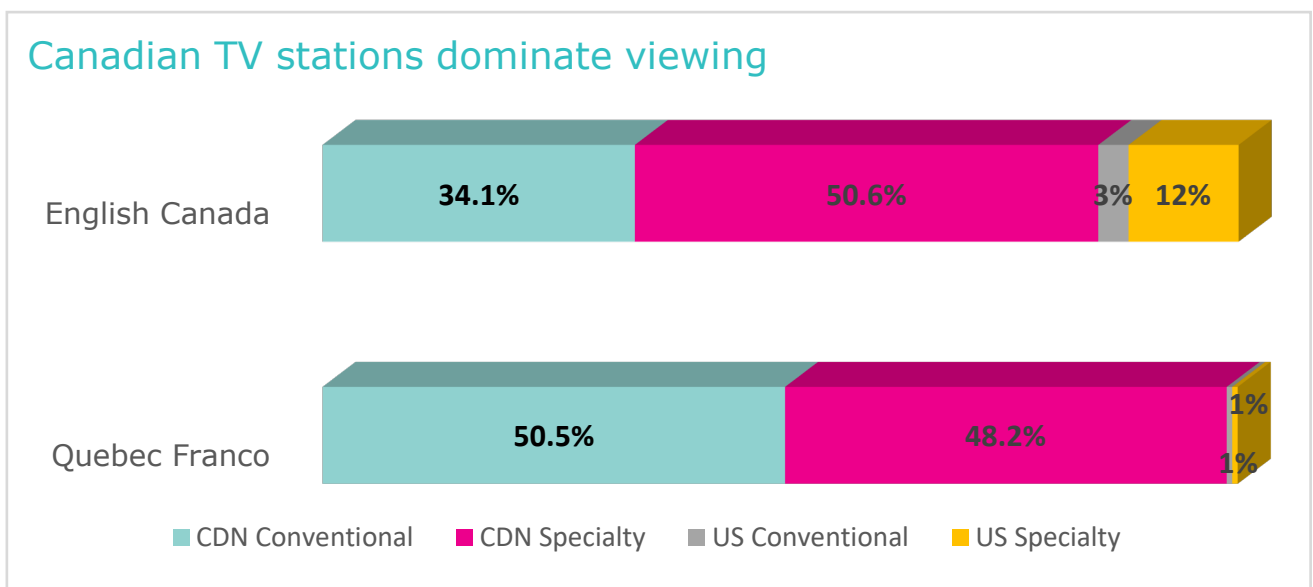
Simultaneous substitution was introduced in the 1970s to allow Canadian broadcasters to air Canadian advertising within the US programs for which they acquired rights. Canadian commercials can be substituted in place of US commercials, but only in programs that air at same time.

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

Canadian PPM markets: 2024-25 Numeris; all other Canadian markets: 2019-20 Numeris Universe
 Estimates US Markets 2022=23 Nielsen Universe Estimates (VAB)

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+

Station	Hours/Week (000)	Reach/Week (000)	Language	Owner	Representation-U.S.
VANCOUVER					
CBC Vancouver (CBUT)	1,543	961	English	CBC Media	CBC Vancouver (CBUT)
CHEK Victoria	1,720	696	English	Airtime/CHEK Media	CHEK
Citytv Vancouver (CKVU)	1,631	927	English	Rogers Sports & Media	Citytv Vancouver (CKVU)
CTV Vancouver (CIVT)	3,859	1,299	English	Bell Media	CTV Vancouver (CIVT)
CTV2 Vancouver (CIVI)	1,203	891	English	Bell Media	CTV2 Vancouver (CIVI)
Global BC (CHAN/CHBC)	8,319	1,699	English	Corus	Global BC (CHAN/CHBC)
Joytv BC (CHNU)	58	46	English	Group of 7/Joytv	Joytv BC (CHNU)
Knowledge BC (CKNO)	1262	474	English		Knowledge BC (CKNO)
OMNI BC (CHNM)	29	88	Multi-language/English	Rogers Sports & Media	OMNI BC (CHNM)
CALGARY					
CBC Calgary (CBRT)	460	292	English	CBC Media	Impulse Media
Citytv Calgary (CKAL)	523	346	English	Rogers Sports & Media	Impulse Media
CTV Calgary (CFCN)	1,895	612	Multi-language/English	Bell Media	Bell Media
CTV2 Alberta	363	264	English	Bell Media	Bell Media
Global Calgary (CICT/CISA)	2,741	674	English	Corus	Canadian Media
OMNI Calgary (CJCO)	4	12	English	Rogers Sports & Media	Impulse Media
YES TV Calgary (CKCS)	209	102	English	Airtime Sales	
CBC Calgary (CBRT)	460	292	English	CBC Media	Impulse Media
EDMONTON					
CBC Edmonton (CBXT)	774	369	English	CBC Media	Impulse Media
Citytv Edmonton (CKEM)	696	362	English	Rogers Sports & Media	Impulse Media
CTV Edmonton (CFRN)	1,664	579	English	Bell Media	Bell Media
CTV2 Alberta	261	258	English	Bell Media	Bell Media
Global Edmonton (CITV)	3,849	711	English	Corus	Canadian Media
Omni Edmonton (CJEO)	7	15	Multi-language/English	Rogers Sports & Media	Impulse Media
SRC Edmonton (CBXFT)	5	9	French	SRC Media	Impulse Media
YES TV Edmonton (CKES)	293	155	English	Airtime Sales	

CONVENTIONAL STATIONS - ppm

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
TORONTO					
CBC Toronto (CBLT)	3,224	1,639	English	CBC Media	Impulse Media
CHCH	2,815	1,120	English	Airtime	Impulse Media
Citytv Ontario (CITY)	5,058	2,125	English	Rogers Sports & Media	Impulse Media
CTV Toronto (CFTO)	8,144	2,546	English	Bell Media	Bell Media
CTV2 Barrie/Tor (CKVR)	1,307	1,185	English	Bell Media	Bell Media
Global Ontario (CIII)	5,888	2,433	English	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	58	148	Multi-language/English	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	42	121	Multi-language/English	Rogers Sports & Media	Impulse Media
SRC Toronto (CBLFT)	181	108	French	SRC Media	Impulse Media
YES TV Toronto (CITS)	1,732	961	English	Airtime	
ONTARIO					
CBC Ontario	5,541	2,840	English	CBC Media	Impulse Media
CHCH	4,806	1,946	English	Airtime	Impulse Media
Citytv Ontario (CITY)	8,587	3,739	English	Rogers Sports & Media	Impulse Media
CTV Ontario	16,936	5,023	English	Bell Media	Bell Media
CTV2 Ontario	5,453	2,732	English	Bell Media	Bell Media
Global Ontario (CIII)	10,137	4,227	English	Corus	Canadian Media
OMNI 1 Ontario (CFMT)	68	203	Multi-language/English	Rogers Sports & Media	Impulse Media
OMNI 2 Ontario (CJMT)	46	162	Multi-language/English	Rogers Sports & Media	Impulse Media
SRC Ontario (CBLFT,CBOFT)	646	257	French	SRC Media	Impulse Media
YES TV Toronto (CITS)	2,875	1,495	English	Airtime	

CONVENTIONAL STATIONS - ppm

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
MONTREAL FRANCO					
Noovo Montreal (CFJP)	4,797	1,753	French	Bell Media	Bell Media
SRC Montreal (CBFT)	11,950	2,276	French	SRC	SRC Media
TQ Total	2,397	1,415	French	Télé-Québec	Télé-Québec Media
TVA Montreal (CFTMCFTM_O)	17,063	2,381	French	Quebecor Gr Media	Quebecor Gr Media
MONTREAL ANGLO					
CBC Montreal (CBMT)	409	232	English	CBC Media	Impulse Media
Citytv Montreal (CJNT)	559	265	English	Rogers Sports & Media	Impulse Media
CTV Montreal (CFCF)	1,731	405	English	Bell Media	Bell Media
Global Quebec (CKMI)	767	300	English	Corus	Canadian Media
PROV. QUEBEC FRANCO					
Noovo Total	9,481	3,545	French	Bell Media	Bell Media
SRC Total	24,262	4,467	French	SRC	SRC Media
TQ Total	4,419	2,660	French	Télé-Québec	Télé-Québec Media
TVA Total	40,775	4,669	French	Quebecor Gr Media	Quebecor Gr Media

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/Week (000)	Reach/Week (000)	Language	Owner	Notes	Representation - U.S.
BNN Bloomberg	884	507	English	Bell Media		Bell Media
CP24 Ontario	6794	2874	English	Bell Media		Bell Media
CTV Comedy	6342	2305	English	Bell Media		Bell Media
CTV Drama	7422	1664	English	Bell Media		Bell Media
CTV Life	3866	1613	English	Bell Media		Bell Media
CTV News Channel	5135	2742	English	Bell Media		Bell Media
CTV Nature	1818	1160	English	Bell Media	New station name	Bell Media
CTV Sci-Fi	5873	2891	English	Bell Media		Bell Media
CTV Speed	955	491	English	Bell Media	New station name	Bell Media
CTV Wild	1467	753	English	Bell Media	New station name	Bell Media
E!	1744	1406	English	Bell Media		Bell Media
Much	1708	1580	English	Bell Media		Bell Media
Oxygen True Crime	3195	924	English	Bell Media	New station name	Bell Media
TSN	19703	7511	English	Bell Media		Bell Media
TSN1	7587	4098	English	Bell Media		Bell Media
TSN2	1911	2148	English	Bell Media		Bell Media
TSN3	3658	2399	English	Bell Media		Bell Media
TSN4	5551	3589	English	Bell Media		Bell Media
TSN5	2907	2405	English	Bell Media		Bell Media
USA Network	7474	3251	English	Bell Media		Bell Media
Canal D	3552	1593	French	Bell Media		Bell Media
Canal Vie	1883	1252	French	Bell Media		Bell Media
Investigation	1971	586	French	Bell Media		Bell Media
RDS Info	404	423	French	Bell Media		Bell Media
RDS	6966	2234	French	Bell Media		Bell Media
RDS2	1684	1222	French	Bell Media		Bell Media
Z	555	441	French	Bell Media		Bell Media



Source: Numeris, PPM, 9/16/2024 to 12/15/2024

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Notes	Representation- U.S.
ABC Spark	448	507	English	Corus		CDN Media Sales
Adults Swim	2309	914	English	Corus		CDN Media Sales
BC1	1424	566	English	Corus		CDN Media Sales
Boomerang	196	13	English	Corus		CDN Media Sales
Cartoon Network	382	495	English	Corus		CDN Media Sales
CMT	2126	1060	English	Corus		CDN Media Sales
Crime Investigation	2024	673	English	Corus		CDN Media Sales
Disney	116	200	English	Corus		CDN Media Sales
Disney XD	258	129	English	Corus		CDN Media Sales
Dtour	860	623	English	Corus		CDN Media Sales
Flavour	6132	2827	English	Corus	New station name, using Food Net data	CDN Media Sales
H2	867	651	English	Corus		CDN Media Sales
History	8380	3938	English	Corus		CDN Media Sales
Home	6577	3134	English	Corus	New station name, using HGTV data	CDN Media Sales
Lifetime	1443	781	English	Corus	New station name	CDN Media Sales
Movietime	1317	1190	English	Corus		CDN Media Sales
NatGeoWild	1009	644	English	Corus		CDN Media Sales
National Geographic	2076	1651	English	Corus		CDN Media Sales
Nickelodean	62	96	English	Corus		CDN Media Sales
Showcase	6670	2918	English	Corus		CDN Media Sales
Slice	1504	1395	English	Corus		CDN Media Sales
W Network	14404	3550	English	Corus		CDN Media Sales
YTV	1066	1021	English	Corus		CDN Media Sales
Historia	2325	1245	French	Corus		CDN Media Sales
La Chaine Disney	232	113	French	Corus		CDN Media Sales
Series+	3722	1323	French	Corus		CDN Media Sales
Teletoon Fr	721	309	French	Corus		CDN Media Sales

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Notes	Representation- U.S.
Bravo	998	787	English	Rogers Sports & Media	New channel Sept /24	Impulse Media
Food Network	N/A	N/A	English	Rogers Sports & Media	New channel	Impulse Media
FX	1629	1050	English	Rogers Sports & Media		Impulse Media
FXX	244	186	English	Rogers Sports & Media		Impulse Media
Home	N/A	N/A	English	Rogers Sports & Media	New channel	Impulse Media
Magnolia	N/A	N/A	English	Rogers Sports & Media	New channel	Impulse Media
Sportsnet National	15806	6495	English	Rogers Sports & Media		Impulse Media
Sportsnet East	2452	1862	English	Rogers Sports & Media		Impulse Media
Sportsnet Ont	6268	3780	English	Rogers Sports & Media		Impulse Media
Sportsnet Pac	4138	2108	English	Rogers Sports & Media		Impulse Media
Sportsnet West	2948	1892	English	Rogers Sports & Media		Impulse Media
Sportsnet360	3524	2239	English	Rogers Sports & Media		Impulse Media
SportsnetOne	3427	2996	English	Rogers Sports & Media		Impulse Media

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
CBC News Network	7816	3563	English	CBC	CBC
Documentary	429	533	English	CBC	CBC
ICI ARTV	2290	1236	French	SRC	SRC
Explora	975	638	French	SRC	SRC
RDI	8060	2011	French	SRC	SRC
AddikTV	4057	1495	French	Quebecor Groupe	Quebecor Groupe
Casa	1090	687	French	Quebecor Groupe	Quebecor Groupe
Evasion	903	725	French	Quebecor Groupe	Quebecor Groupe
LCN	12611	2507	French	Quebecor Groupe	Quebecor Groupe
Prise 2	2958	1125	French	Quebecor Groupe	Quebecor Groupe
Qub	159	89	French	Quebecor Groupe	Quebecor Groupe
Temoin	1399	683	French	Quebecor Groupe	Quebecor Groupe
TVA Sports	2899	1461	French	Quebecor Groupe	Quebecor Groupe
TVA Sports 2	710	717	French	Quebecor Groupe	Quebecor Groupe
Zeste	491	374	French	Quebecor Groupe	Quebecor Groupe
Elle Fictions	4436	684	French	Remstar Media	Remstar Media
MAX	1813	894	French	Remstar Media	Remstar Media
TV5	2597	1251	French	TV5 Quebec Canada	TV5 Quebec Canada
Unis TV	796	932	French	TV5 Quebec Canada	TV5 Quebec Canada

SPECIALTY NETWORK STATISTICS

weekly hours tuned & average weekly reach: Adults 18+

Station	Hours/ Week (000)	Reach/ Week (000)	Language	Owner	Representation- U.S.
AMI-tv	56	144	English	Accessible Media Inc.	Accessible Media
AMI-tele	142	191	French		
APTN HD	561	979	Indigenous/ English	Aboriginal People's Network	Aboriginal People's Network
BBC Earth	687	453	English	Blue Ant Media	Blue Ant Media
BBC First	1781	1163	English	Blue Ant Media	Blue Ant Media
Cottage Life	1345	959	English	Blue Ant Media	Blue Ant Media
Love Nature	1163	772	English	Blue Ant Media	Blue Ant Media
Makeful	1759	902	English	Blue Ant Media	Blue Ant Media
Smithsonian	826	616	English	Blue Ant Media	Blue Ant Media
T + E	1658	967	English	Blue Ant Media	Blue Ant Media
Family	405	552	English	WildBrain	WildBrain
Family JR	99	151	English	WildBrain	WildBrain
WildBrainTV	130	220	English	WildBrain	WildBrain
Weather Network	1200	1550	English	Pelmorex Media	
MeteoMedia	323	690	French	Pelmorex Media	
Fight	423	248	English	Anthem Sports & Ent	
Game TV	4760	1854	English	Anthem Sports & Ent	
NBA TV Canada	370	191	English	MLSE	
One: Body, Mind, Spirit	814	328	English	Zoomer Media	
Vision	4017	1680	English	Zoomer Media	
Out TV	126	174	English	OM Acquisitions	
RevTV	88	70	English	Rev Sports Entertainment	
Rewind	296	369	English	Channel Zero	
Silver Screen Classics	405	367	English	Channel Zero	
Sportsman Channel	59	118	English	Outdoor Group Media	
TLN	1137	940	English, Spanish & Italian	TLN Media Group	
Wild TV	52	129	English.	Wild TV Inc	

Source: Numeris, PPM, 9/16/2024 to 12/15/2024

appendix

CANADA'S POPULATION

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



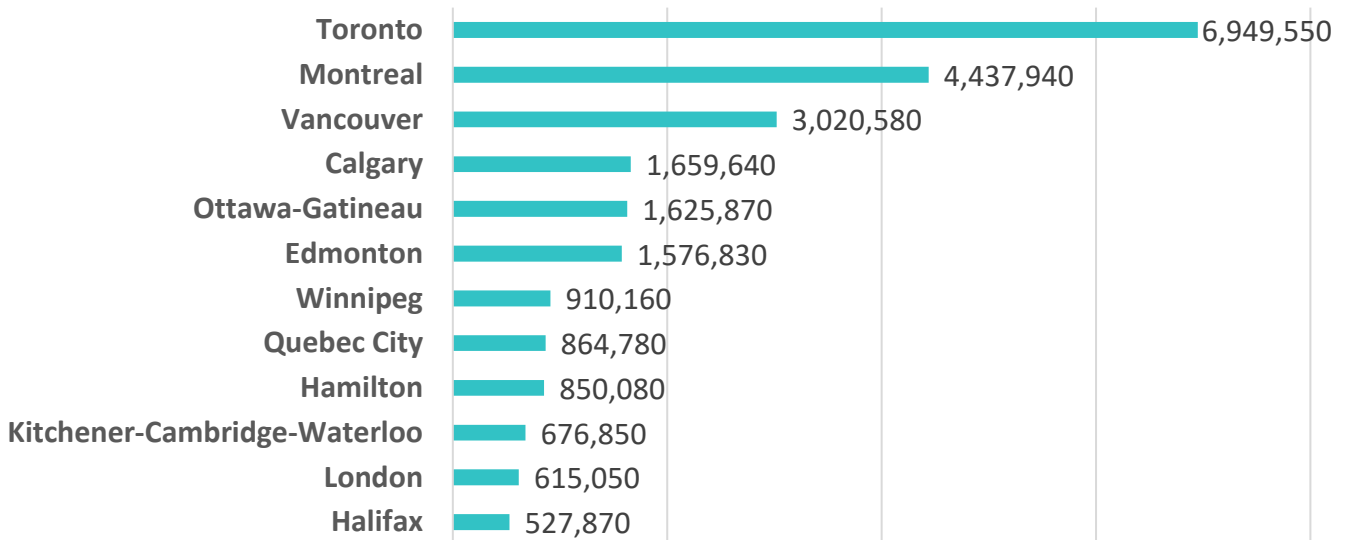
Population:

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

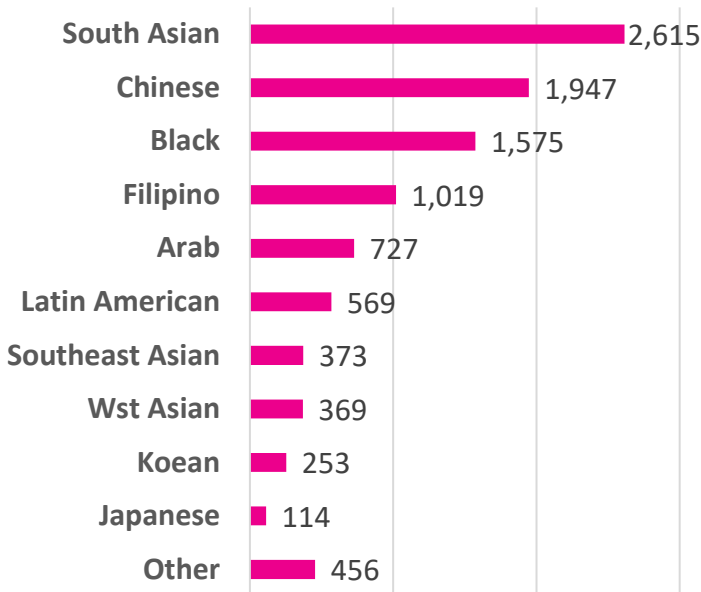
Canada's Largest Markets



CANADA'S POPULATION

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

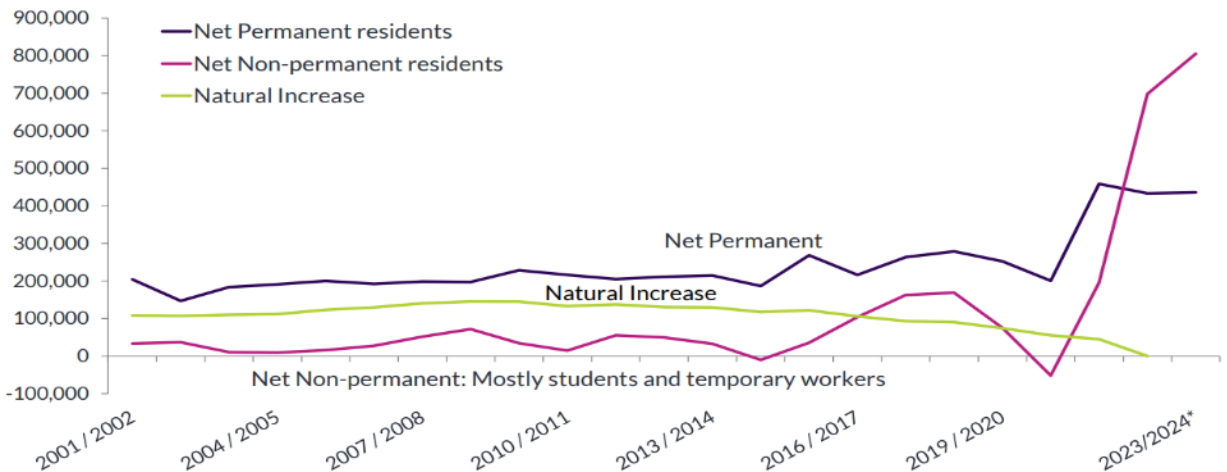
2023 Ethnic Population (000)



Ethnic Composition

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

Components of Population Growth, Canada, 2001-02 to 2023-24

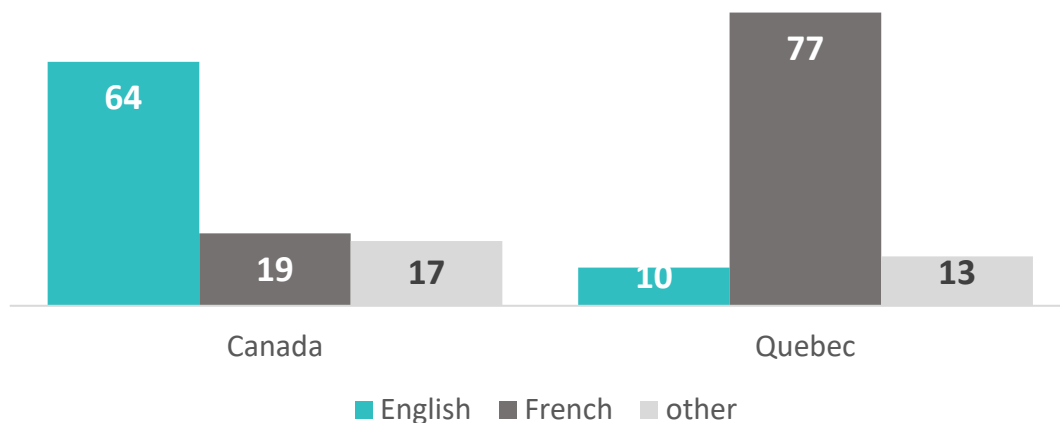


Source: Environics Analytics; Statistics Canada, Centre for Demography ; 2023/24 Environics Analytics estimateVividata SCC Spring 2024, Ethnic Background

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: 1.1M people
 - Montreal Franco: 3.3M 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](#)"
- think**tv**, "[Total TV and Streaming Viewership](#)"
- think**tv**, "[FAQs](#)" about Television Viewing
- Thinkbox, "[Profit Ability 2](#)"
- Mark Ritson, "[10 Key Factors Driving Advertising Effectiveness](#)"
- think**tv**, [Metrics that Matter](#) (Canadian brand lift study)
- Peter Field, "[Effectiveness in Context](#)"
- Karen Nelson-Field, "[Attention and TV](#)"
- think**tv**, "[Common Advanced Advertising Segments](#)"
- Richard Shotton, "[Optimizing Media using Behavioural Science](#)"
- Field & Binet, "[The Downside of Short-Termism](#)"

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.

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