

# TV FAQs

A background image showing a wooden desk with a silver laptop on the left, a white notebook with a black pen on the right, and a black calculator in the foreground. A hand is pressing a button on the calculator, and another hand is holding the pen over the notebook.

think<sup>tv</sup>

# TV facts

## How much TV do Canadians watch?

Canadian adults watch over 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 linear TV per week.

## How much TV is watched live?

85% of linear TV viewing is live.

## What is TV's reach?

TV reaches 83% of Canadian adults each week (93% each month).

## 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 9.5 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%.

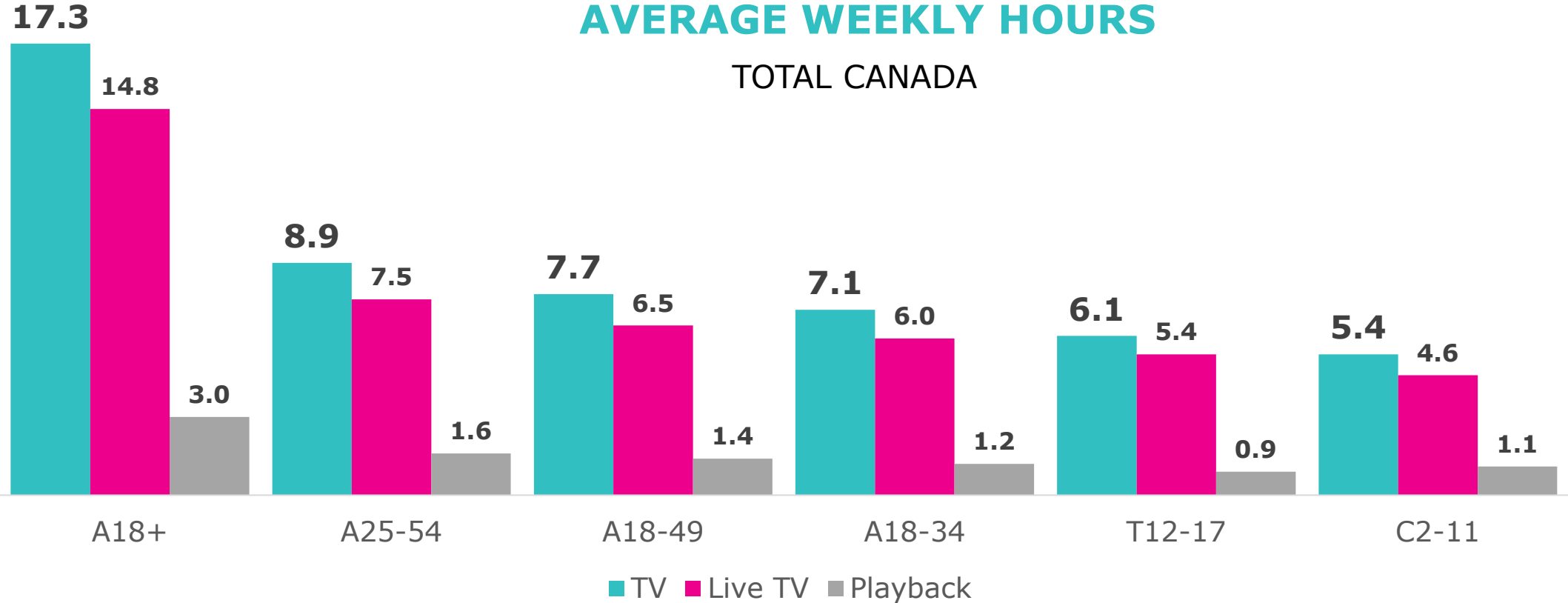
## Does TV have a good ROI?

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

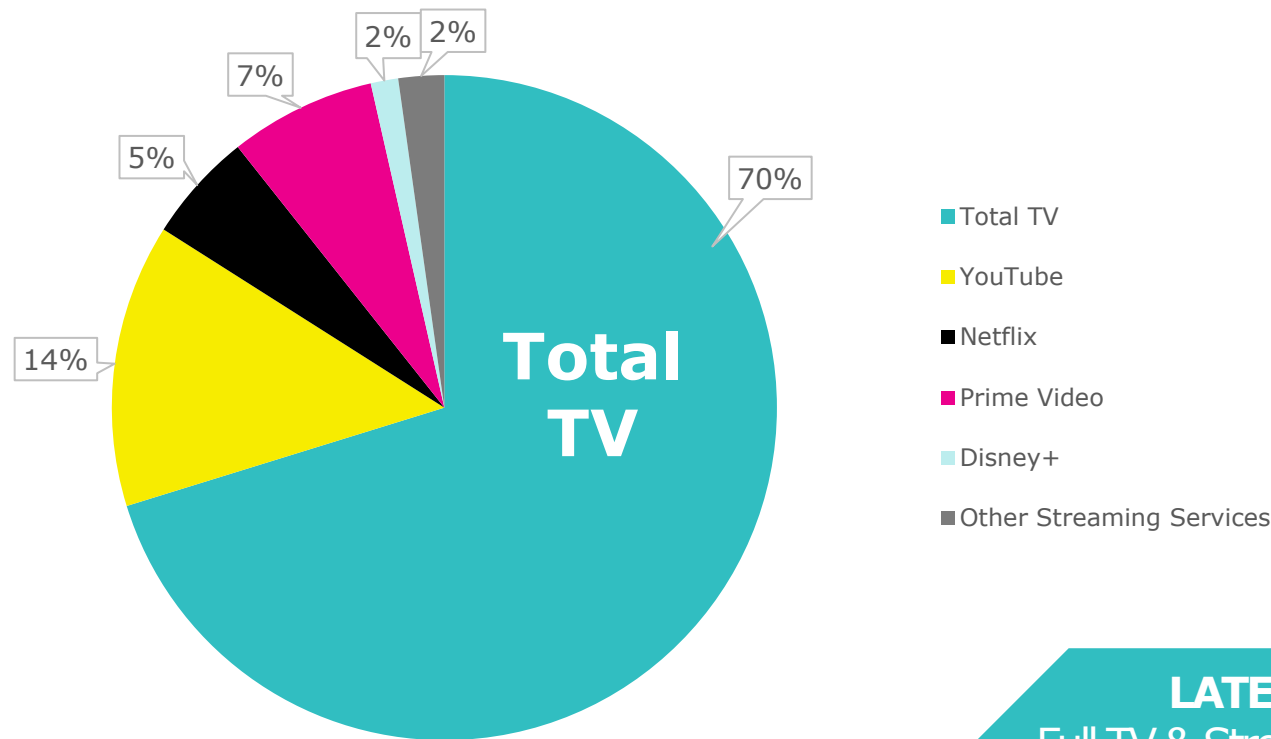
# Canadians watch a lot of linear TV and **most** of it is **live**



Source: Numeris, Total Canada, 09/16/24 to 05/25/25, 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: captures **greatest share** of time spent with video

**SHARE OF VIDEO**  
ADULTS 18+ | ONTARIO



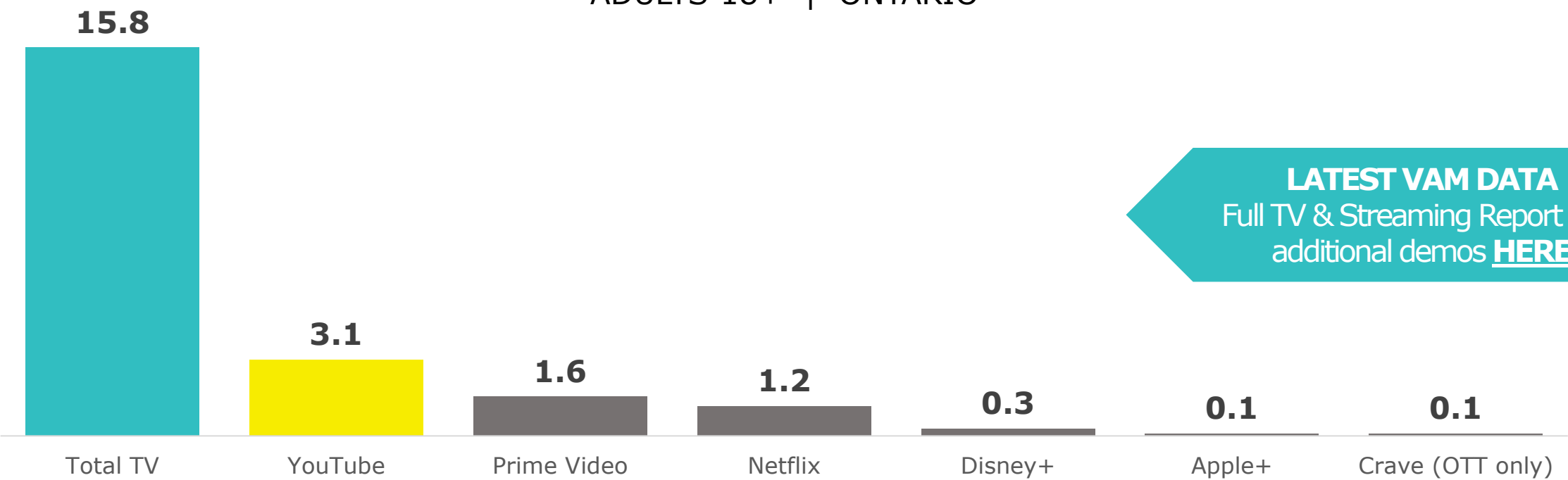
**LATEST VAM DATA**  
Full TV & Streaming Report Available  
[HERE](#)

Source: Numeris VAM 09/16/24 to 5/25/2025, 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

# Total TV: dominates time spent

## AVERAGE WEEKLY HOURS

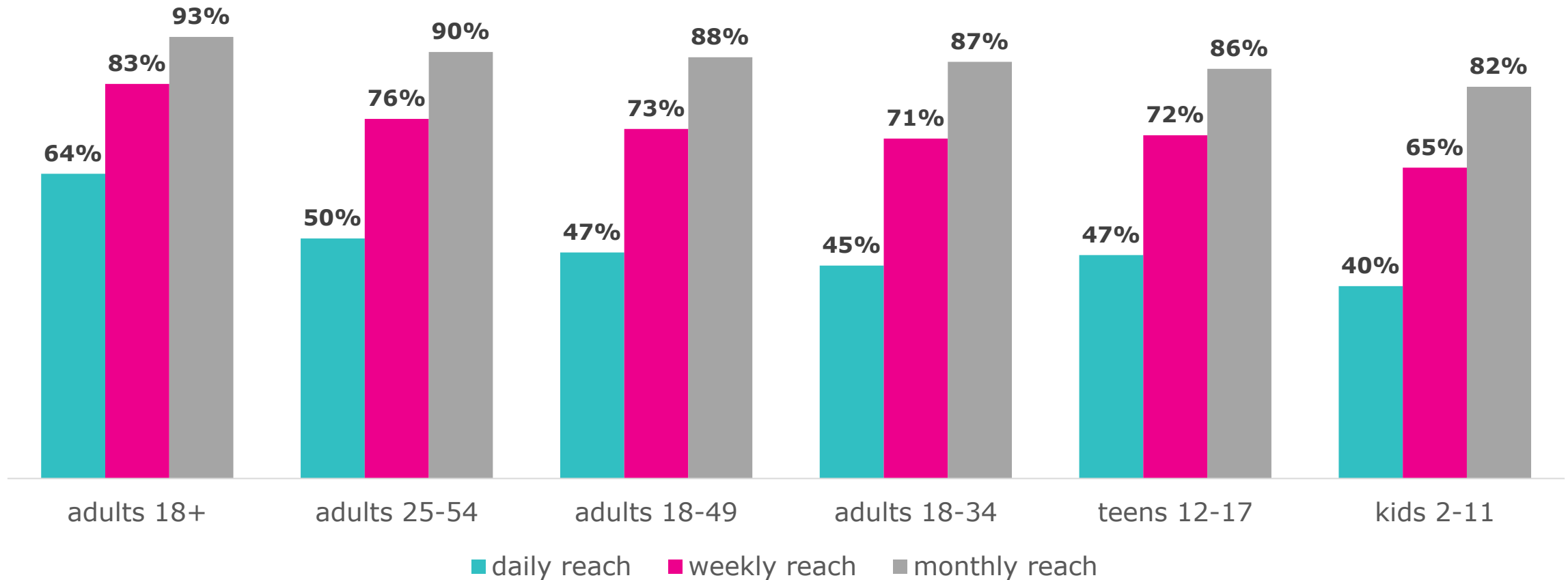
ADULTS 18+ | ONTARIO



**LATEST VAM DATA**  
Full TV & Streaming Report with  
additional demos [HERE](#)

Source: Numeris VAM, 09/16/24 to 5/25/2025 | 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 **93%** of Canadians (A18+) monthly

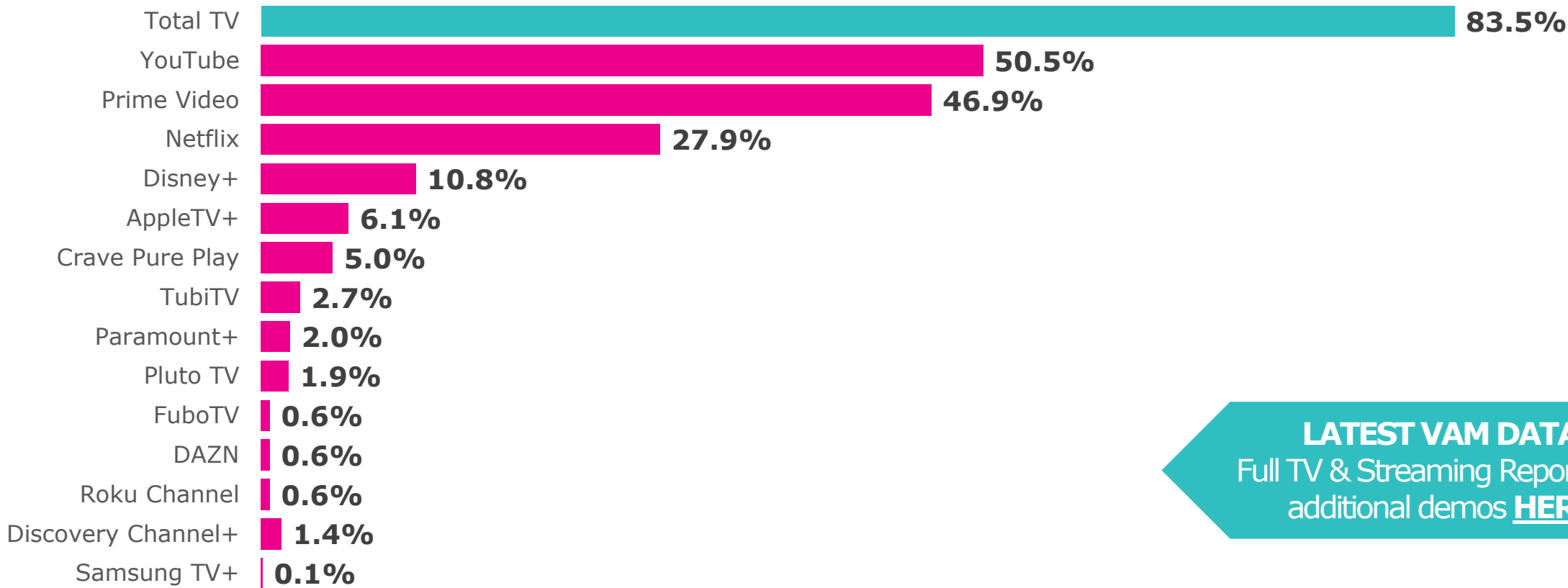


Source: Numeris PPM, Total Canada, 09/16/24 to 5/25/2025

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.

# Total TV delivers unmatched reach

AVERAGE WEEKLY REACH %  
ADULTS 18+ | ONTARIO



**LATEST VAM DATA**  
Full TV & Streaming Report with  
additional demos [HERE](#)

Source: Numeris VAM 09/16/24 to 5/25/2025, Ontario  
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

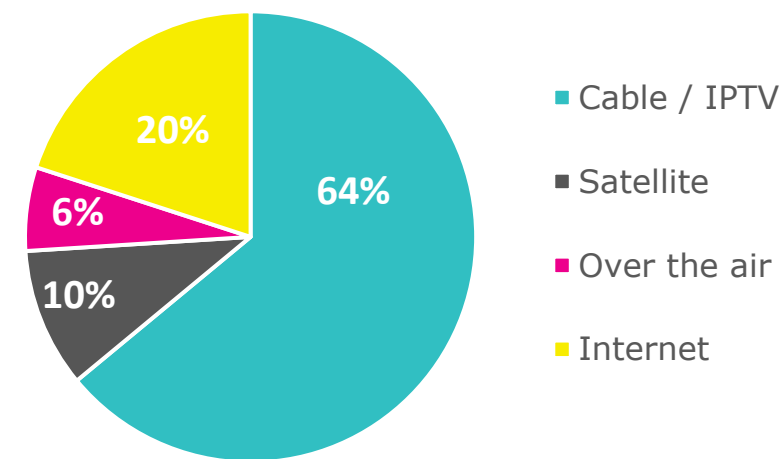
# access to TV is almost universal

## ACCESS TO LINEAR TV

nearly all Canadians have access to linear TV\*, either through paid TV services (cable / IPTV) or via streaming on the internet

## PAID TV SUBSCRIPTIONS

while household penetration of paid TV subscriptions remains strong in Canada, declining just 3% year-over-year, anyone with an internet connection has access to linear TV content

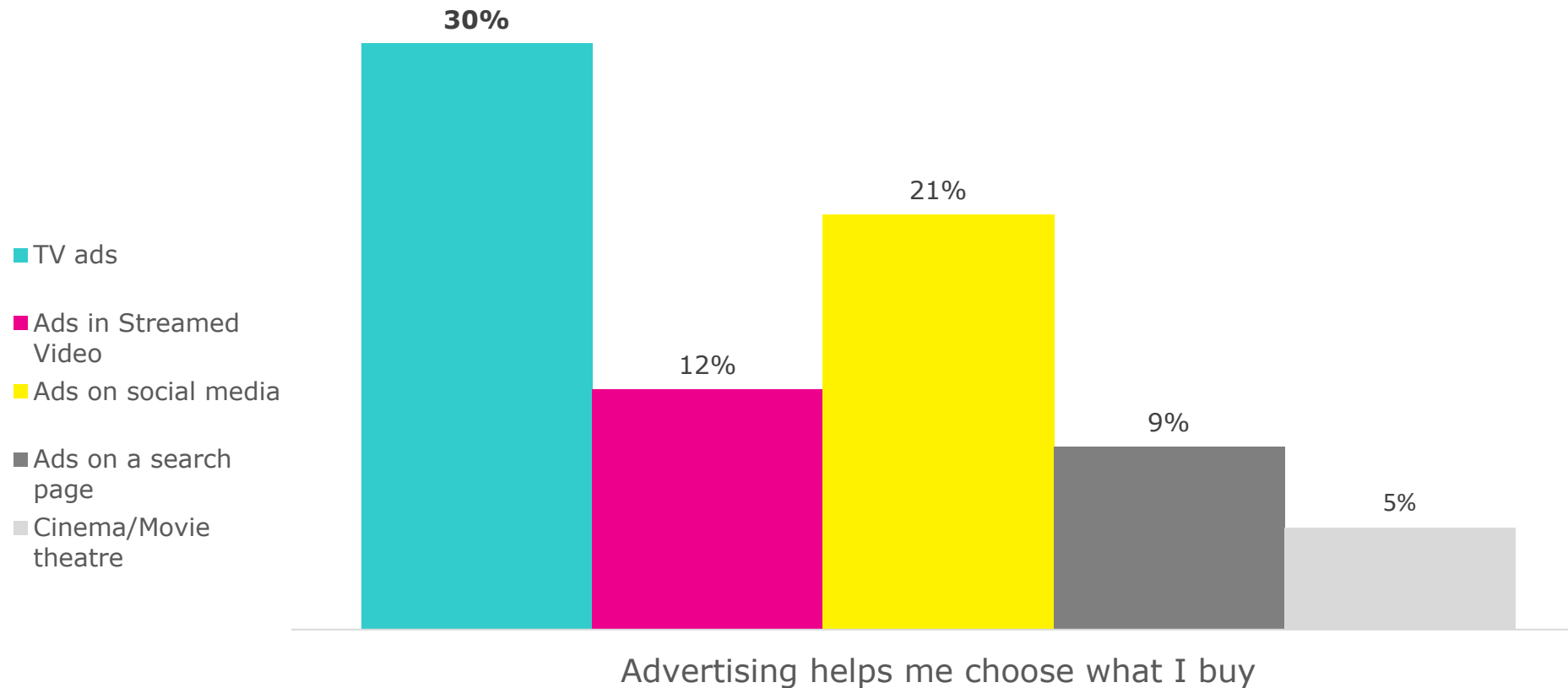


	January '24	January '25	Index (YOY)
TOTAL PAID SUBS	9,725,802	9,440,222	(2.9%)
Basic/Digital Cable	4,648,356	4,392,375	(5.5%)
Satellite	1,363,613	1,167,493	(14.4%)
Telco/IPTV (Internet Protocol TV)	3,556,771	3,824,969	+4.5%
Other	23,473	22,845	(2.7%)

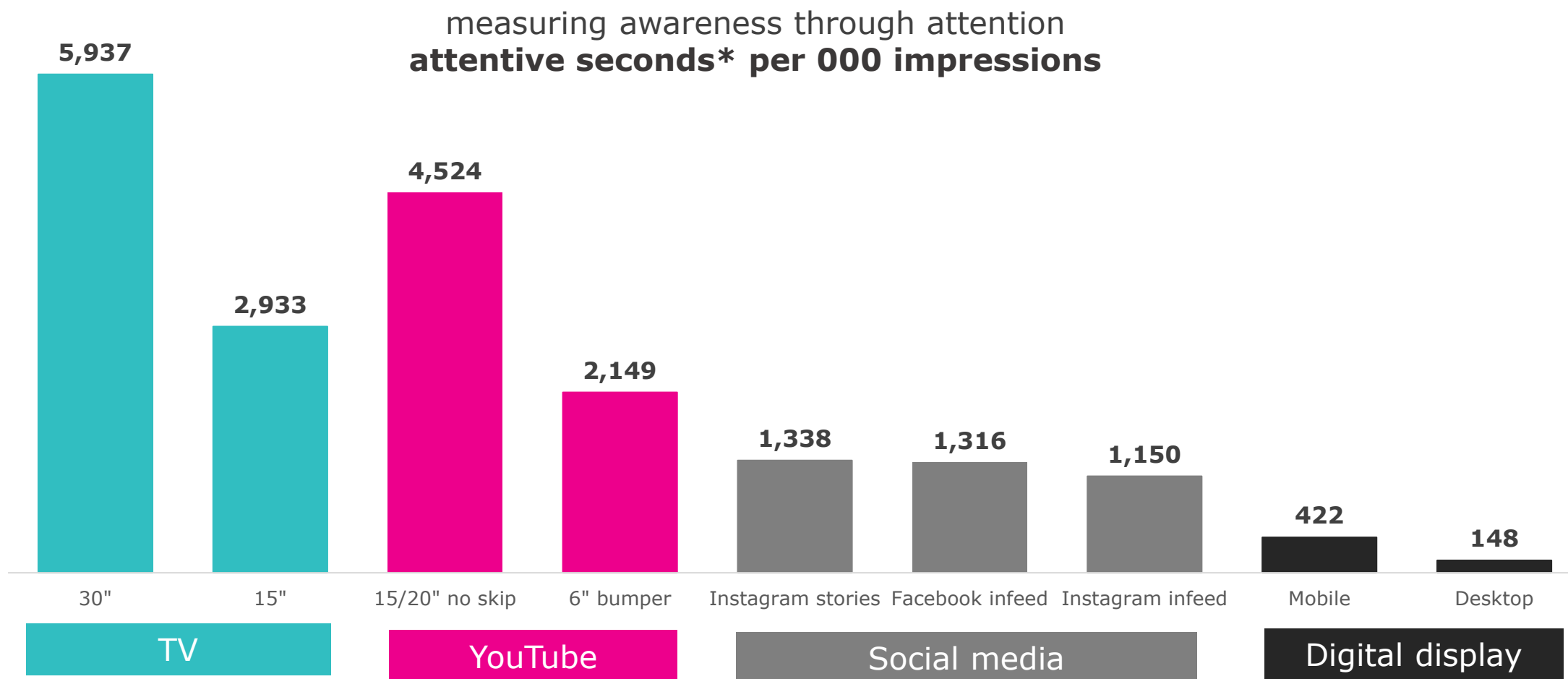
Source: Numeris Universe Estimates: \* [Sept 2024 Reception Type Update](#) - PPM TV Panels, Total Canada, persons 2+  
Source: Mediastats, BDU Profile Report, Total Canada | IPTV = Internet Protocol Television: the delivery of television content over Internet Protocol (IP) networks, e.g. Bell Fibe TV, Telus/Optik TV



# TV advertising is most likely to **drive purchase** decisions



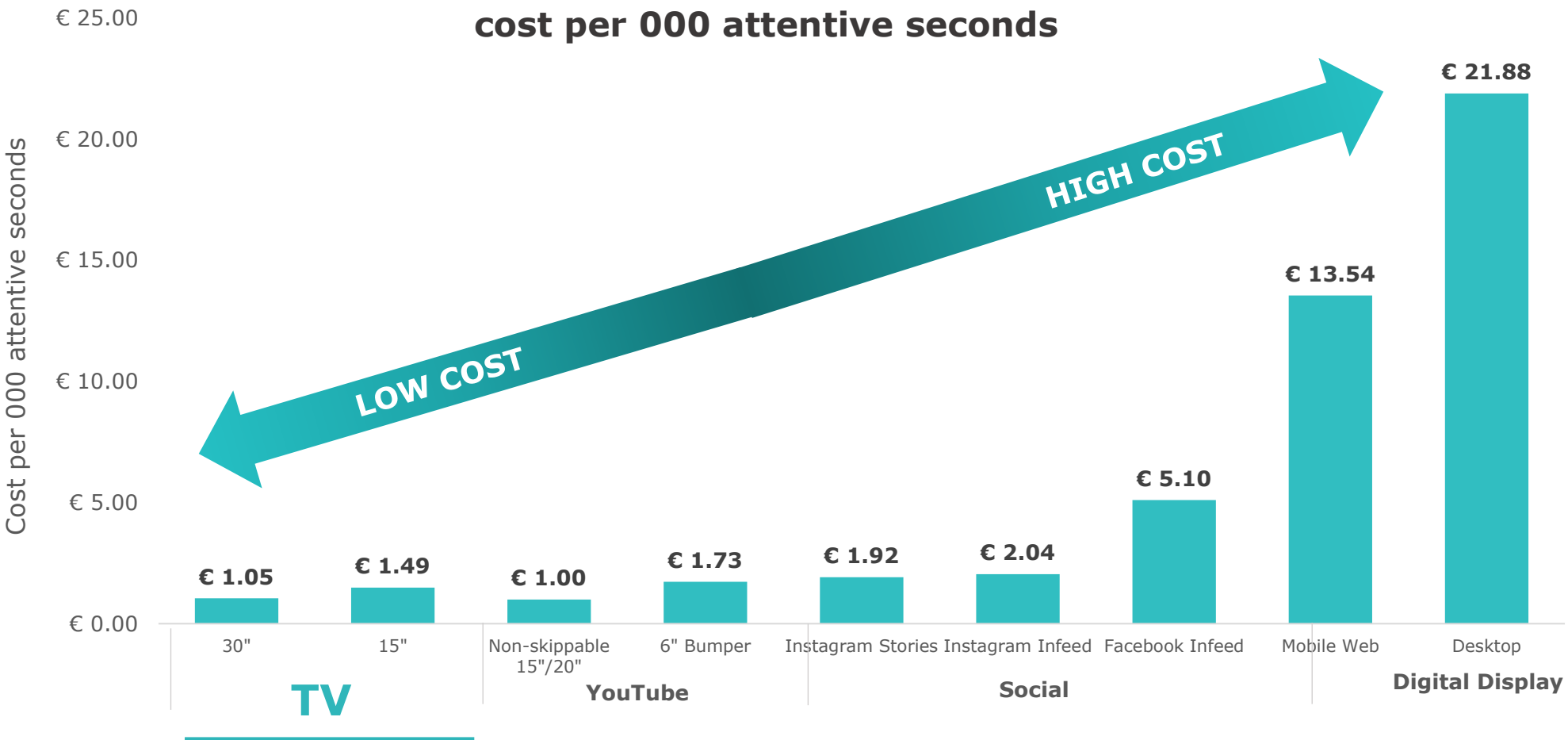
# TV ads **deliver** the most “attentive seconds”



Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, June 2021

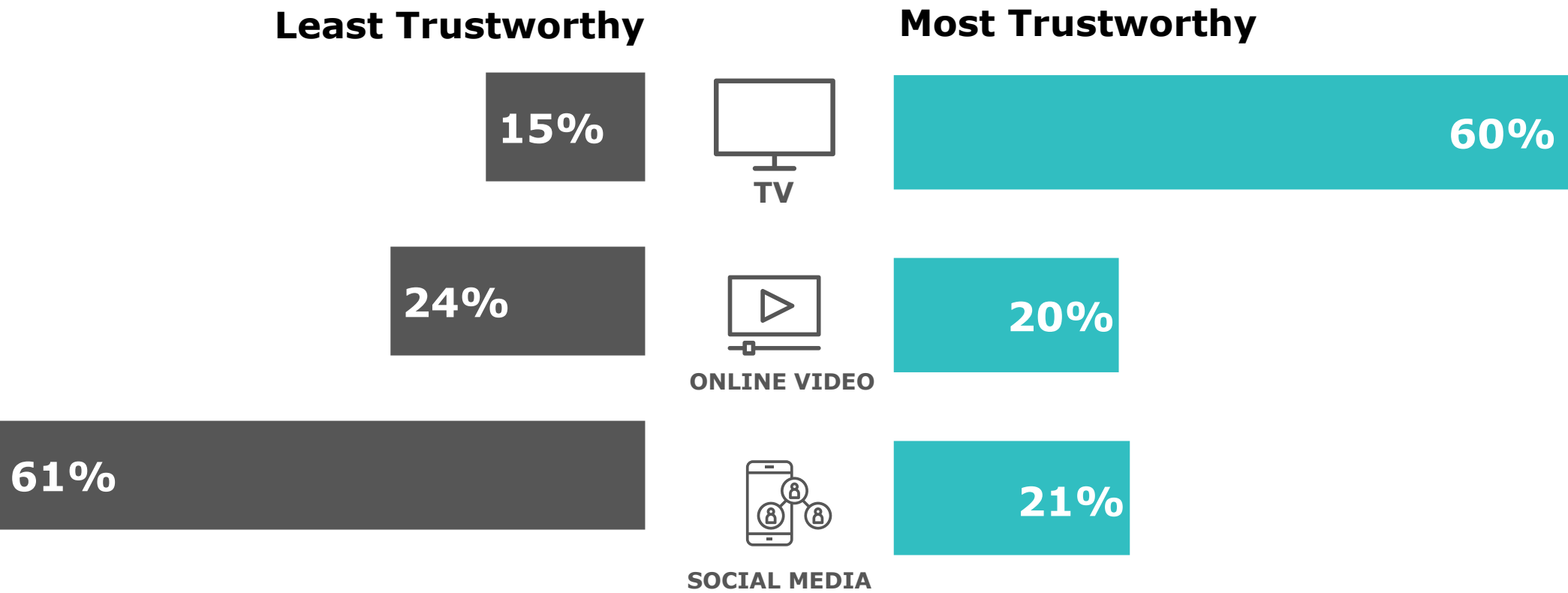
\* “attentive seconds” = the actual time an ad is viewed by a person.

# TV is an attention bargain



Source: Lumen [The True Cost of Advertising Attention](#)

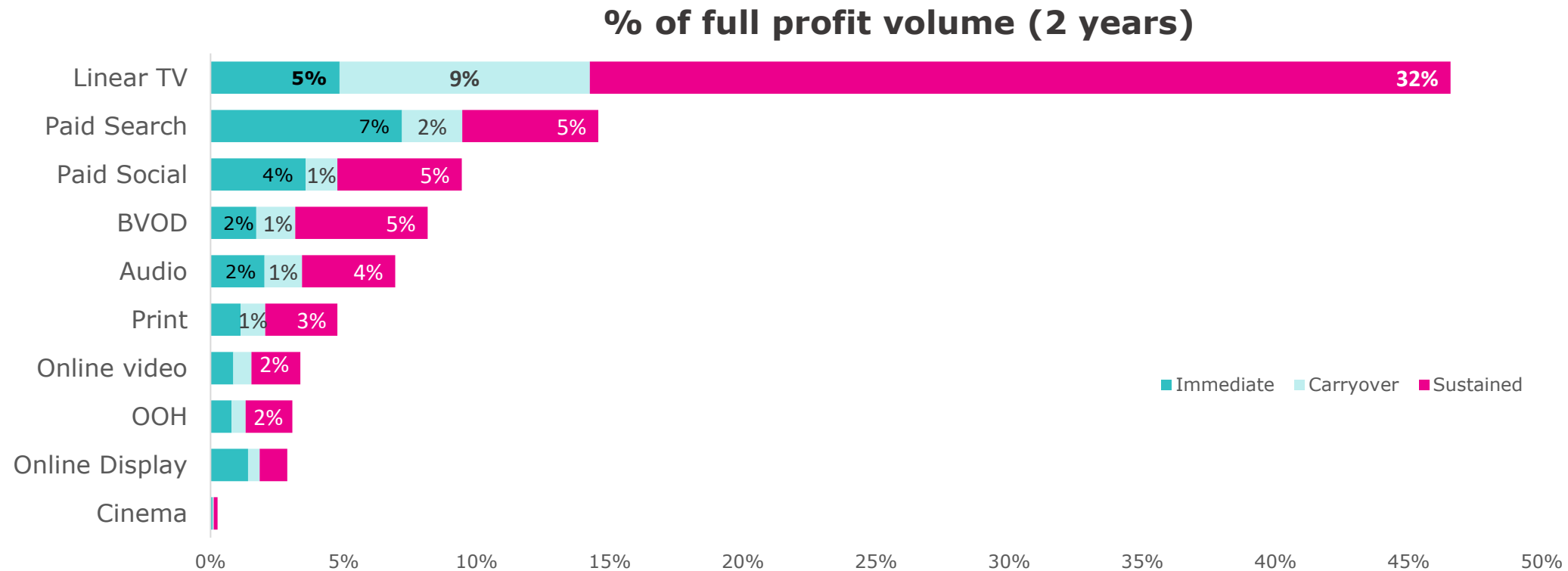
# TV is the **most trustworthy** medium for Canadians, social is the least



Which one of the following media carries video advertising that you believe to be most trustworthy? least trustworthy?

Source: YouGov survey, Total Canada, A18+, July 2024

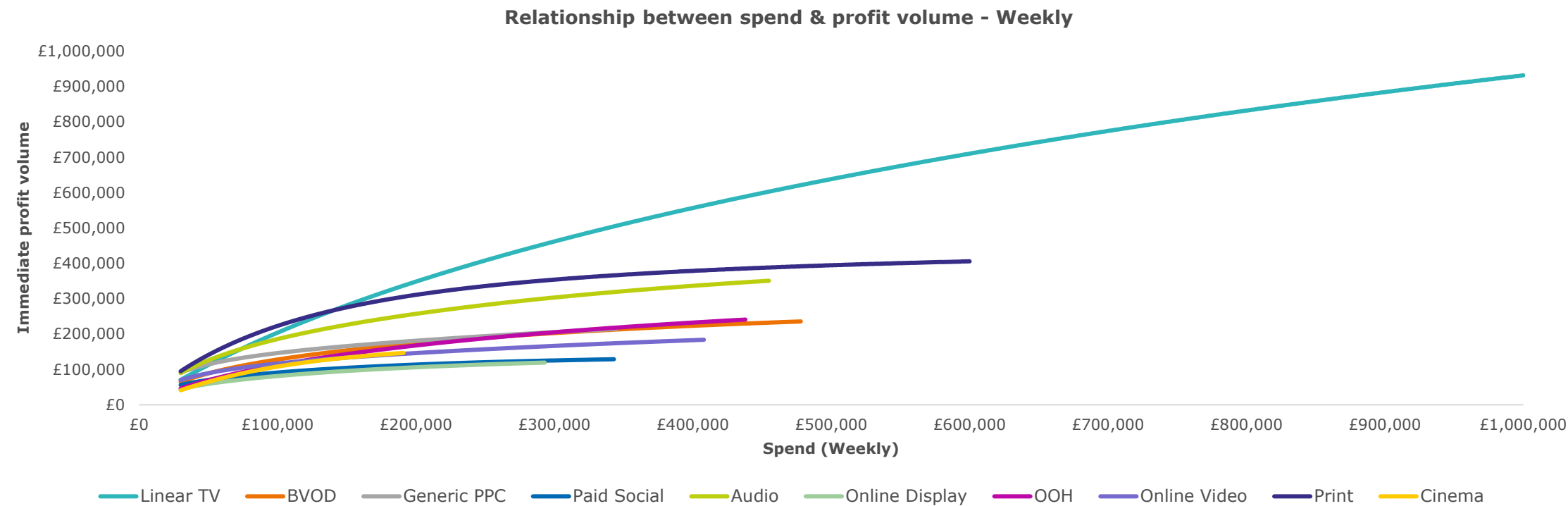
# linear TV is unmatched as the total profit ROI volume driver in the long term



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. Immediate contribution = same week as advertising, Carryover = within 13 weeks, Sustained = within 2 years

# TV has scale

the diminishing returns profile and scalability vary by channel

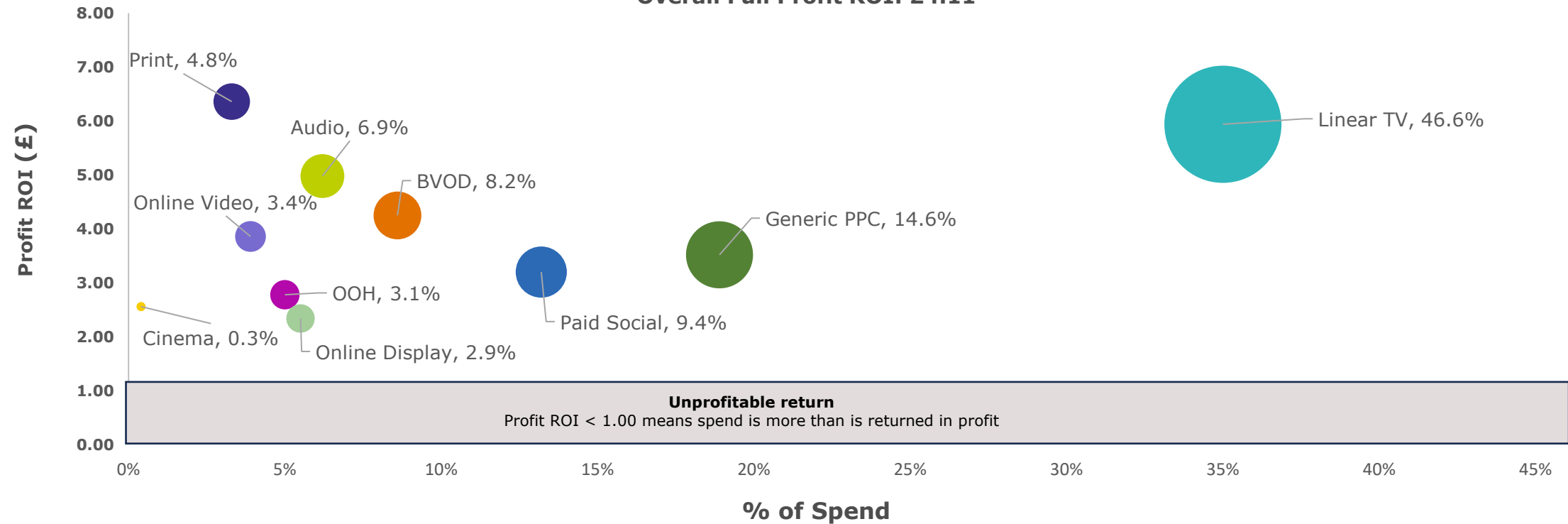


Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.  
Immediate effect = profit volume in week of advertising spend

# TV advertising is the **greatest** driver of overall profit volume

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

**Full profit volume & profit ROI**  
Bubble size represents % of full profit volume  
**Overall Full Profit ROI: £4.11**



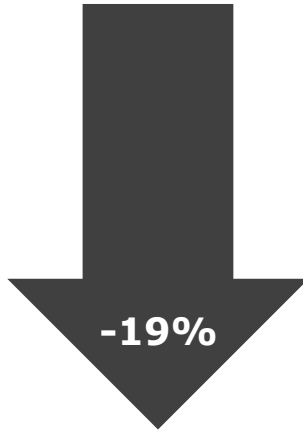
Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK.  
**Profit Volume** is the incremental contribution of advertising to business profit based on unit sales, revenue contribution, profit margin and/or lifetime value.  
**Profit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

# TV improves digital's performance

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



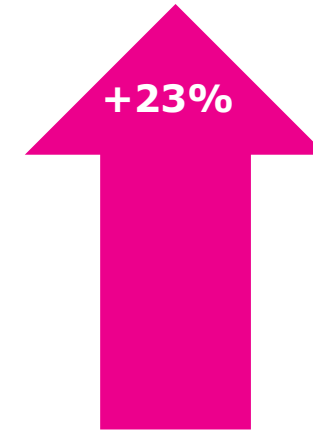
**Standalone Digital ROI**



**without TV's halo effect, digital advertising's average ROI would decline by 19%**



**TV's Adjusted ROI**





# 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.

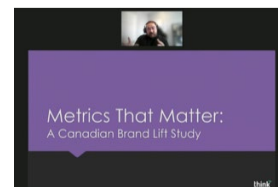
[learn more »](#)



### creative drivers of effectiveness

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

[learn more »](#)



### 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 »](#)



## TV FAQs

# think<sup>tv</sup>

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