

why TV?

think^{tv}



why TV?

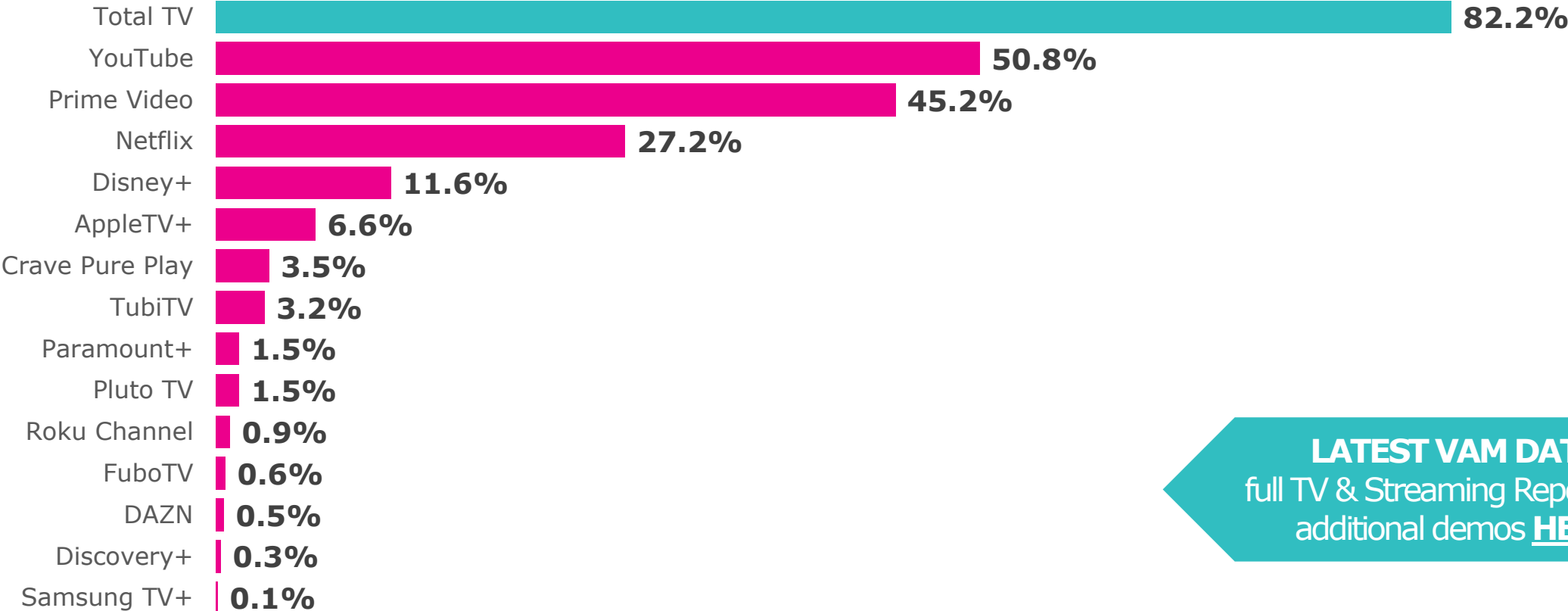
top 5 reasons to advertise on TV

- 1. Your consumer is watching TV:** 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+

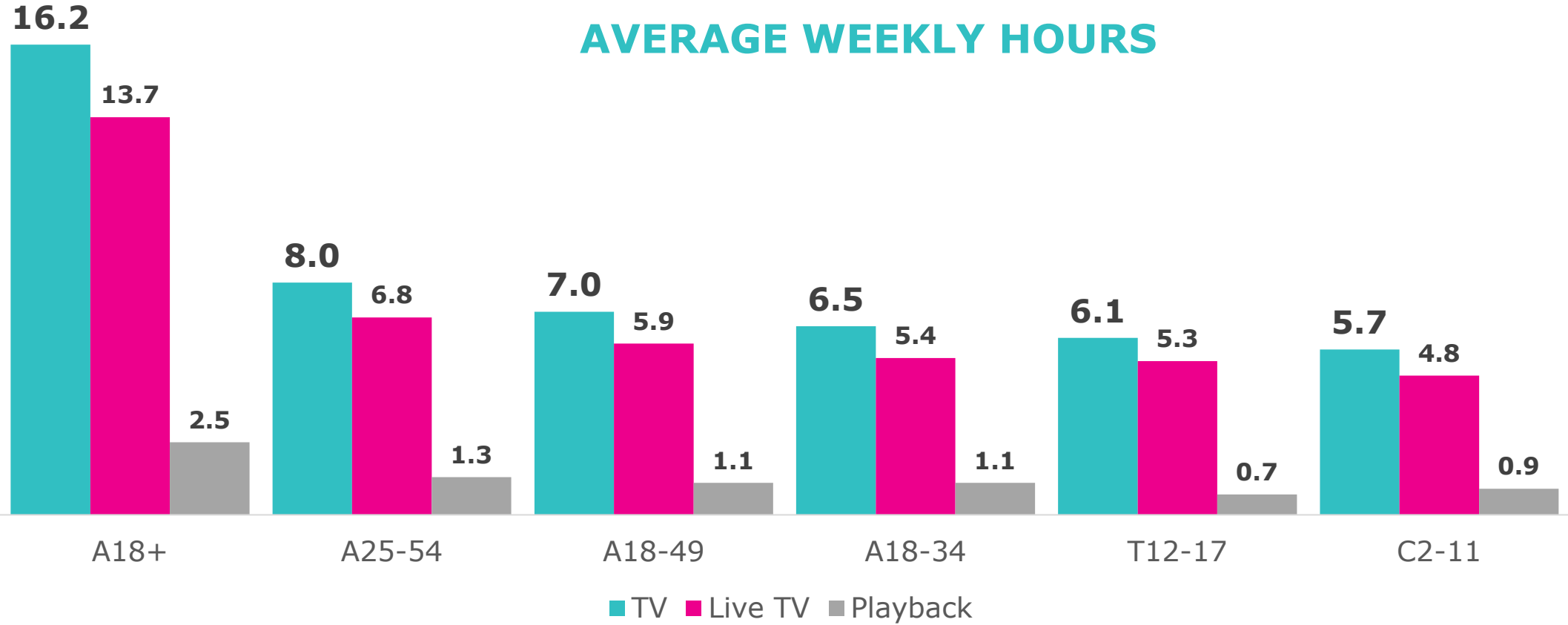


LATEST VAM DATA
full TV & Streaming Report with additional demos [HERE](#)

Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

your consumer is watching TV

Canadians watch a lot of TV, and most of it is live



Source: Numeris PPM, Total Canada, 09/15/25 to 12/21/2025

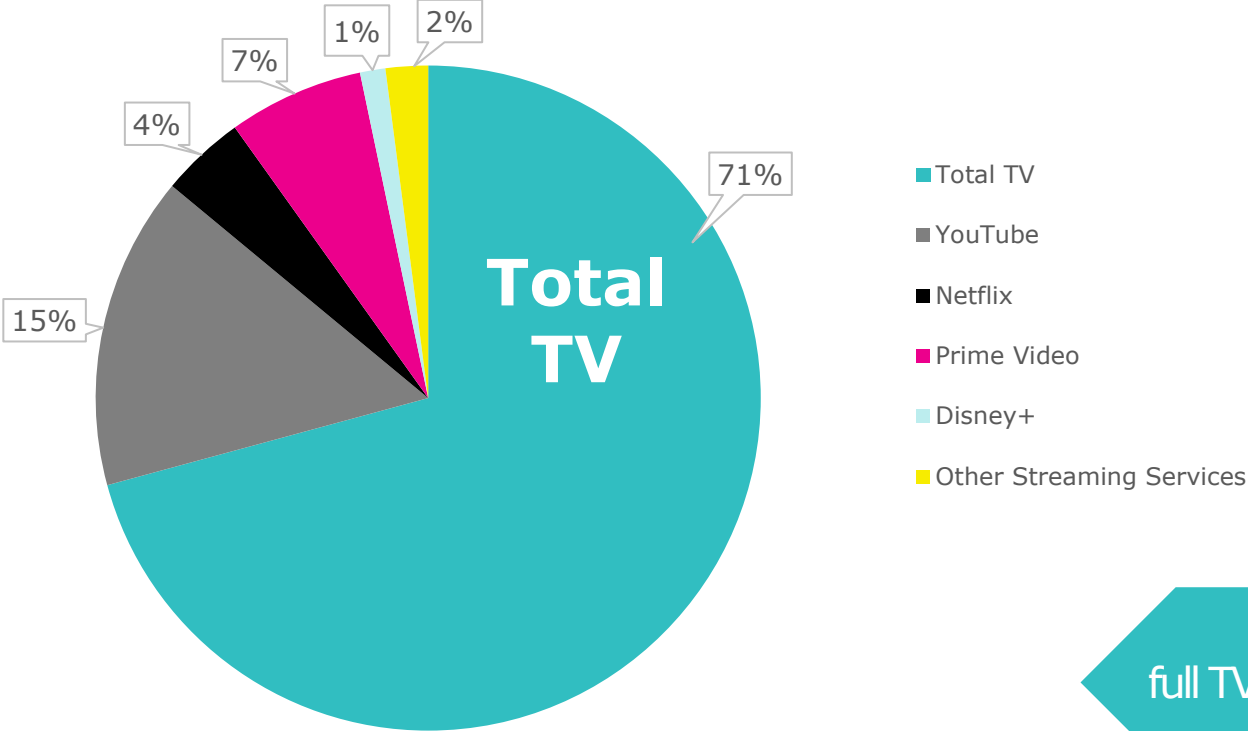
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any broadcaster content recorded on PVR (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.

Playback = non live viewing 0-7 days post airing

your consumer is watching TV

Total TV captures the greatest share of time spent with video

SHARE OF VIDEO

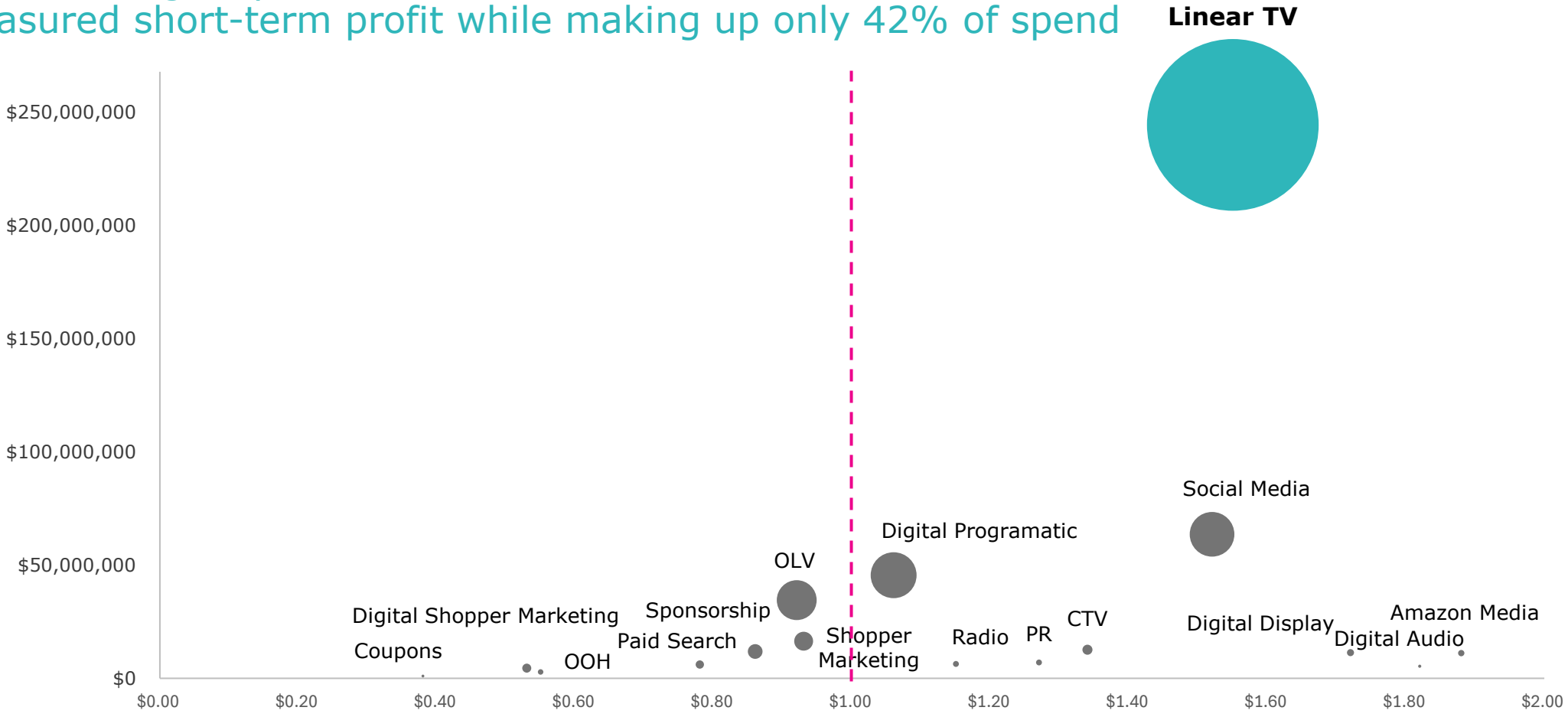


LATEST VAM DATA
full TV & Streaming Report Available [HERE](#)

Source: Numeris VAM 09/15/25 to 12/21/2025, Total Canada, A18+, 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

TV advertising drives profit

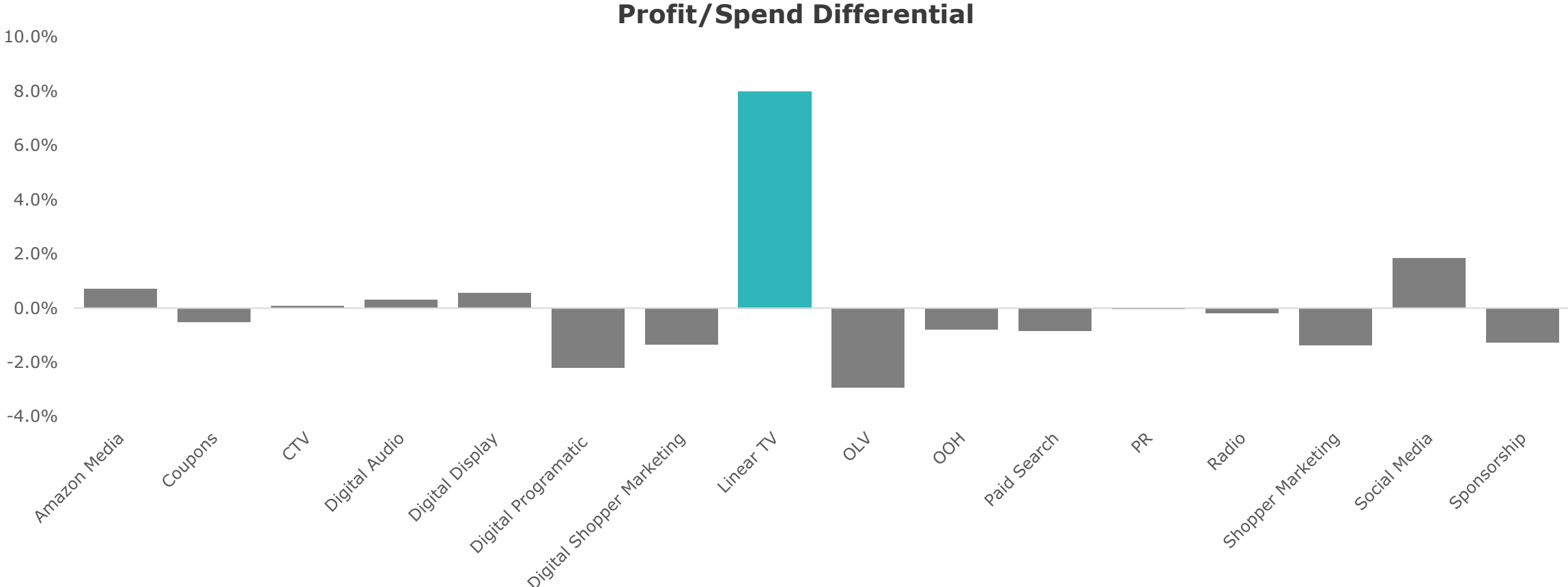
TV is the largest profit driver in Canada and delivers 50% of measured short-term profit while making up only 42% of spend



Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m in media spend analyzed, Canadian data

TV advertising drives profit

TV over-indexes on profit vs spend

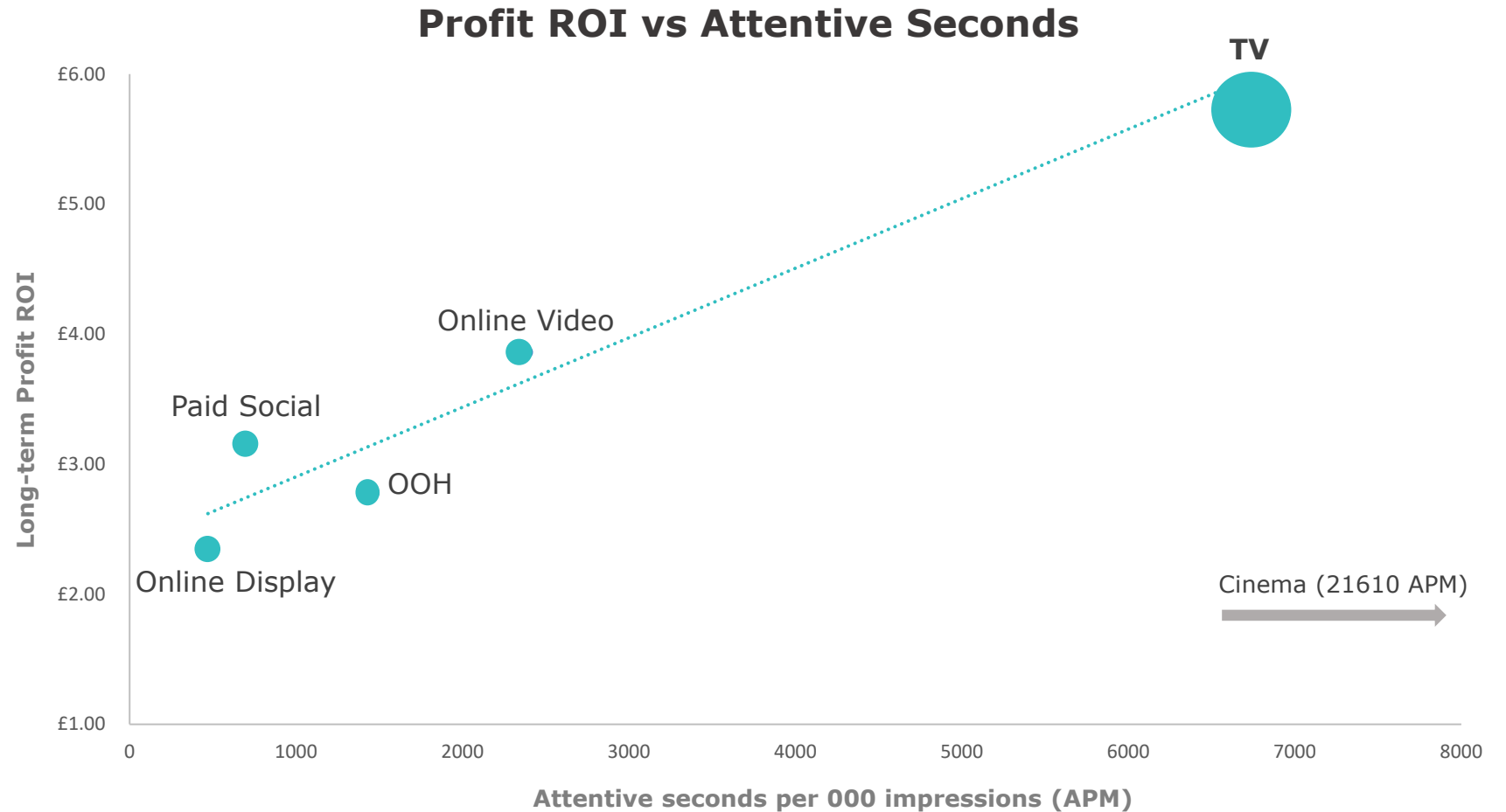


Source: Miix Analytics analysis, September 2025 | \$45b in revenue and \$621m is media spend analyzed, Canadian data
Profit spend differential = % of channel profit generation - % of channel spend



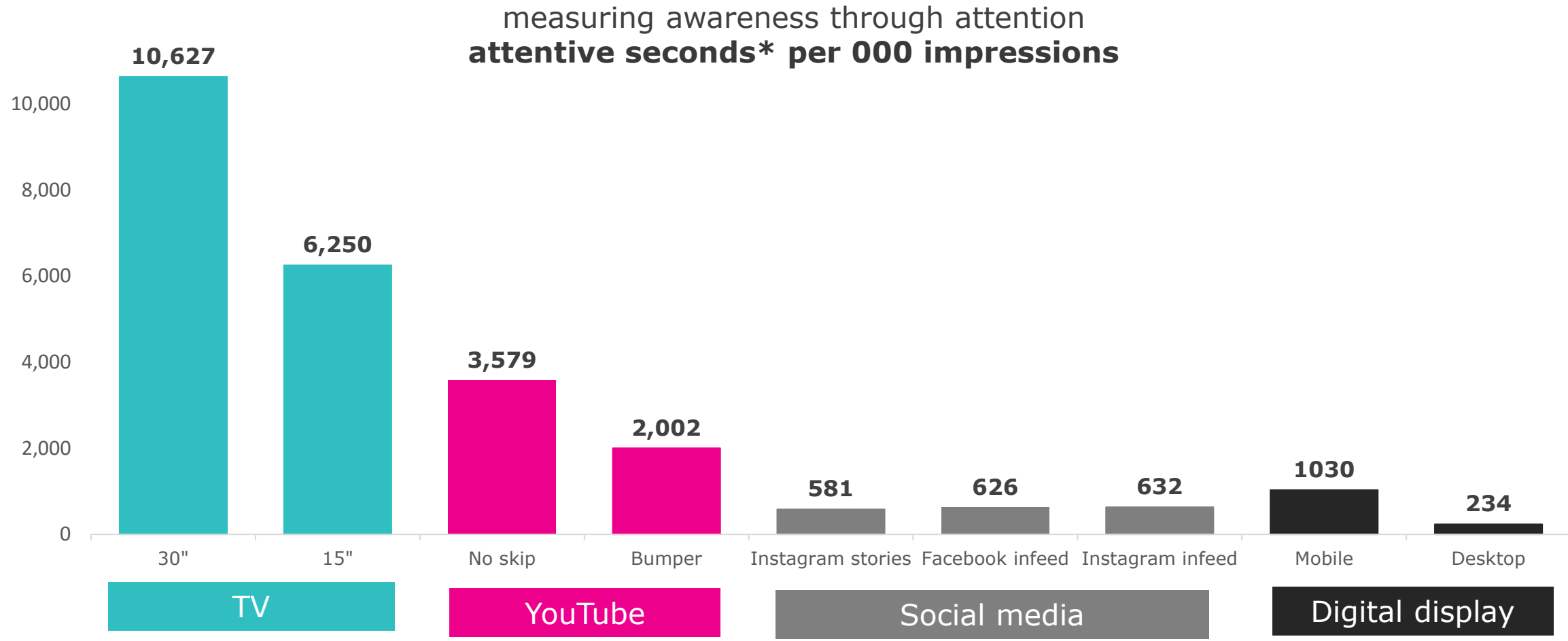
ads on TV are more memorable

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



ads on TV are more memorable

TV ads deliver the most “attentive seconds”

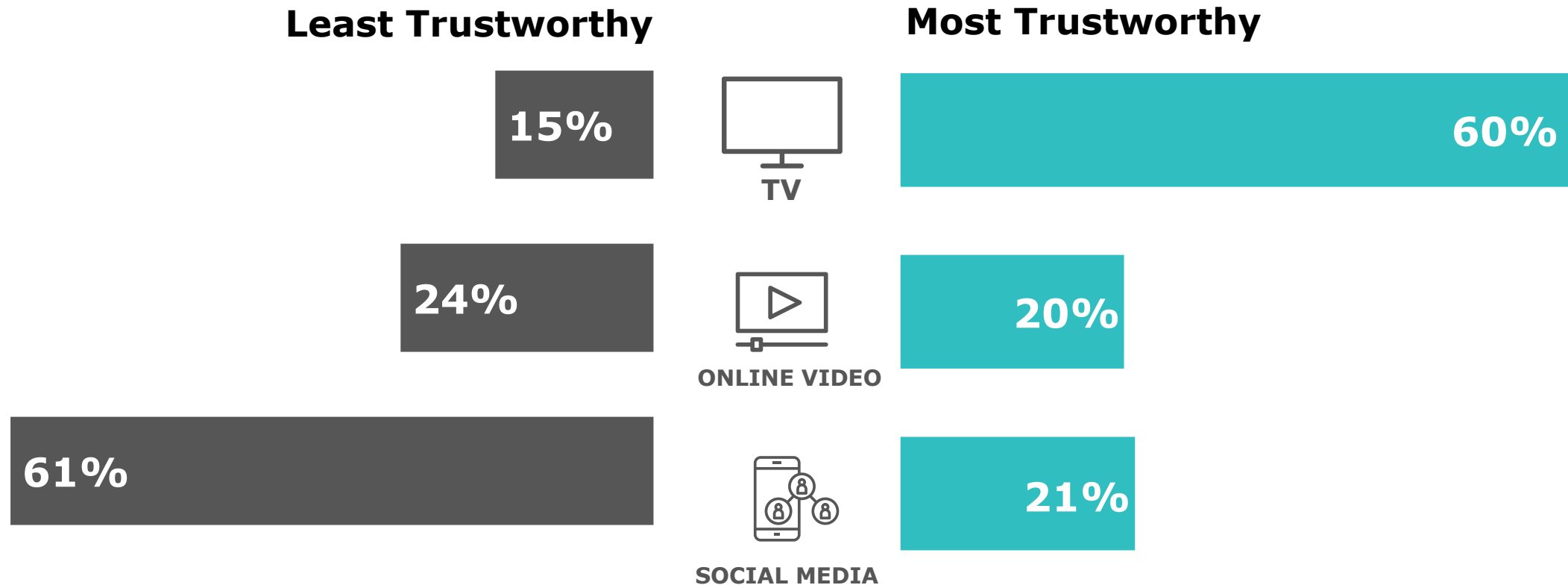


Source: Ebiquity, with Lumen, TVision and Dan White – The Challenge of Attention, 2024

* “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?

TV works across the funnel

TV is the best store front window, delivering sales & traffic in the short term, and building brands and growth in the long term

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*](#)



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