

why TV?

think^{tv}



why TV?

top 5 reasons to include TV
in your media buy



TV has the **largest reach** and **dominates time spent** with video



TV ads get the **most attention**



TV works at **both ends** of the funnel



TV improves the performance of online advertising

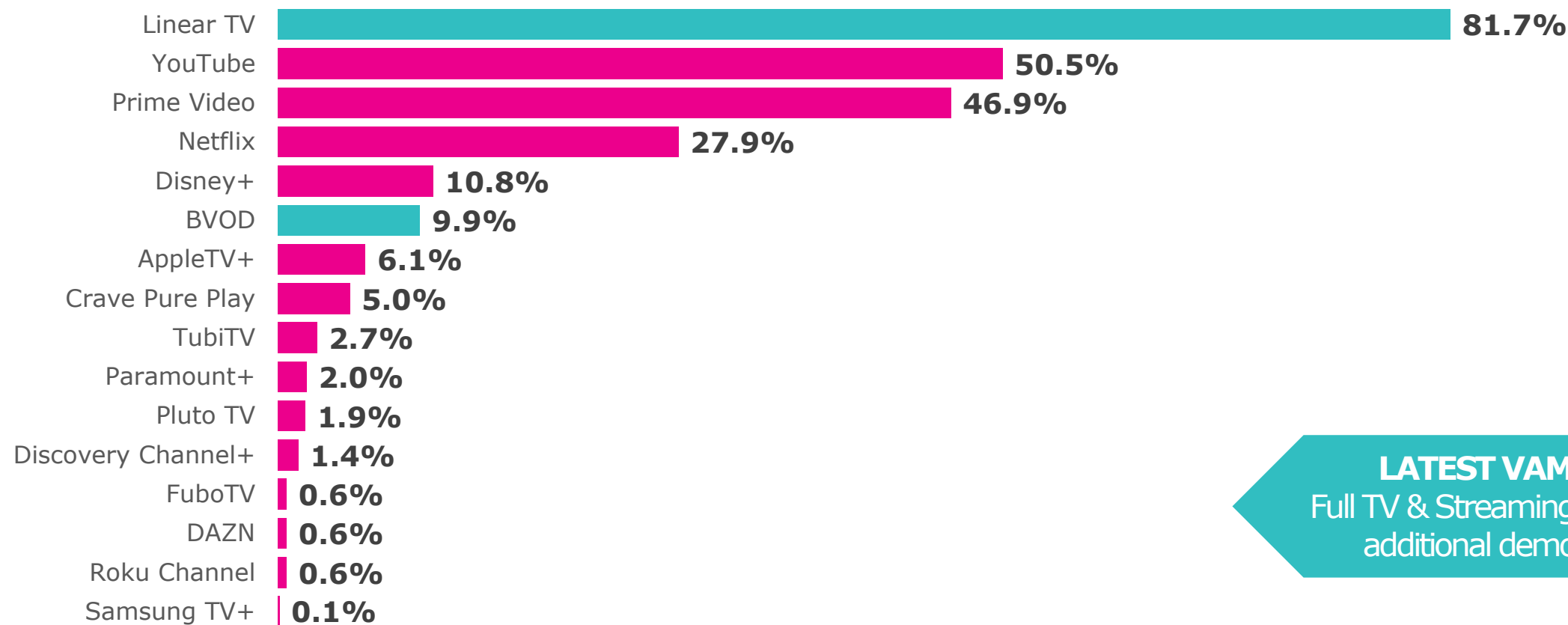


TV delivers one of the **strongest ROI's** and is the largest contributor of ad profit

linear TV's reach exceeds all streaming services

AVERAGE WEEKLY REACH %

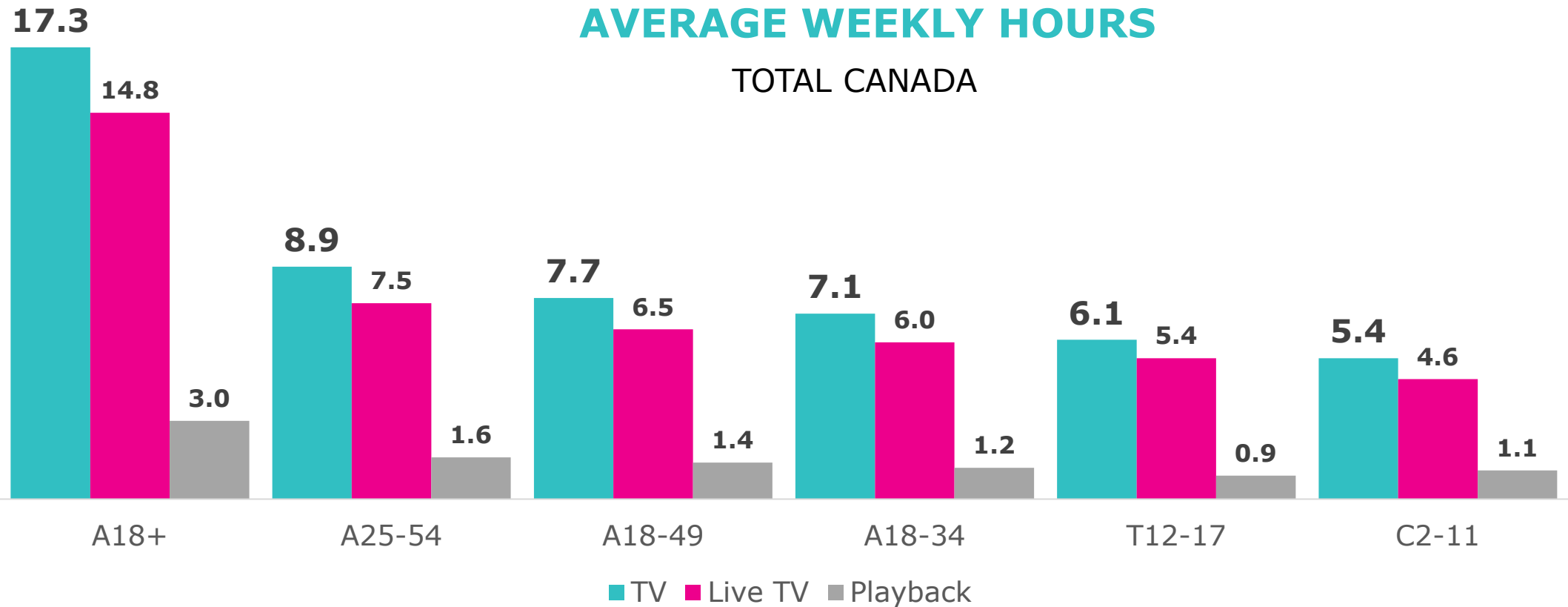
ADULTS 18+ | ONTARIO



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)

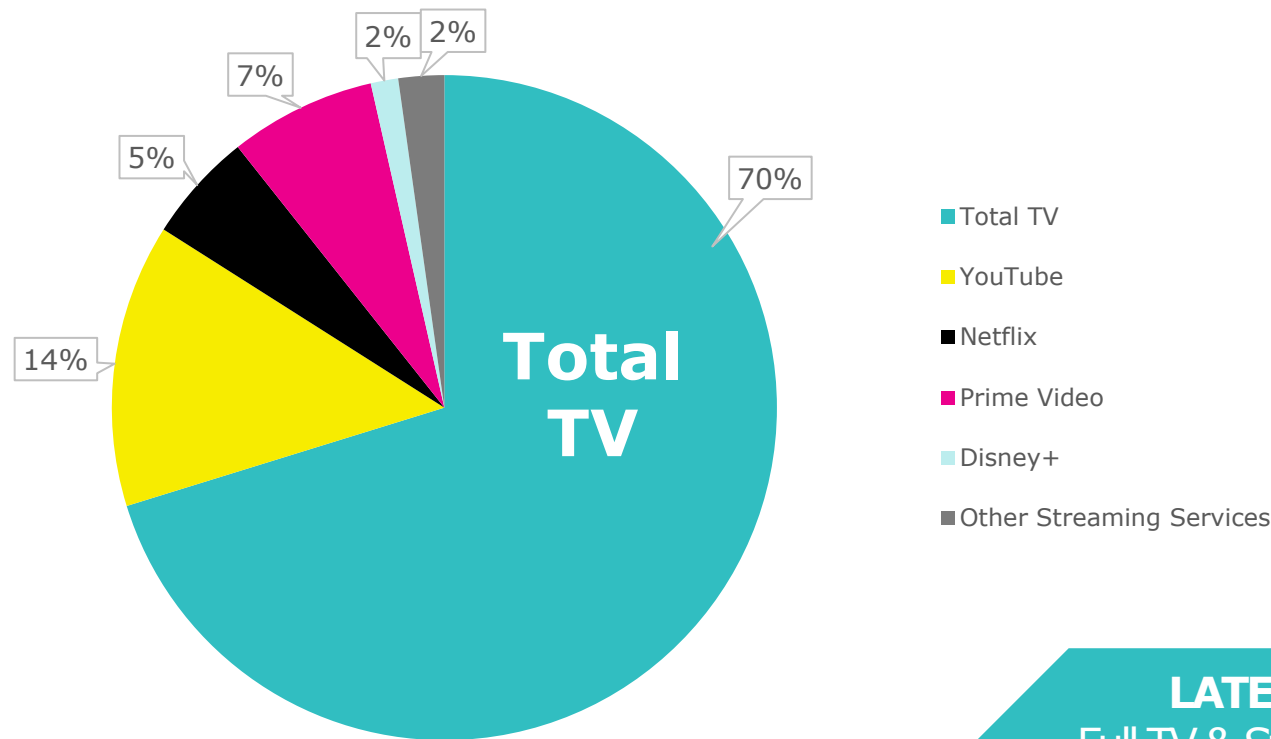
Canadians watch a lot of linear TV (and **most** of it is **live**)



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



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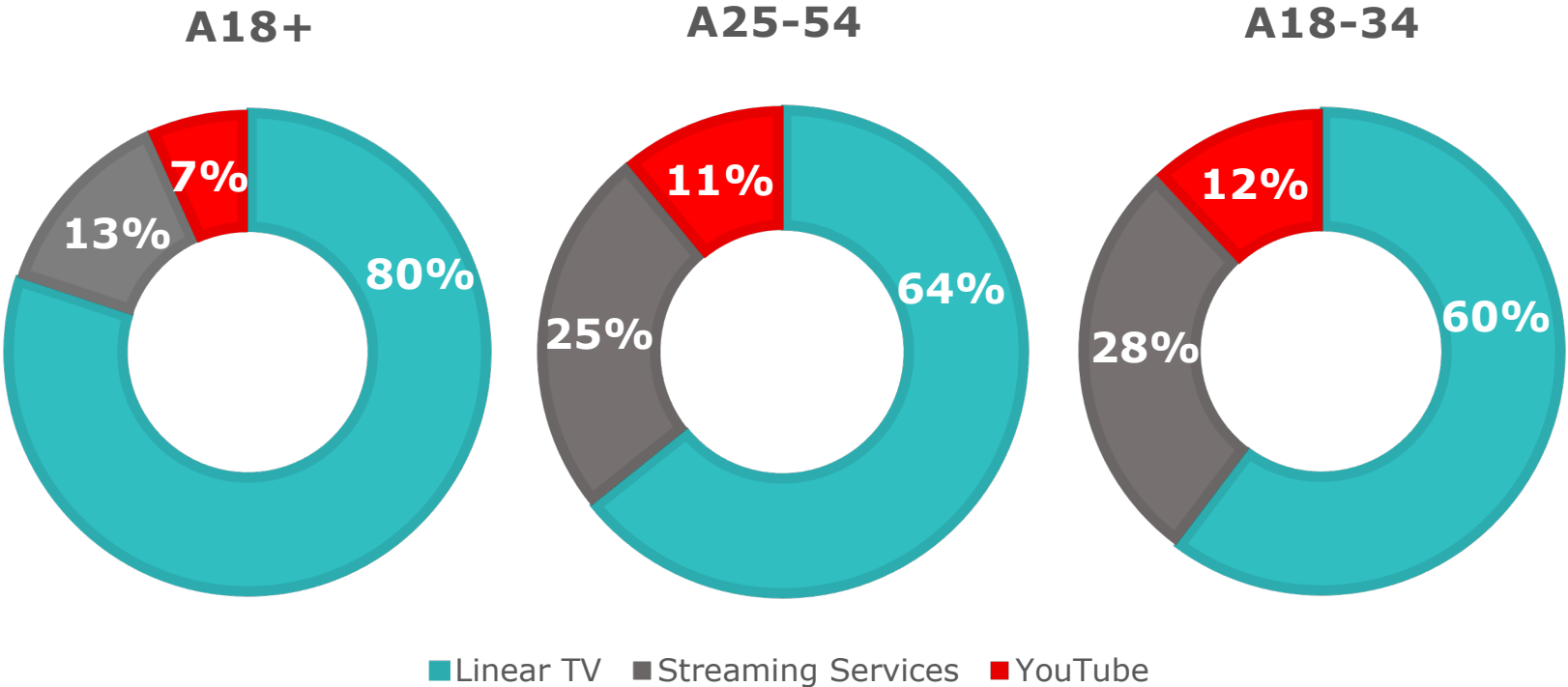
Source: Numeris VAM 09/16/24 to 5/25/2025, Ontario, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)
Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV

big screen, big attention

linear TV makes up the majority of what we're watching on a TV screen

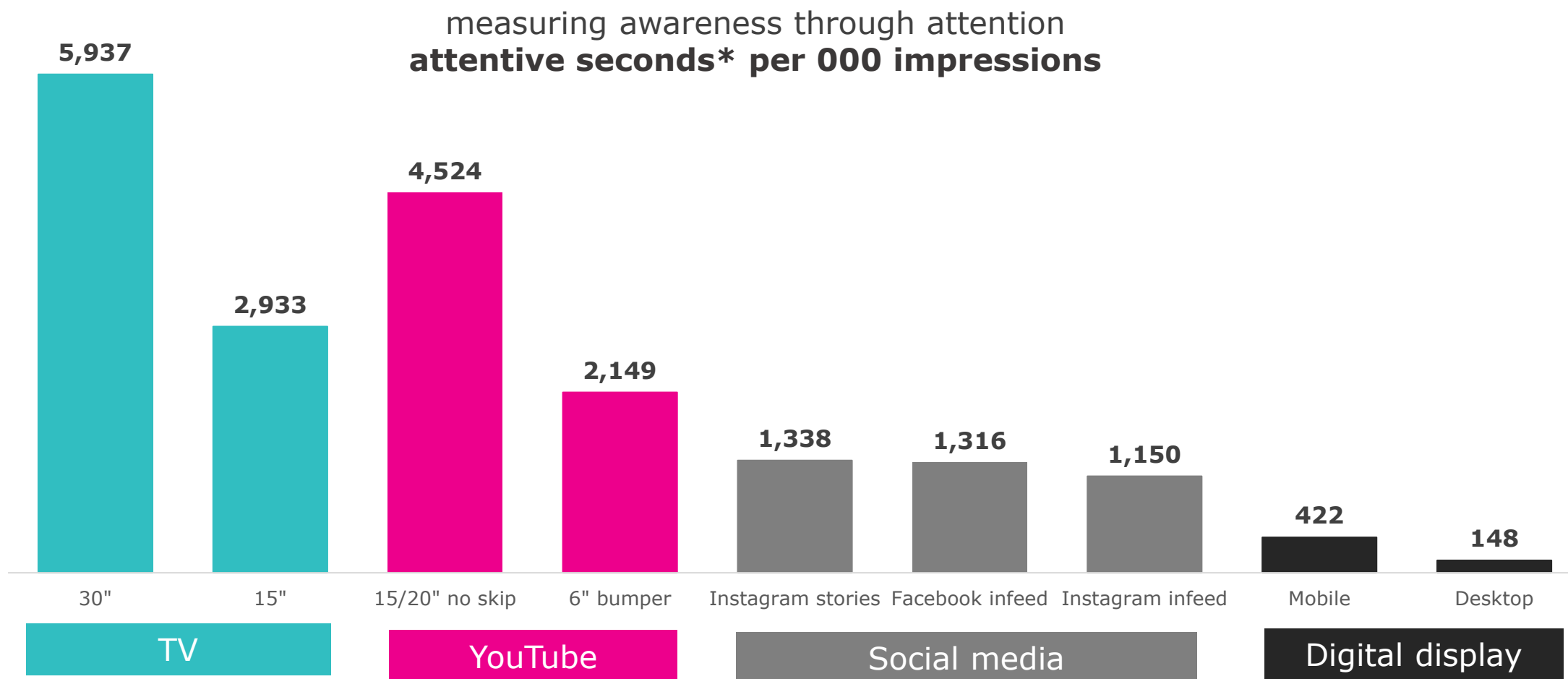
WHY THIS MATTERS

Ads viewed on TV screens are **more impactful** with recall rates **34% higher** than computer screens and **60% higher** than mobile devices



Note: Streaming Services include ad-free and ad-supported services
Source: Numeris VAM, 09/16/24 to 5/25/2025, Ontario | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

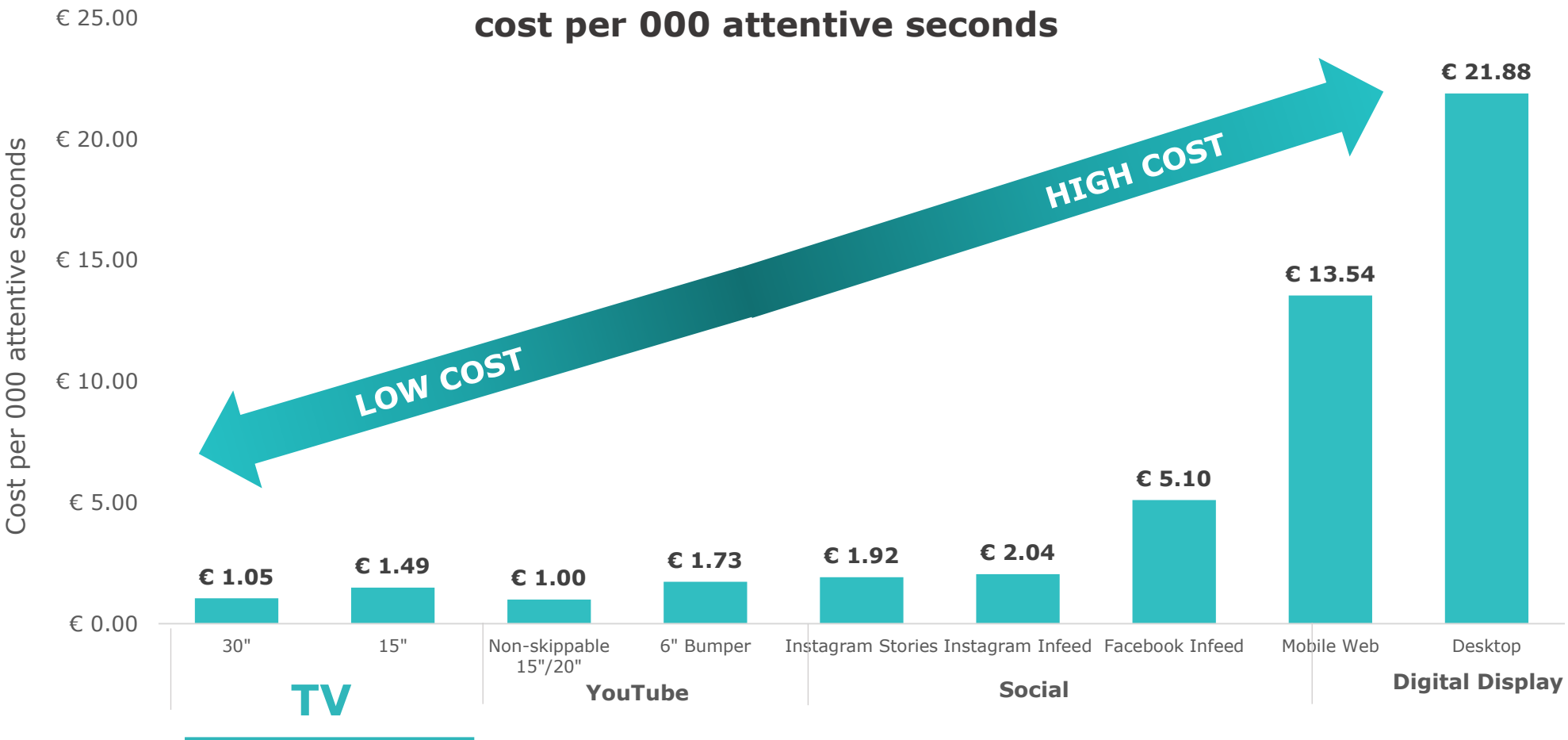
TV ads **deliver** the most “attentive seconds”



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 works **throughout** the funnel

TV is the best store front window

Top of the Funnel

- Awareness
- Brand building
- Interest / purchase intent

Bottom of the Funnel

- Activation via sales promotions messages
- TV ads drive website visits
- Viewers purchase products and services *while* watching the TV commercial

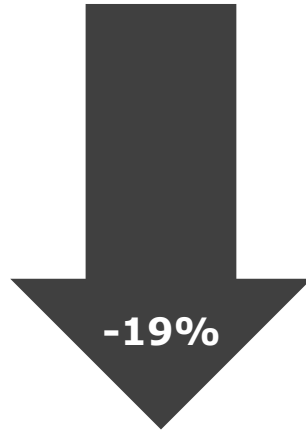


TV improves digital's performance

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



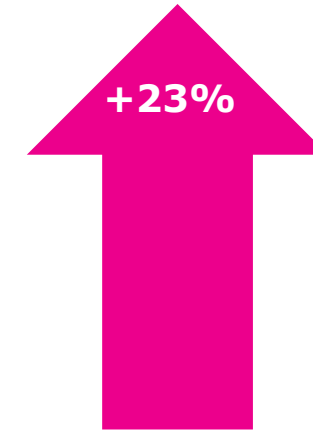
Standalone Digital ROI



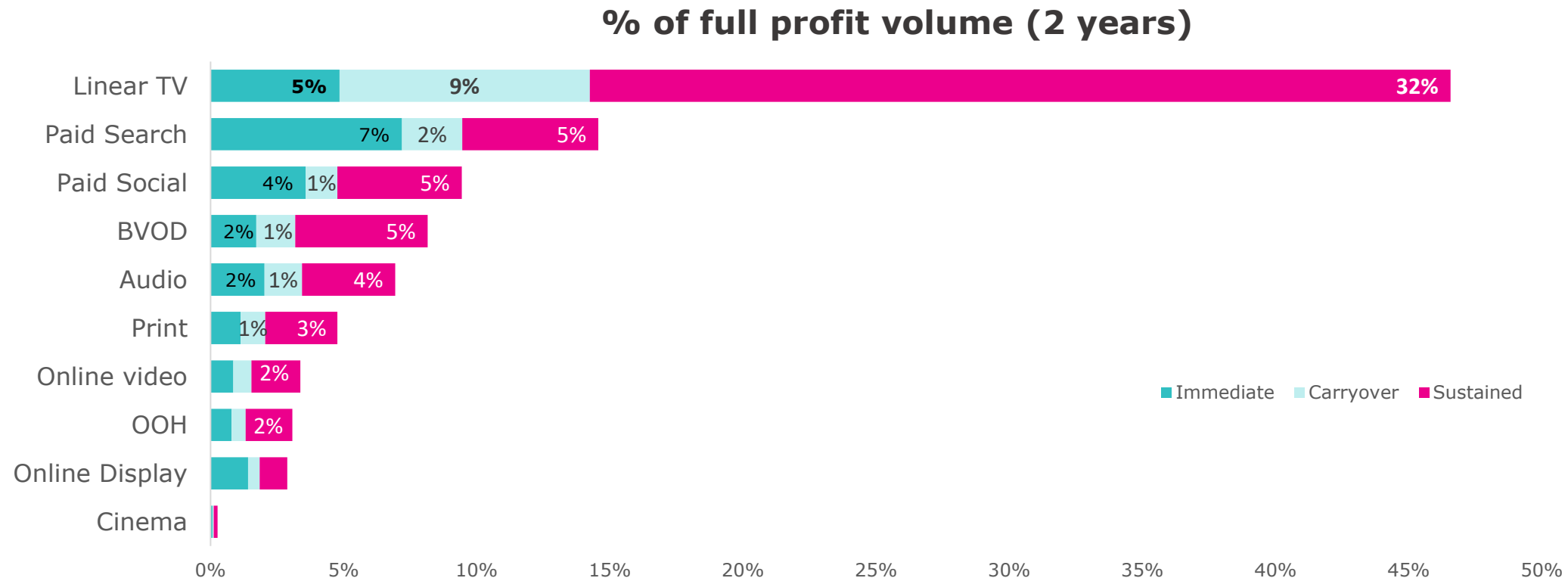
without TV's halo effect, digital advertising's average ROI would decline by 19%



TV's Adjusted ROI



linear TV is unmatched as the total profit volume driver

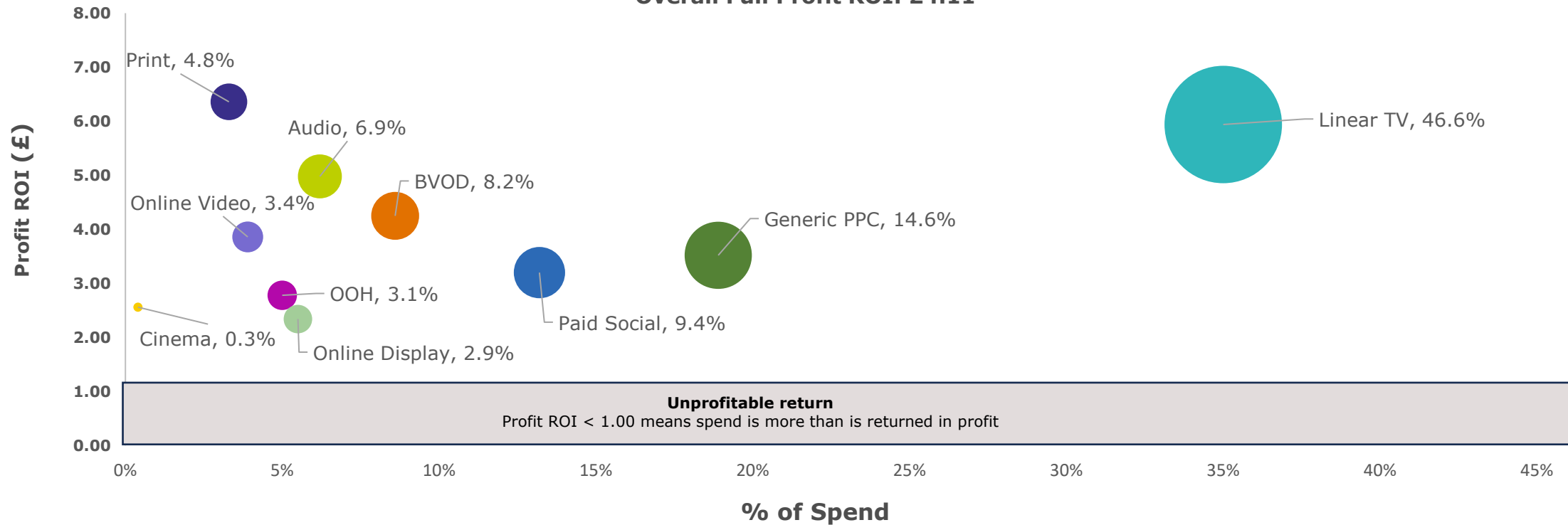


Source: Profit Ability 2, April 2024 – Short term benchmarks: Ebiquity, EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. Long Term Multipliers: EssenceMediacom, Gain Theory, Mindshare, Wavemaker UK. Immediate contribution = same week as advertising, Carryover = within 13 weeks, Sustained = within 2 years

TV 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

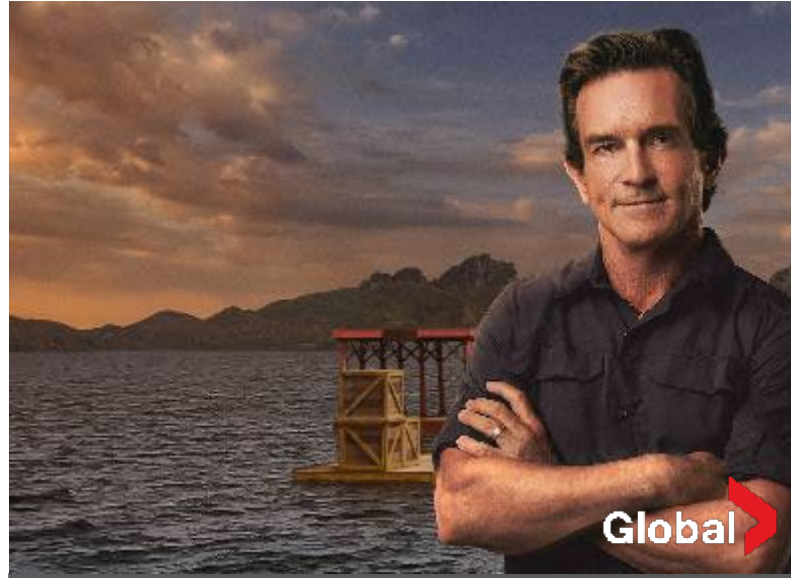
Full profit volume & profit ROI
Bubble size represents % of full profit volume
Overall Full Profit ROI: £4.11



today's TV continues to evolve



**100% of TV channels
delivered digitally**



**explosion in viewing
options**



**advances in addressable
advertising & measurement**

TV's key attributes



100% viewable



Transparent measurement



Full screen



Brand safe



Sound on



Shared viewing



Viewed by humans



High quality content

for more check out [*The Power of TV in an Attention Economy*](#)



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