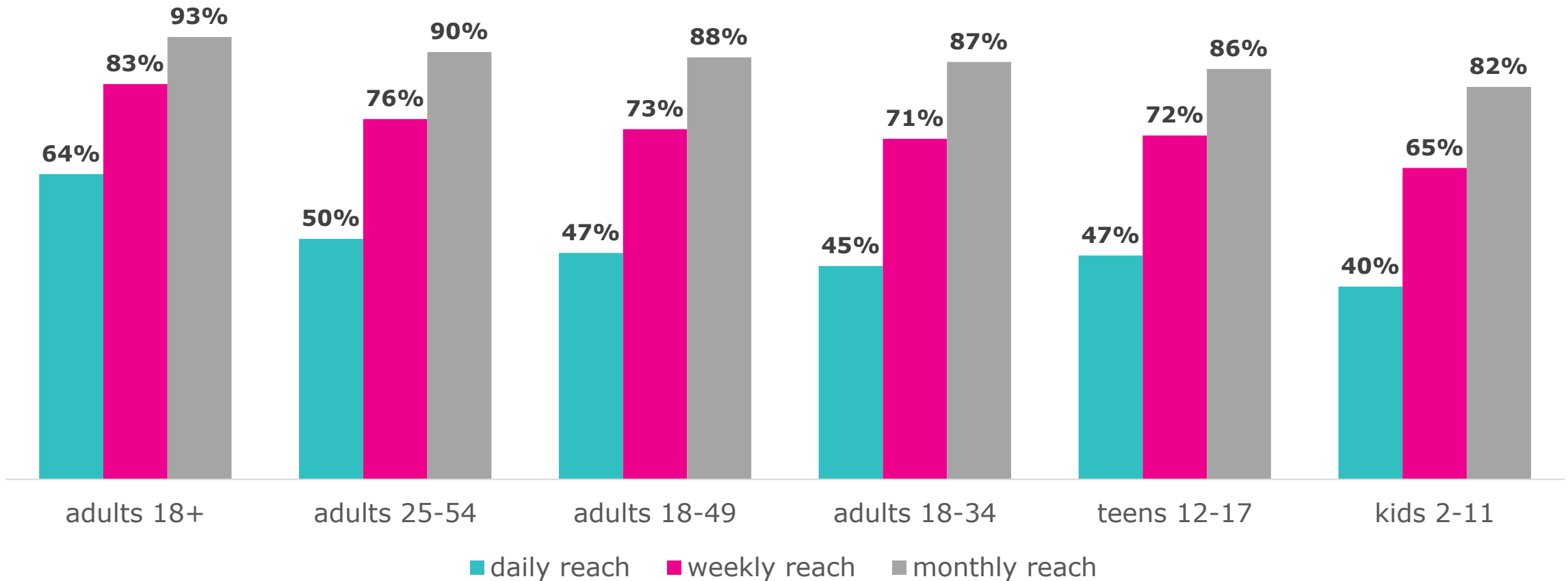


A photograph of two men sitting on a couch, laughing and watching television. The man on the left is wearing a blue long-sleeved shirt and has a bowl of popcorn on his lap. The man on the right is wearing a plaid shirt and a dark scarf. A teal banner is overlaid on the image with white text.

**reach** your target  
through TV advertising

**think**<sup>tv</sup>

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



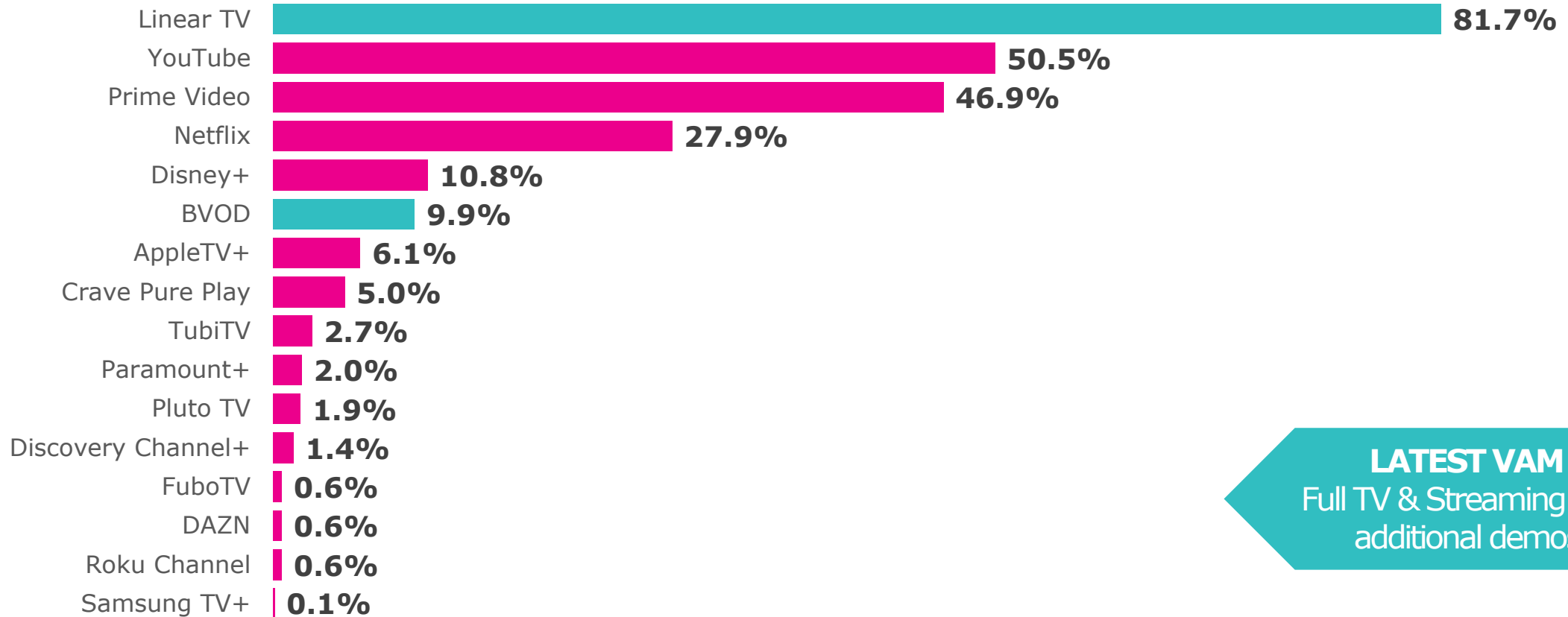
Source: Numeris PPM, Total Canada, 09/16/24 to 5/25/2025

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

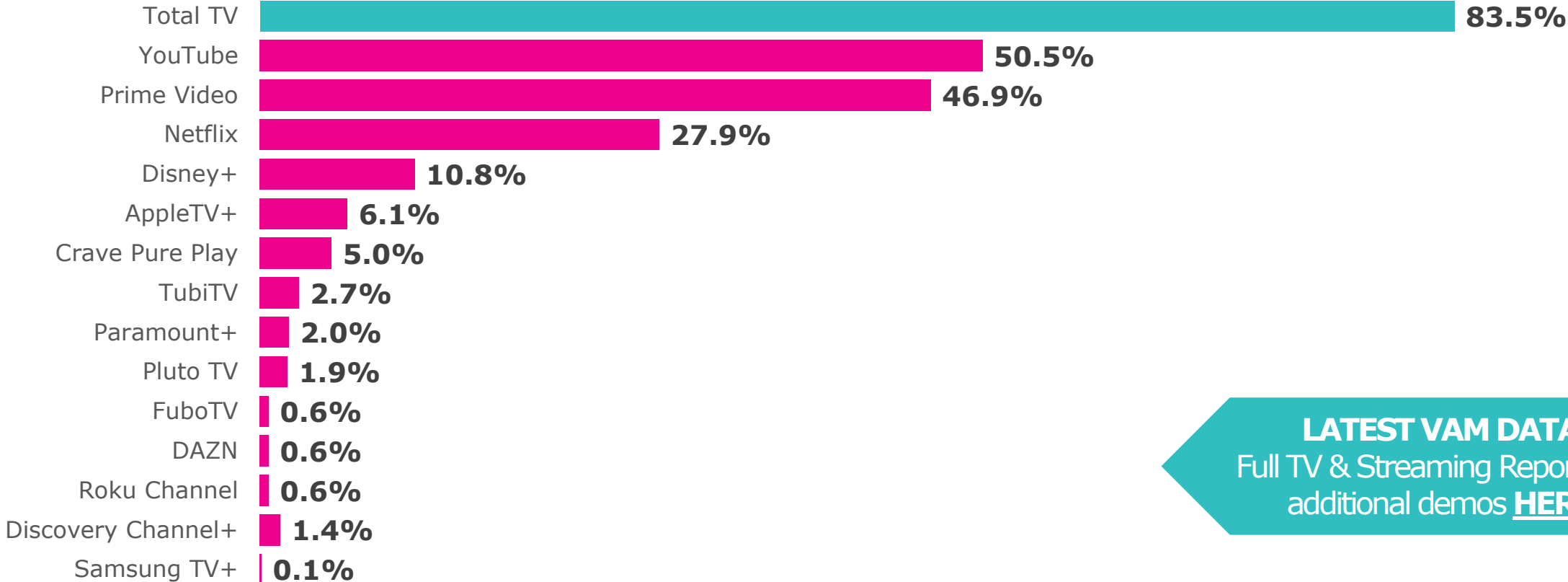


**LATEST VAM DATA**  
Full TV & Streaming Report with  
additional demos [HERE](#)

# Total TV delivers unmatched reach

## AVERAGE WEEKLY REACH %

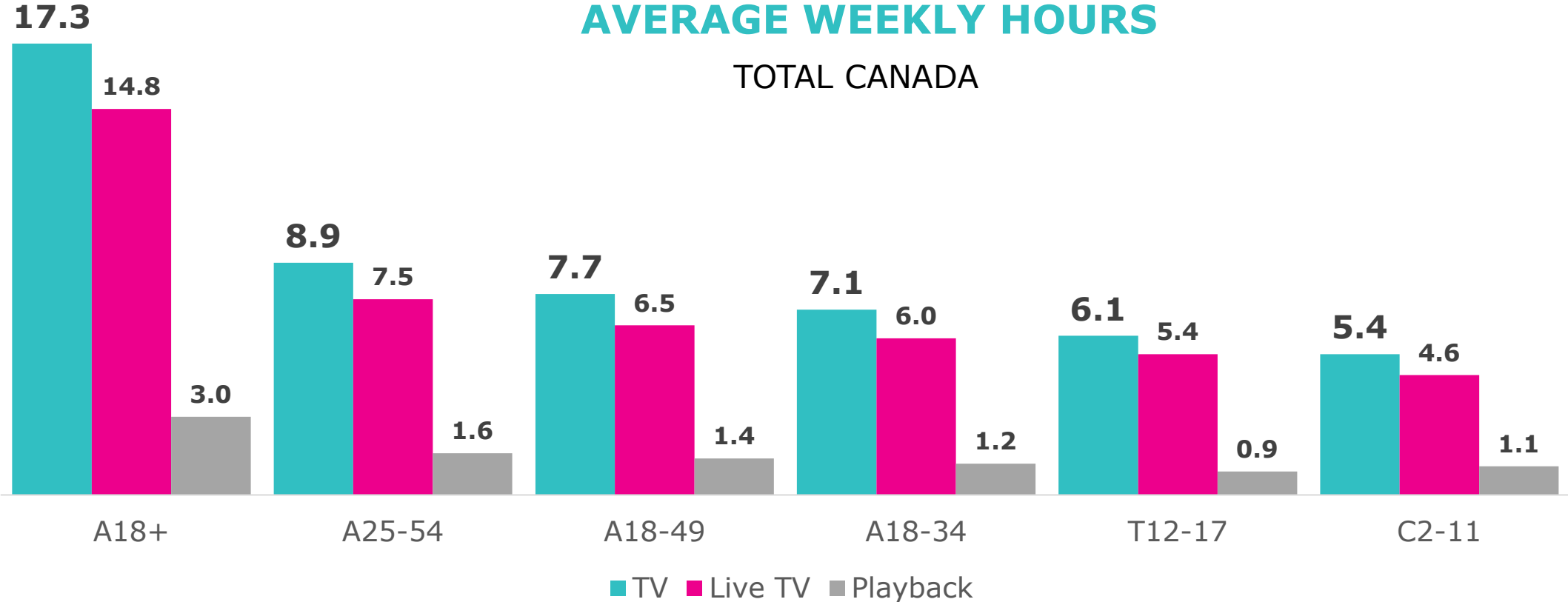
ADULTS 18+ | ONTARIO



**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)

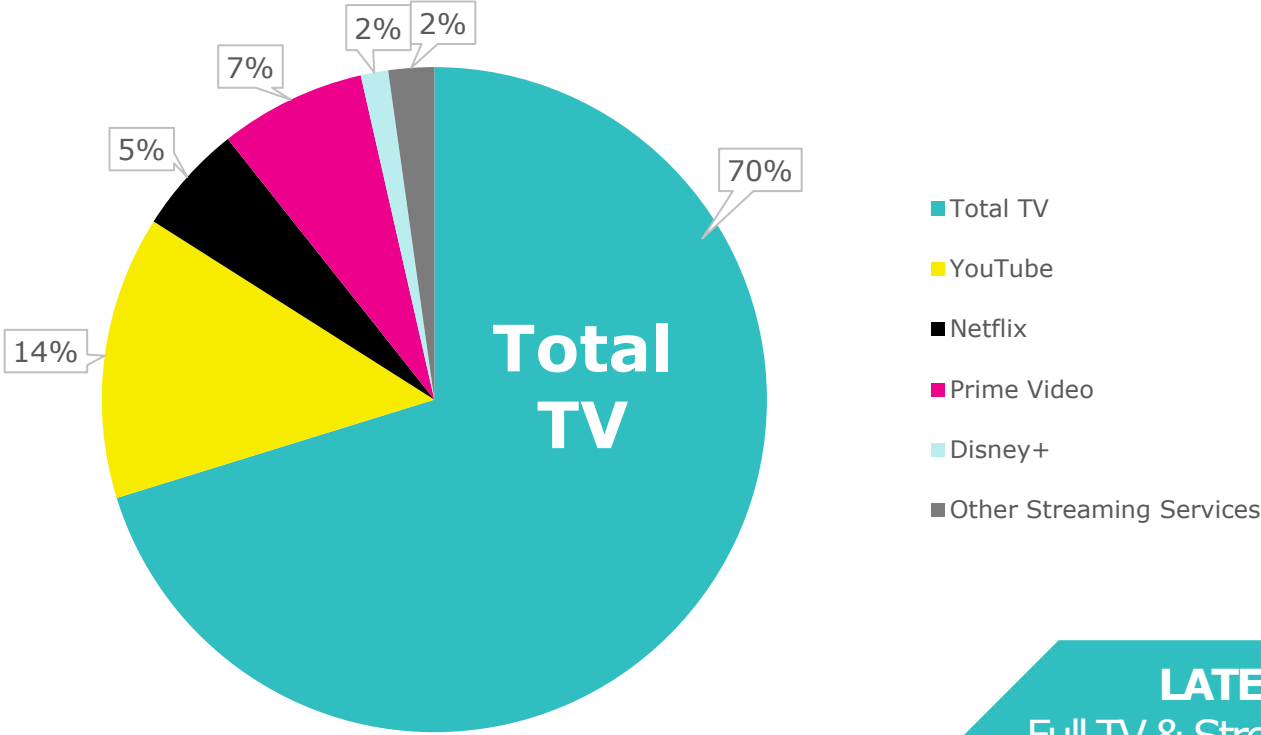
# Canadians watch a lot of linear TV and **most** of it is **live**



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



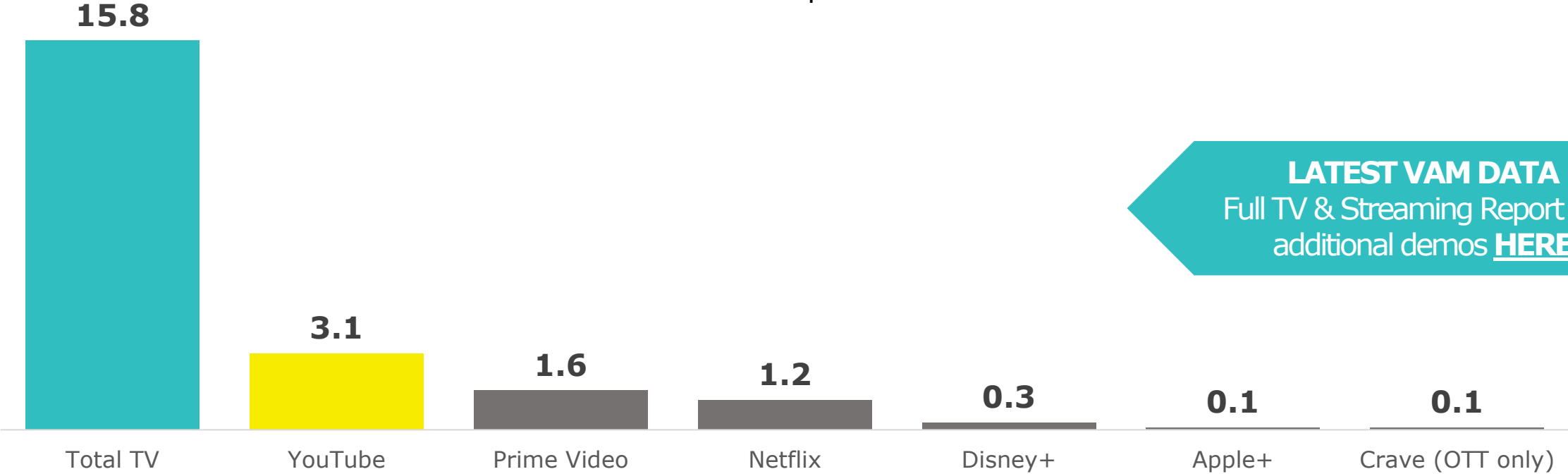
**LATEST VAM DATA**  
Full TV & Streaming Report Available  
[HERE](#)

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.”**

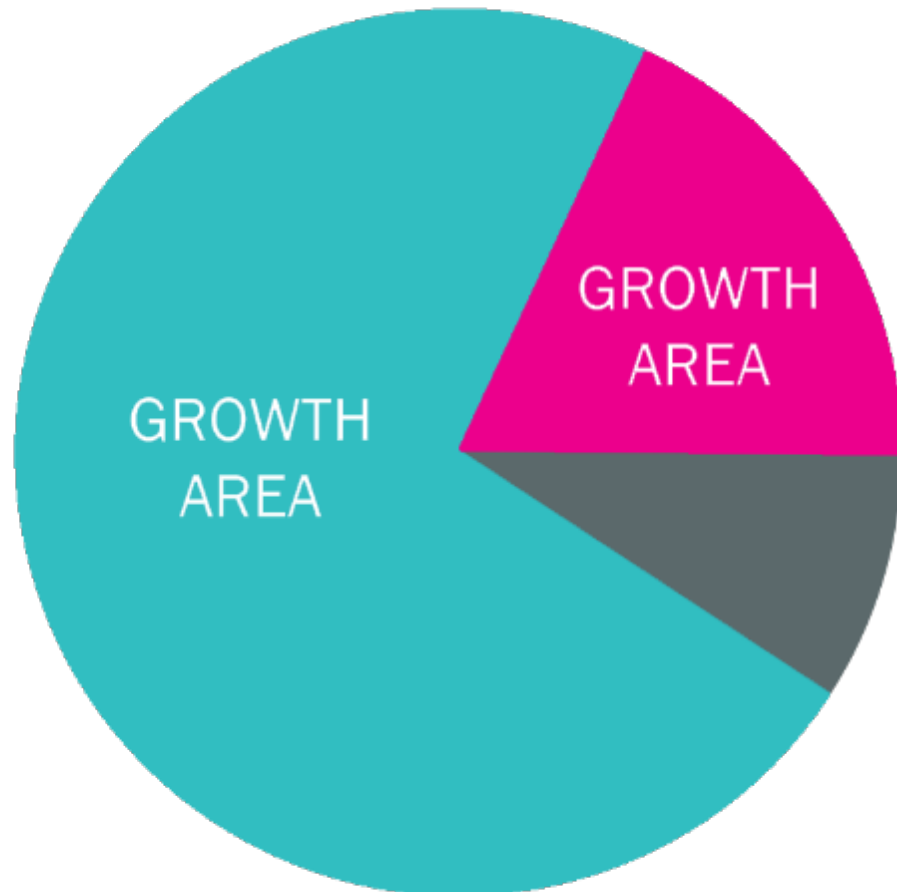
**Byron Sharp**

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*



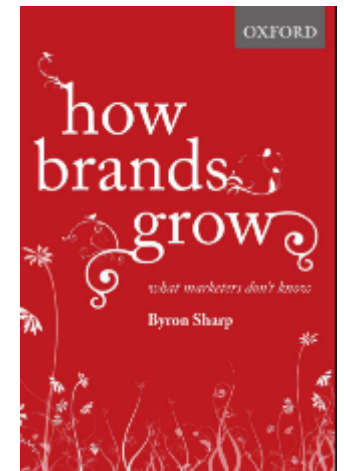
Non-buyers  
of your brand



Light buyers  
of your brand



Heavy buyers  
of your brand



Source: [Target the \(Whole\) Market](#)

# “loyal” buyers can only buy so much



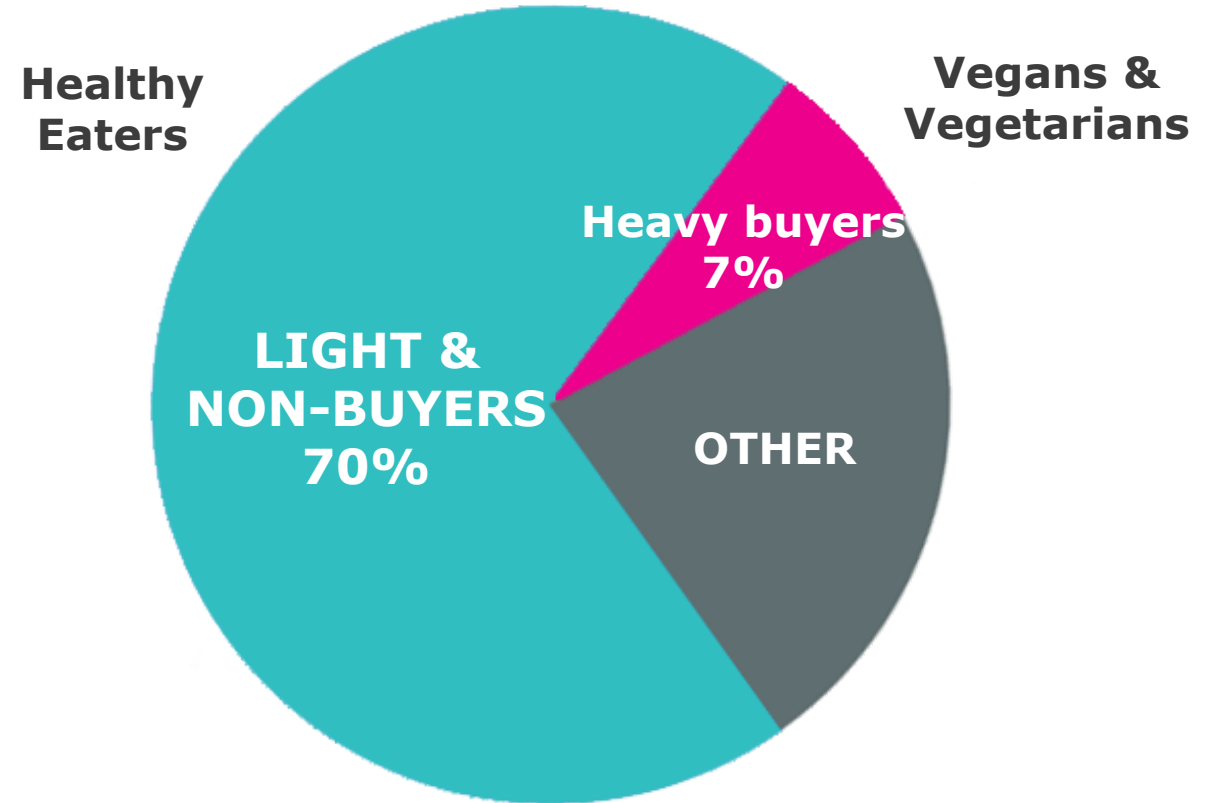
# case study

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.

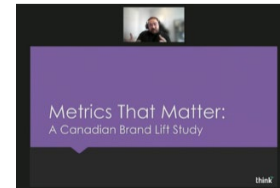
[learn more »](#)



## 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<sup>tv</sup>

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