

why TV?

think^{tv}



why tv?

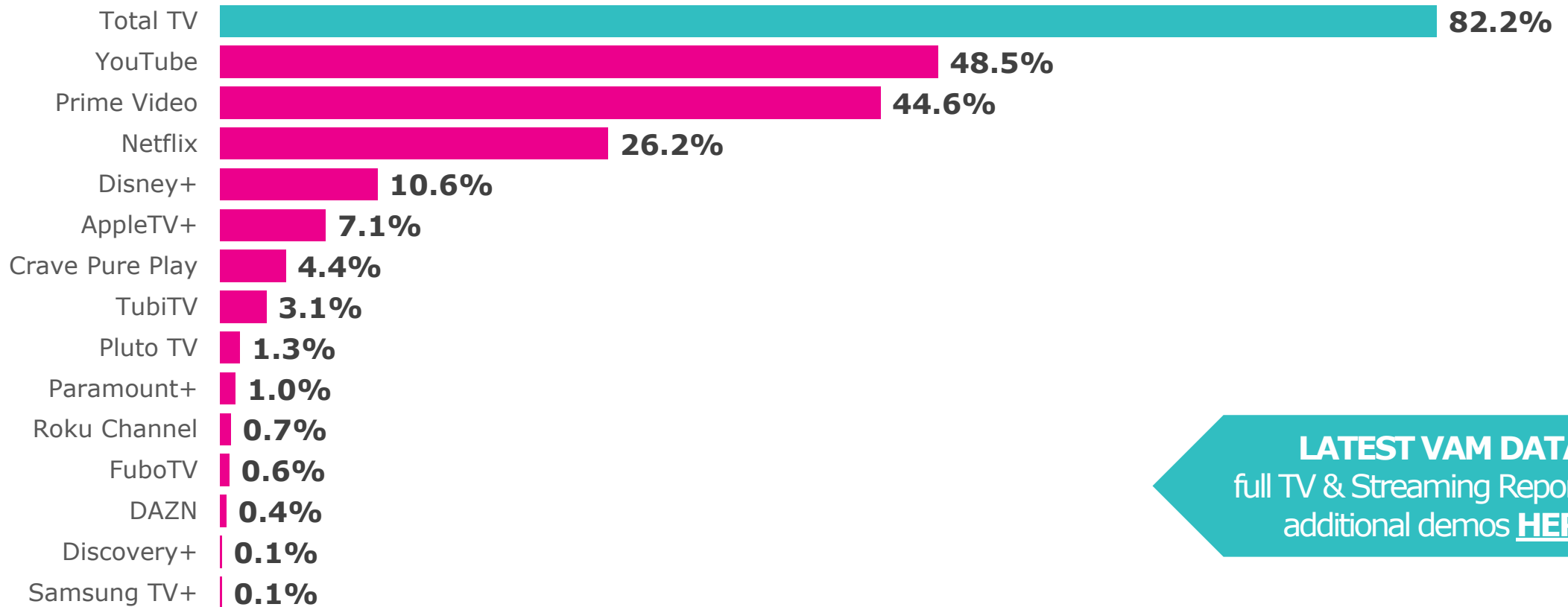
Top 5 reasons to advertise on TV:

1. **Consumers are watching:** Total TV has the largest reach and dominates time spent with video, **surpassing YouTube** and the combined viewership of all streaming services
2. **TV advertising drives profit:** TV delivers one of the **strongest ROIs** and is the **largest contributor of profit**
3. **Ads on TV are more memorable:** Ads on TV garner **superior attention**, delivering far more attentive seconds than YouTube and social media
4. **TV is a brand-safe environment:** TV is the **most trusted** medium for video advertising, delivering human, third-party measured audiences in a premium environment
5. **TV works across the funnel,** delivering **sales and traffic** in the short term, and building brands and growth in the long term

your consumer is watching tv

Total TV delivers
unmatched reach

AVERAGE WEEKLY REACH %
ADULTS 18+

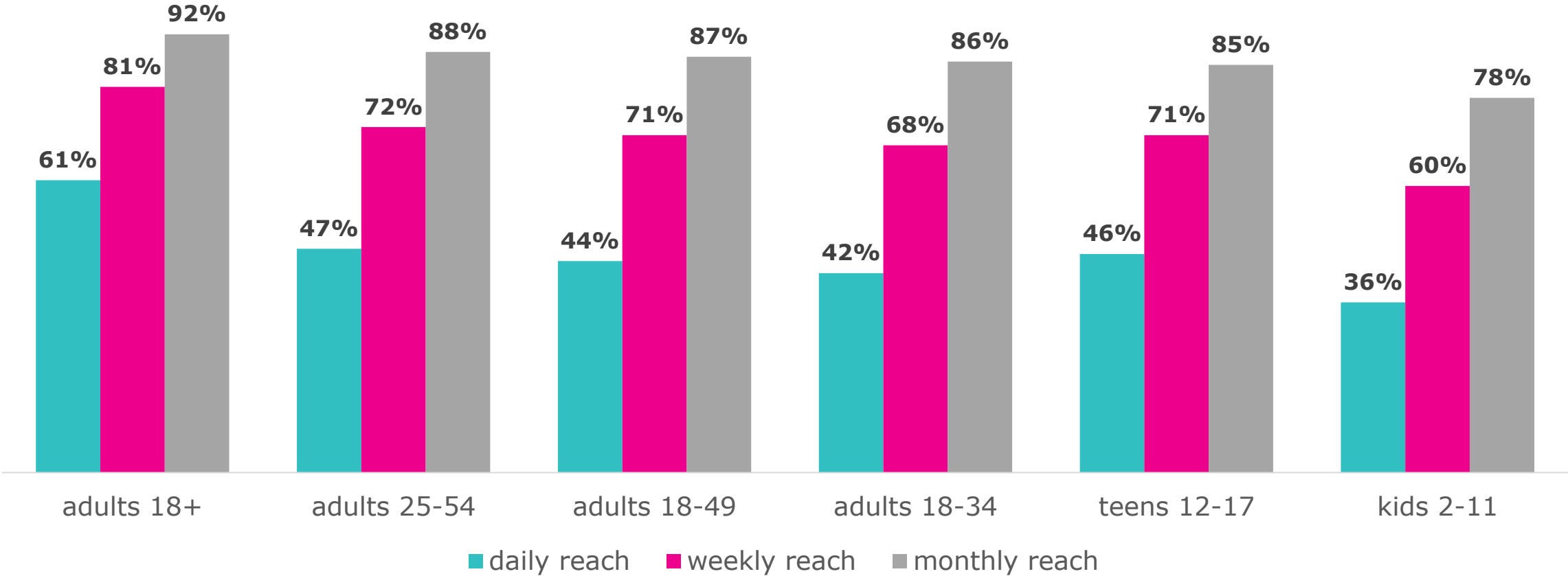


LATEST VAM DATA
full TV & Streaming Report with
additional demos [HERE](#)

Source: Numeris VAM, 9/15/2025 to 05/31/2026, Canada

Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)

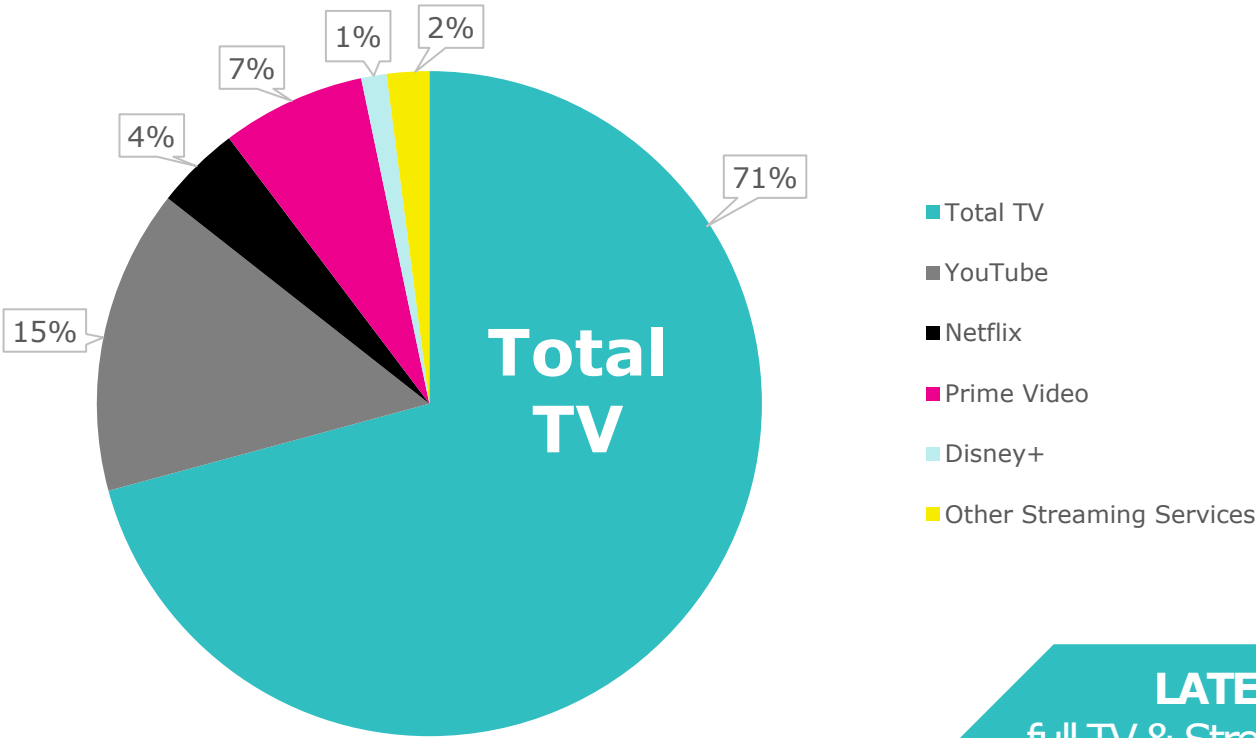
Linear TV reaches **92%** of Canadians monthly



Source: Numeris PPM, Total Canada, 09/15/25 to 05/31/2026
Linear 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 captures **greatest share** of time spent with video

SHARE OF VIDEO ADULTS 18+

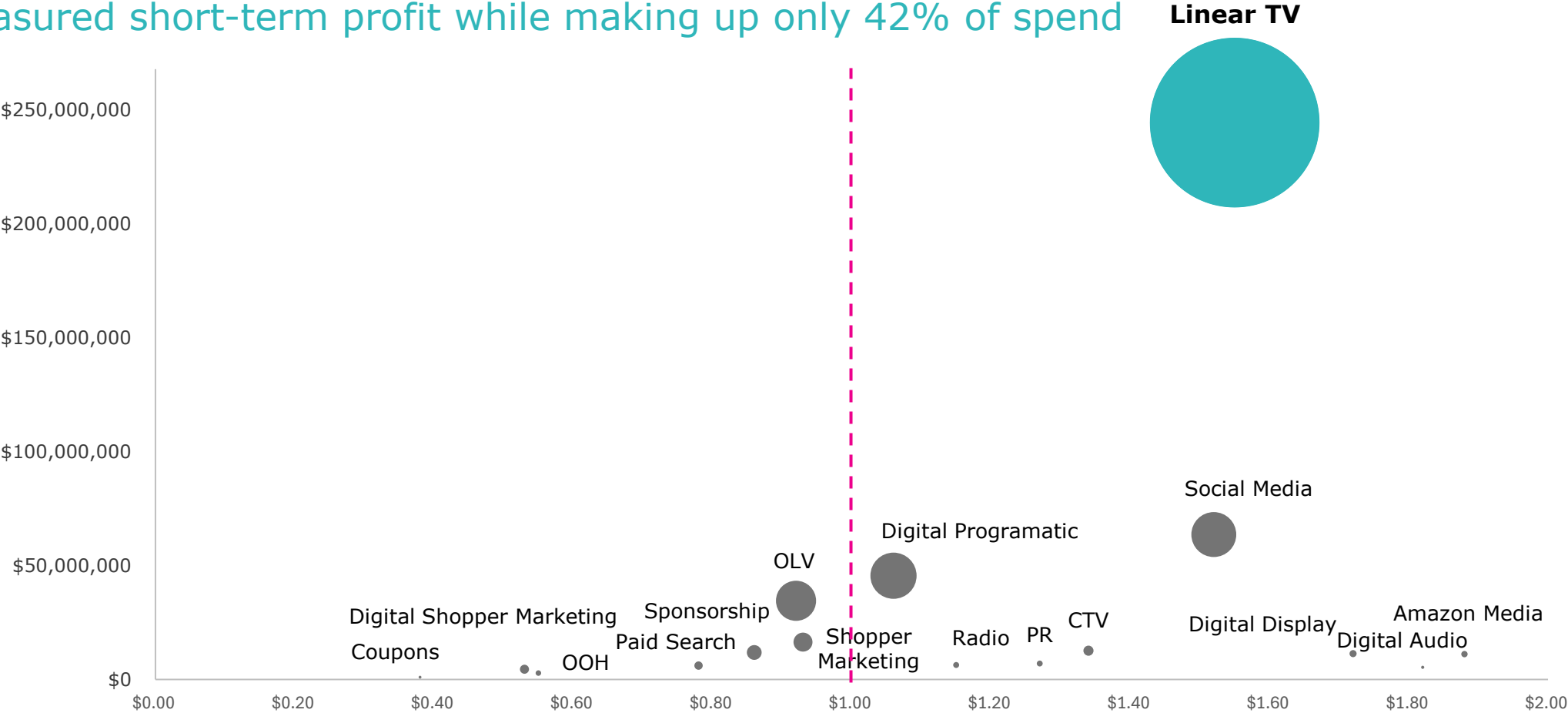


LATEST VAM DATA
full TV & Streaming Report Available
[HERE](#)

Source: Numeris VAM, 9/15/2025 to 5/31/2026, Canada, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include 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

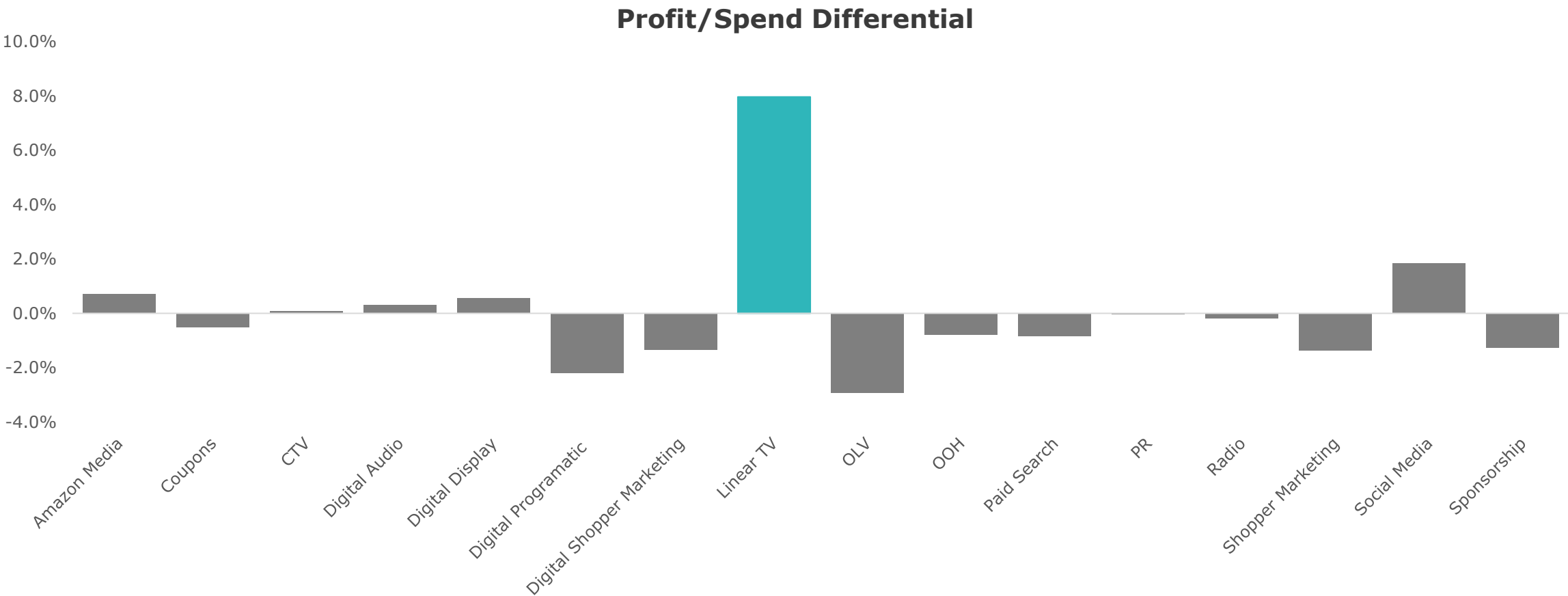
TV advertising drives profit

TV is the largest profit driver in Canada and delivers 50% of measured short-term profit while making up only 42% of spend



TV advertising drives profit

TV over-indexes on profit vs spend



Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m in media spend analyzed, Canadian data
Profit spend differential = % of channel profit generation - % of channel spend

TV advertising drives sales

campaign-level proof of TV's short-term effectiveness

New research using deterministic exposure & purchase data quantifies TV's short-term impact on sales, buyers, and conversion

90%

of CPG campaigns drove measurable sales lift

19%

average incremental sales lift

7%

increase in incremental new purchasers

Brand-level results were even more striking:

Facial tissue brand

+47%

sales lift during flight

Allergy medication brand

+35%

sales lift during flight

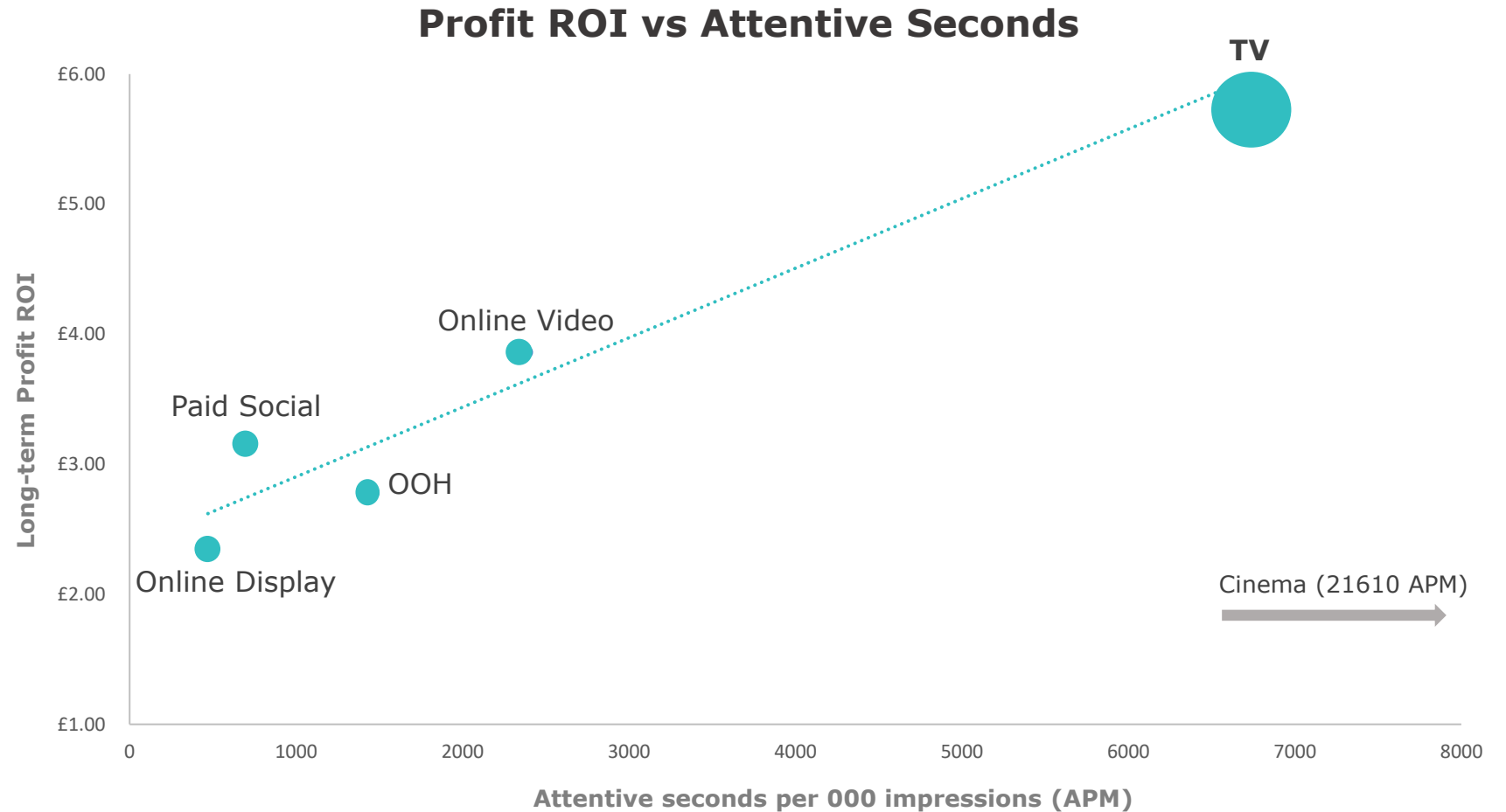
Pain reliever brand

+27%

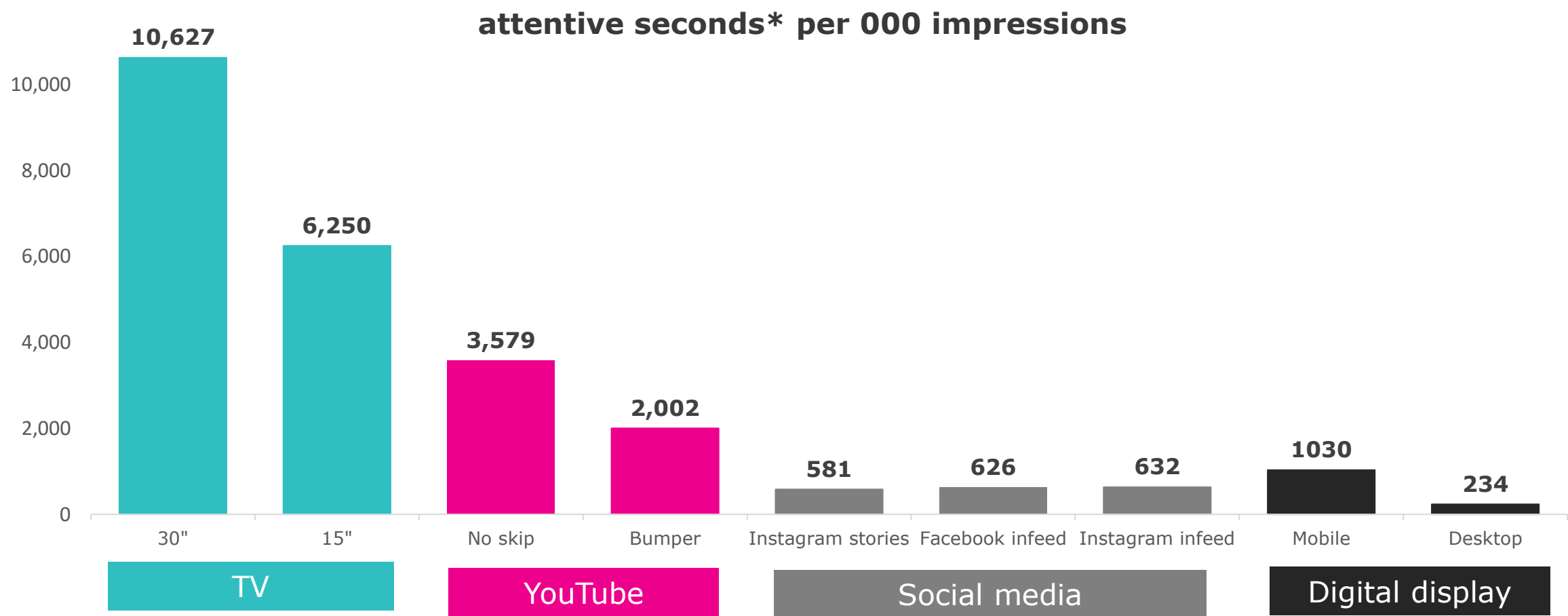
sales lift during flight

ads on TV are more memorable

There is a strong correlation between attentive seconds and incremental profit across media channels, with **TV delivering a far superior attentive seconds per impression** than online video or paid social advertising



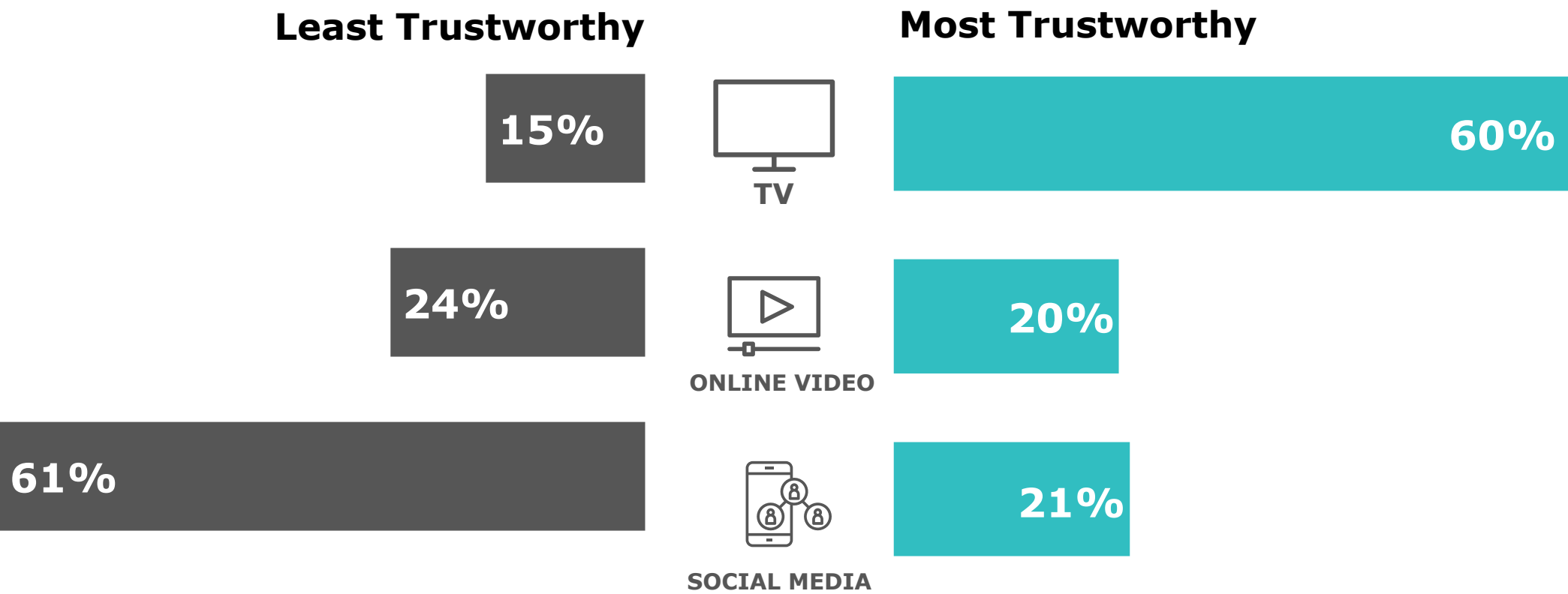
TV ads deliver the most “attentive seconds”



Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, 2024
* “attentive seconds” = the actual time an ad is viewed by a person.

TV is a brand-safe environment

TV is the **most trusted** medium for video advertising, delivering human, third-party measured audiences in a premium environment



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

TV works **throughout** the funnel

Driving action at every stage of the customer journey

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



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*](#)



why TV?

think^{tv}

we hope you found this report useful.
there's much more we'd love to share.
click the links below and let's connect.

subscribe



follow



reach out

