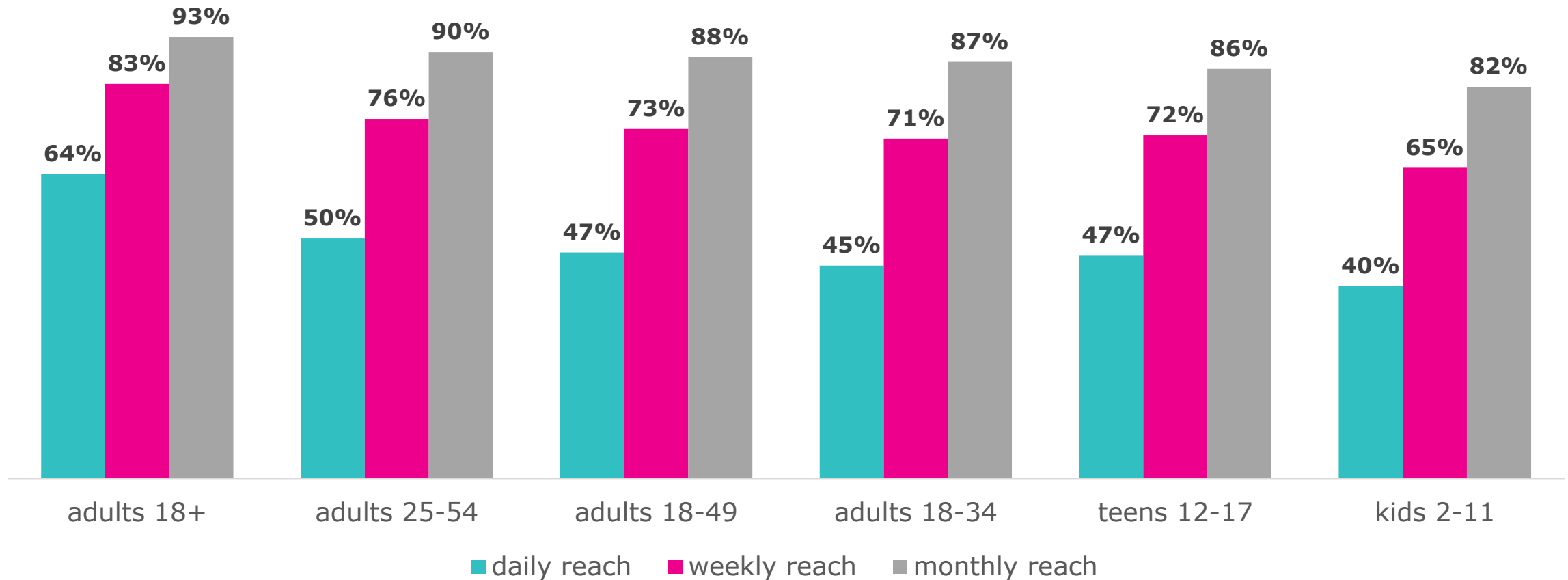




reach your target
through TV advertising

think^{tv}

linear TV reaches **93%** of Canadians (A18+) monthly



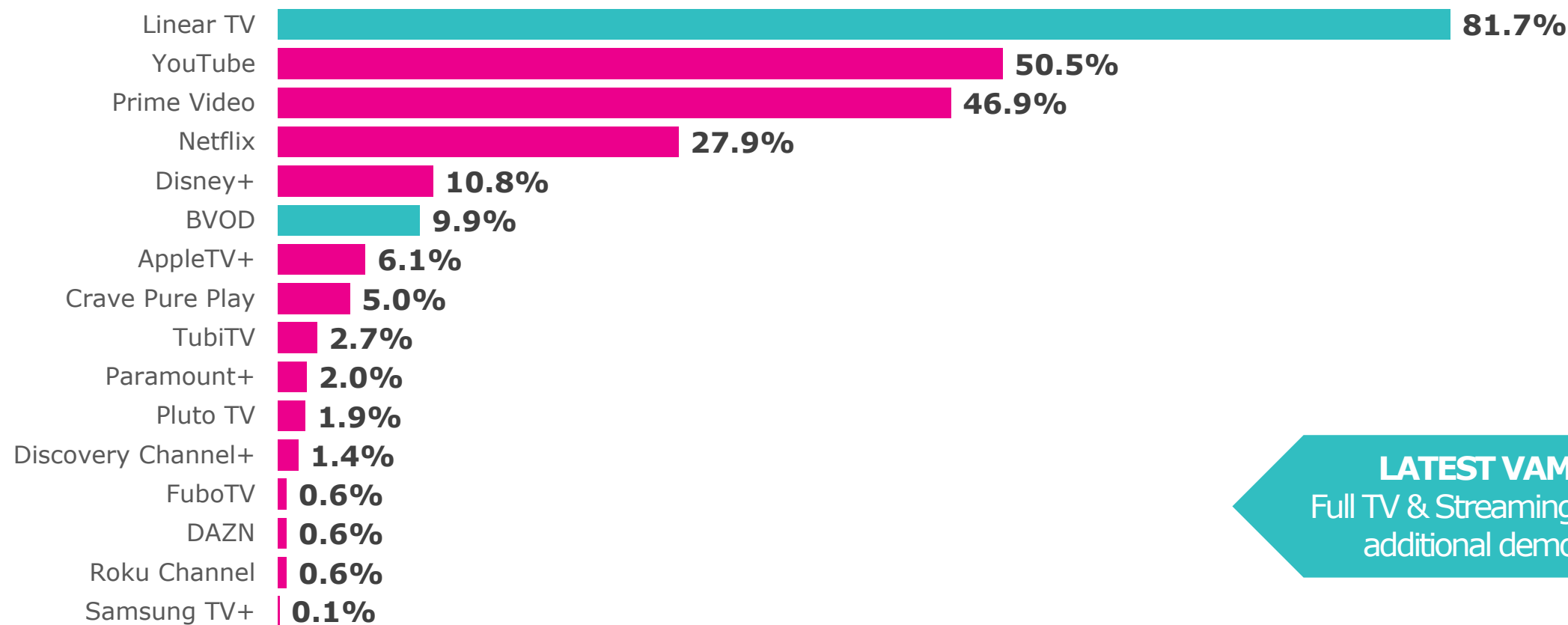
Source: Numeris PPM, Total Canada, 09/16/24 to 5/25/2025

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.

linear TV's reach exceeds all streaming services

AVERAGE WEEKLY REACH %

ADULTS 18+ | ONTARIO

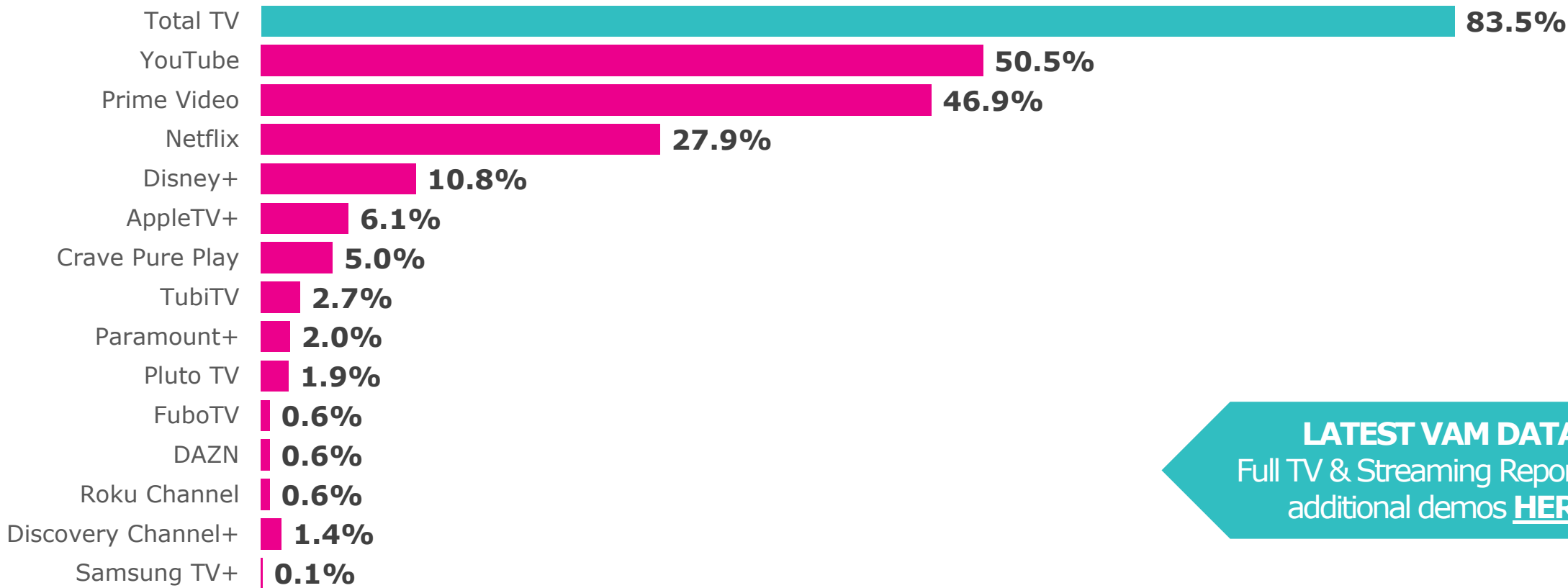


LATEST VAM DATA
Full TV & Streaming Report with
additional demos [HERE](#)

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)

Total TV delivers unmatched reach

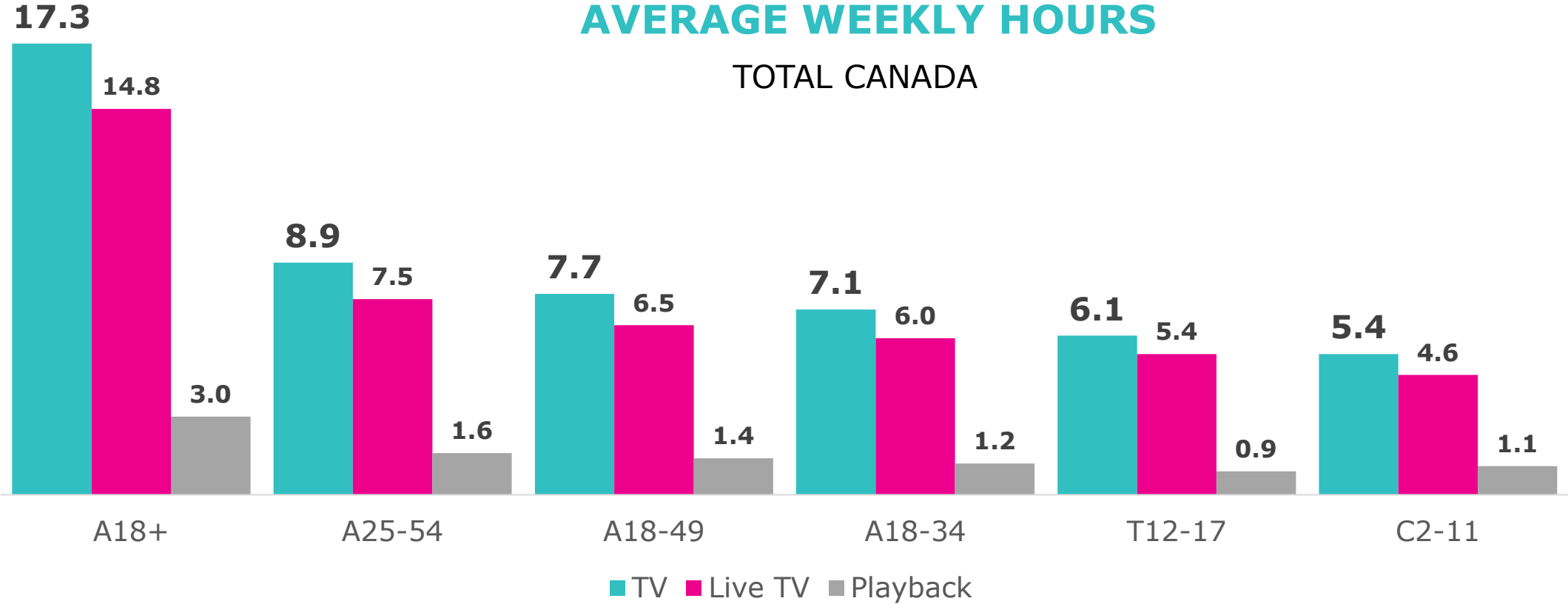
AVERAGE WEEKLY REACH %
ADULTS 18+ | ONTARIO



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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)

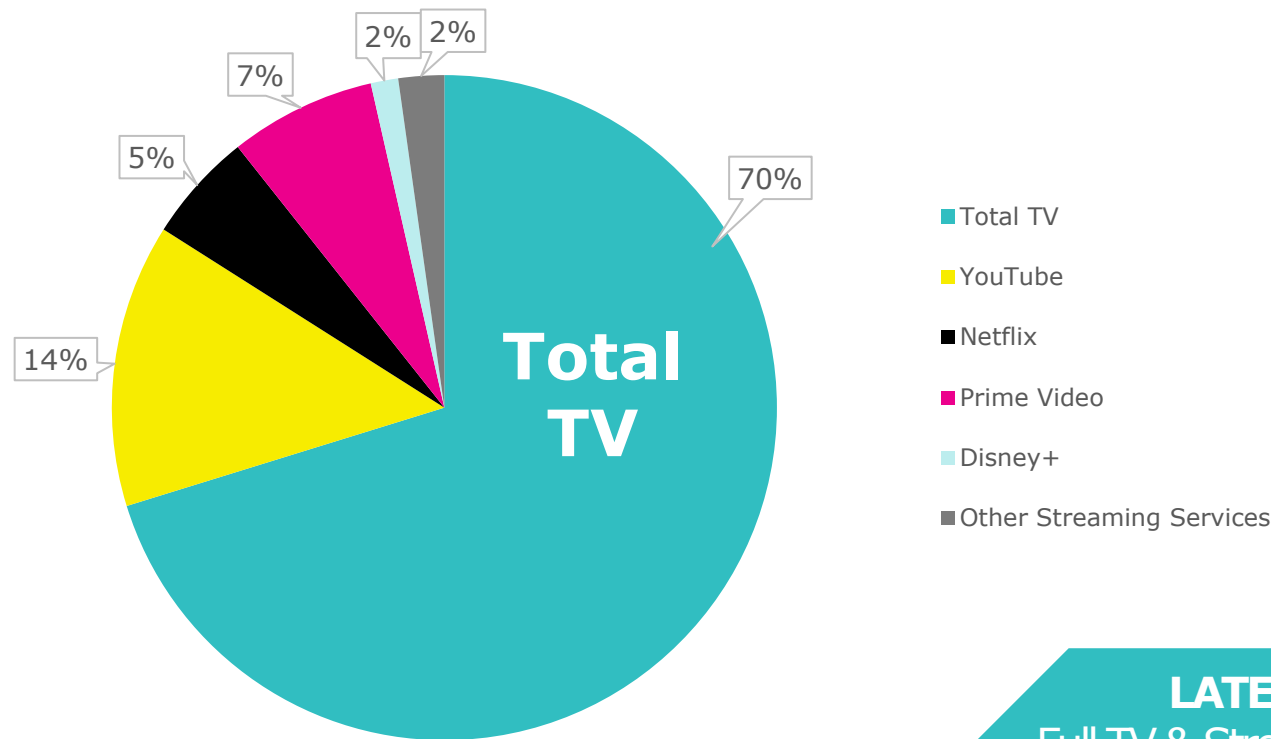
Canadians watch a lot of linear TV and **most** of it is **live**



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



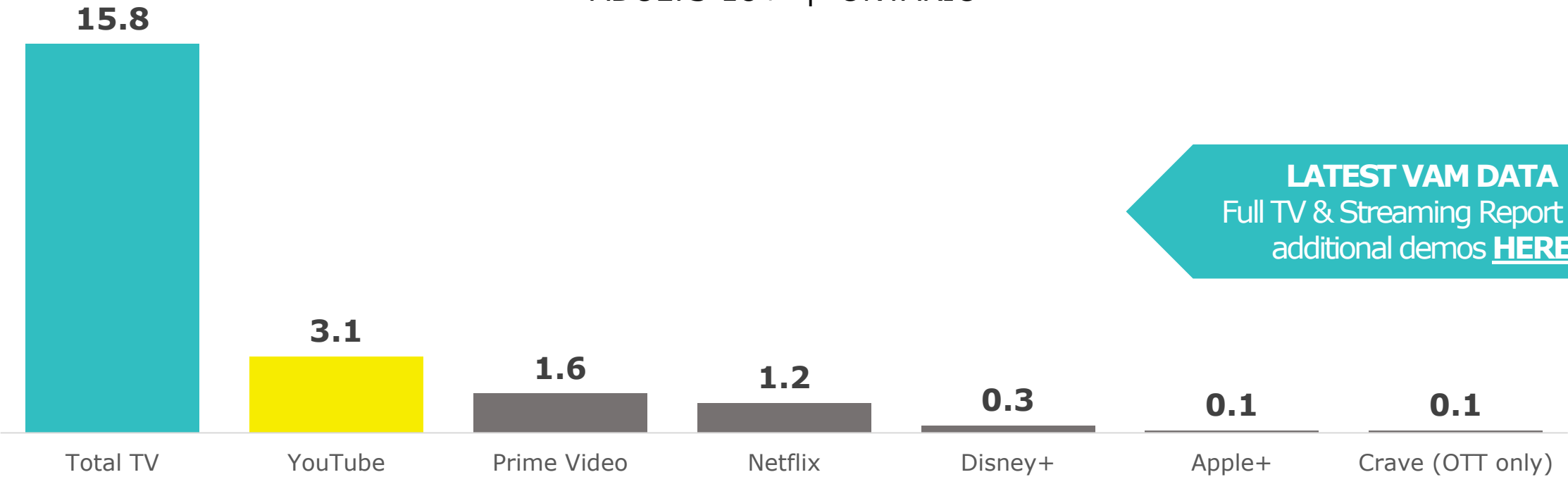
LATEST VAM DATA
Full TV & Streaming Report Available
[HERE](#)

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)



“Marketing activities only build mental availability in the audience they reach.

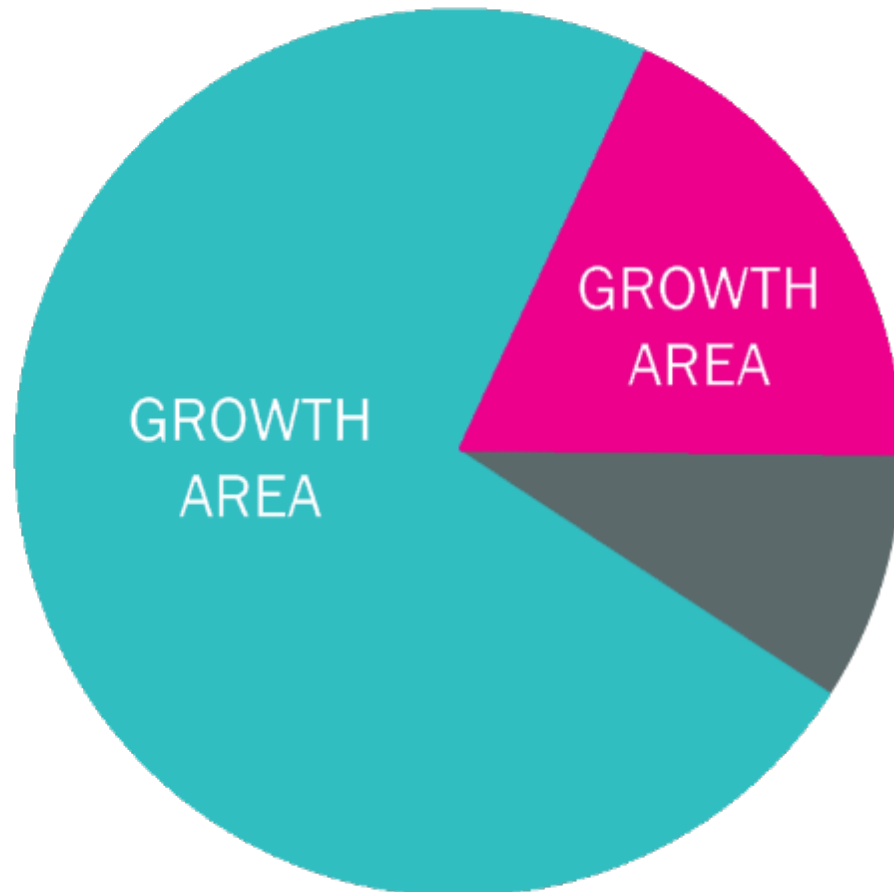
This makes planning for reach the foundation of any sound media strategy.”

Byron Sharp

Professor of Marketing Science,
University of South Australia

move beyond loyalty for growth

Byron Sharp has shown that the biggest growth comes from targeting *light* and *non-buyers*



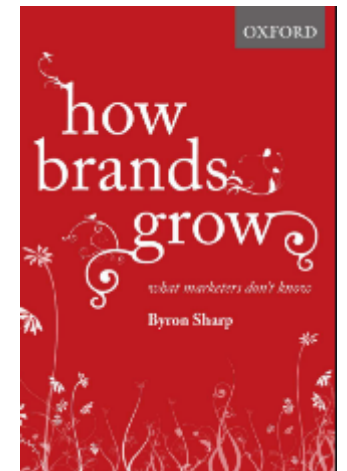
Non-buyers
of your brand



Light buyers
of your brand



Heavy buyers
of your brand



Source: Target the (Whole) Market

“loyal” buyers can only
buy so much



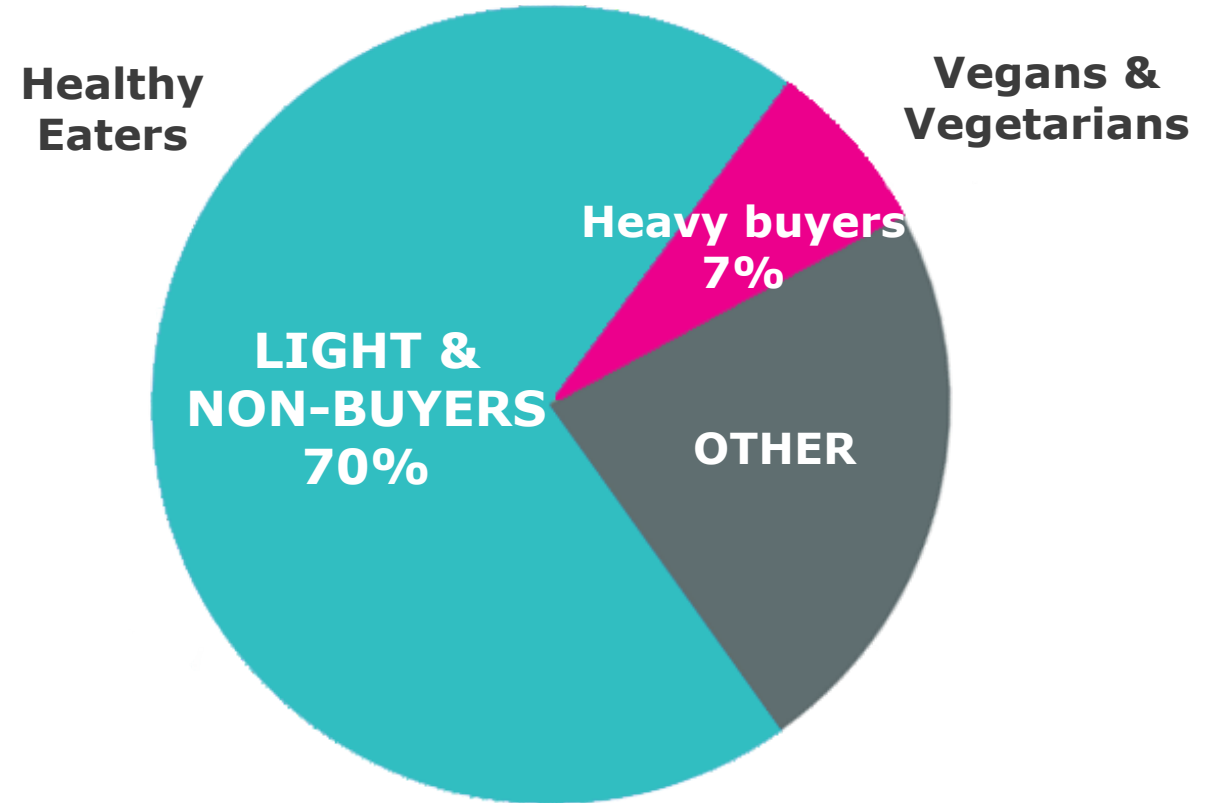
case study

Quorn leveraged these principles to substantially grow penetration

when meat-substitute company Quorn followed these principles, targeting all healthy-conscious eaters instead of just vegetarians, their sales grew 62%

business result:

- **62%** increase in category growth
- **\$6.8 million** increase in sales



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.

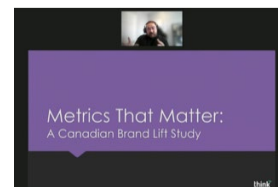
[learn more »](#)



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 »](#)



reach your target
through TV
advertising

think^{tv}

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there's much more we'd love to share.
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