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TV advertising delivers reach, impact and results

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WHY TV?

Because it works.

If you're reading this, chances are you're interested in knowing the FACTS — the honest-to-goodness truth — about media usage and the effectiveness of TV in your media mix.



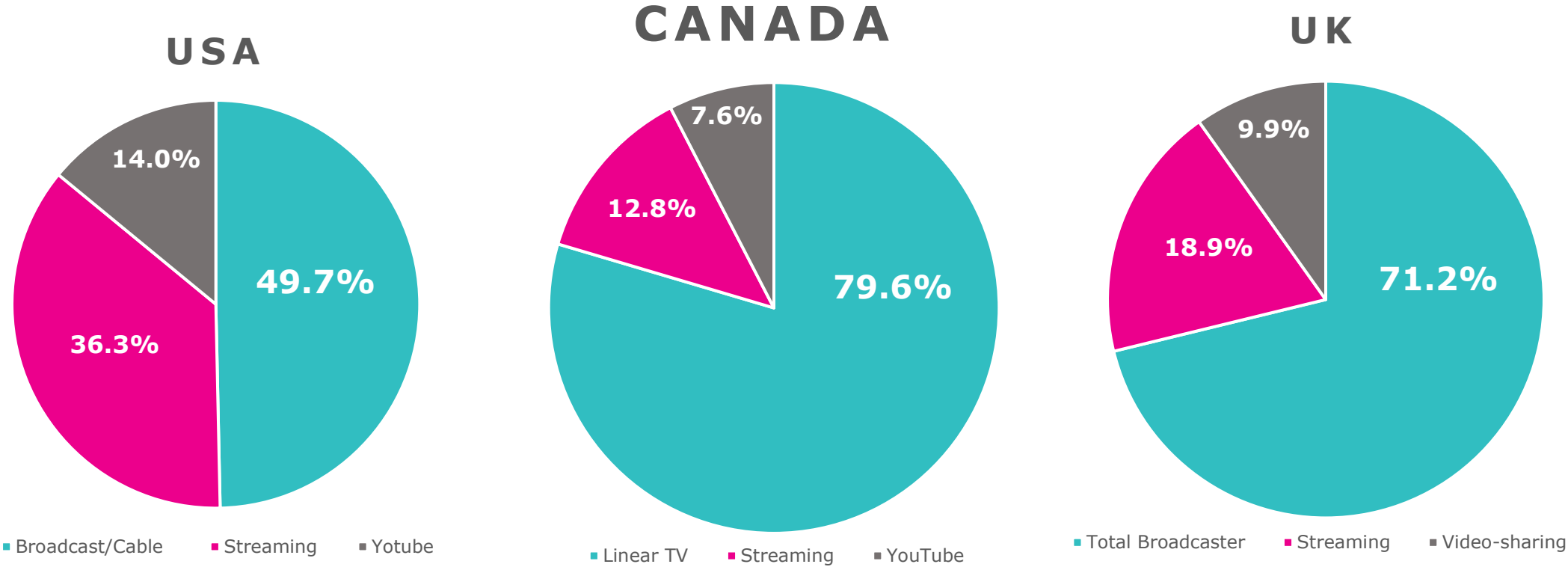
TV works

- ➡ REACH
- ➡ IMPACT
- ➡ PROFIT



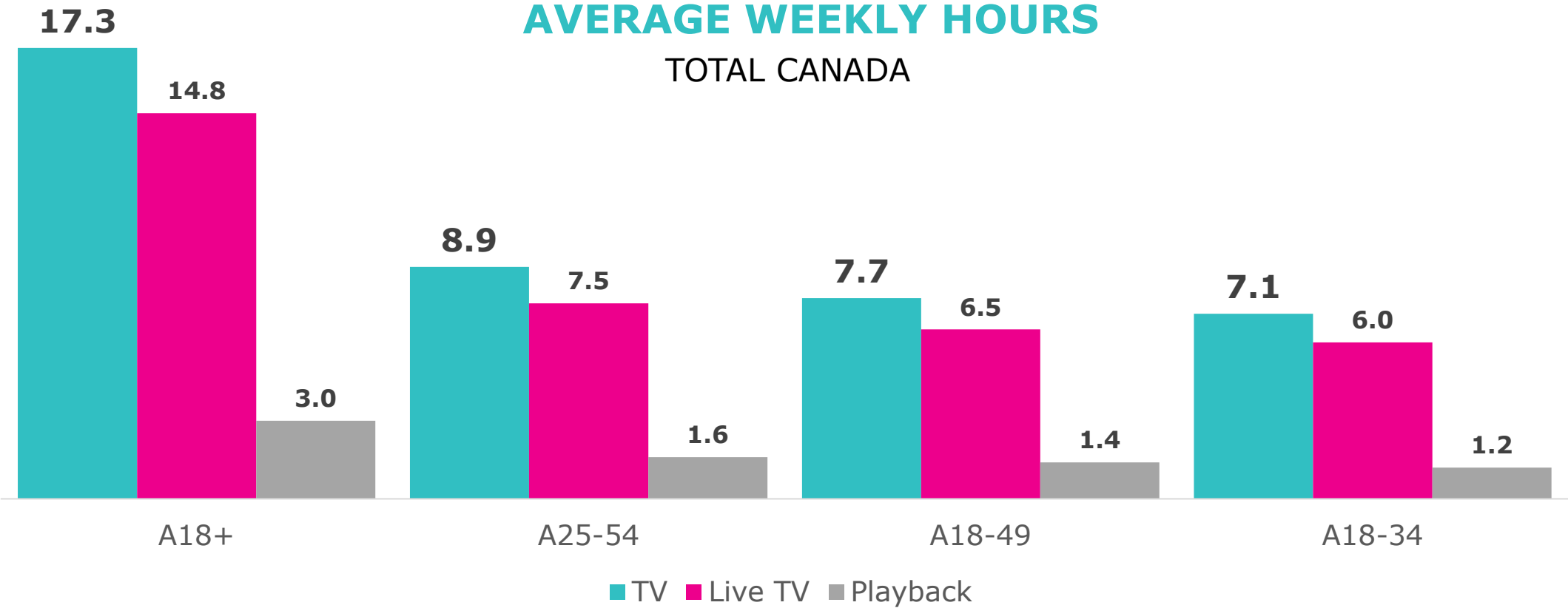
Canada ≠ U.S.

SHARE OF VIEWING ON A TV SET



US source: Nielsen Gauge, May 2025, P2+, viewing on a TV set (ex “other” viewing; proportionally adjusted)
Canada source: Numeris VAM, Ontario, May 2025, P2+, viewing on a TV set
UK source: BARB, May 2025, P4+, viewing on a TV set | “Streaming” = “Total SVOD/ AVOD” | “Video-sharing” is largely YouTube, but also includes TikTok, Twitch etc. (on a TV set)

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

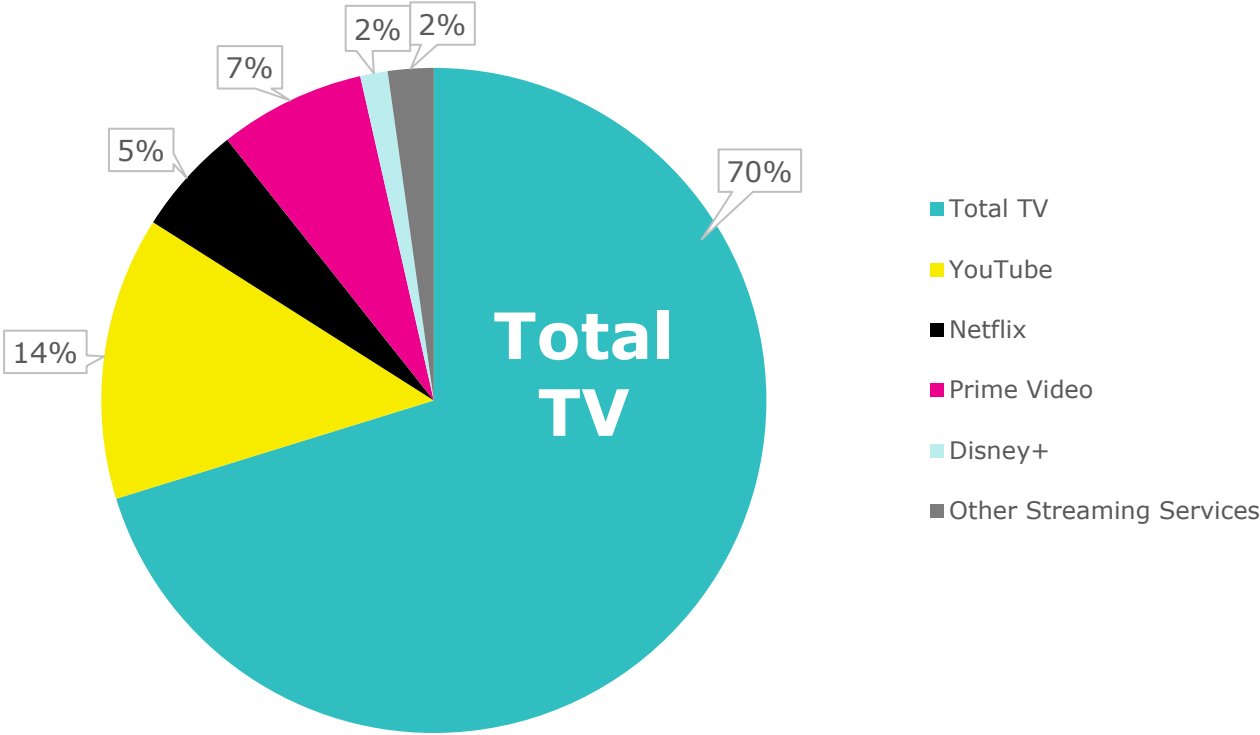


Source: Numeris, Total Canada, 09/16/24 to 05/25/25, Average Weekly Hours per Capita
Linear TV = viewing to any live broadcaster content (streamed on any platform and linear TV) plus any playback (with commercial load intact) that is viewed within 7 days of initial broadcast. Does not include on demand streaming.



Total TV dominates time spent

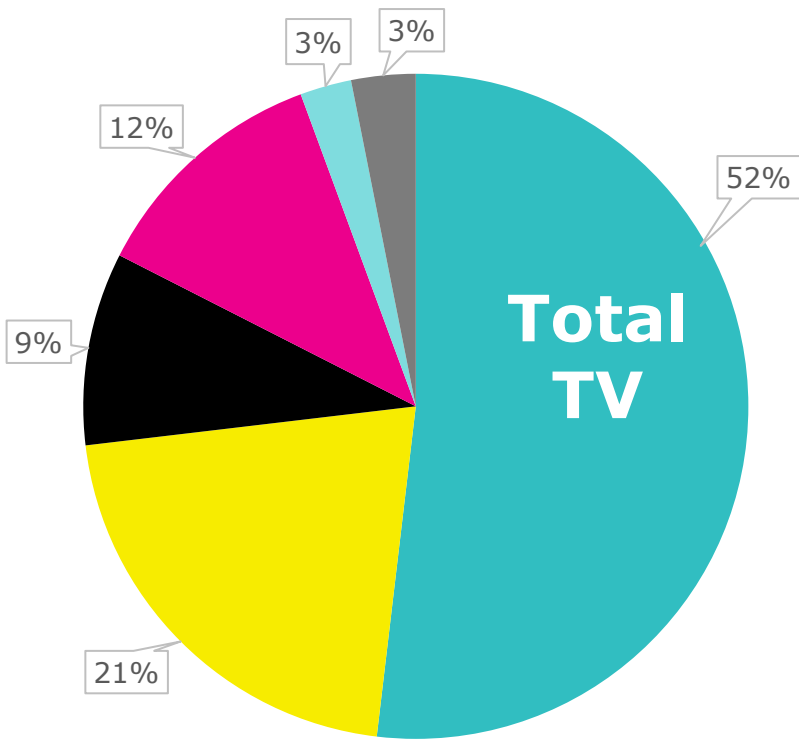
SHARE OF VIDEO
ADULTS 18+ | ONTARIO



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

...across **key** demos

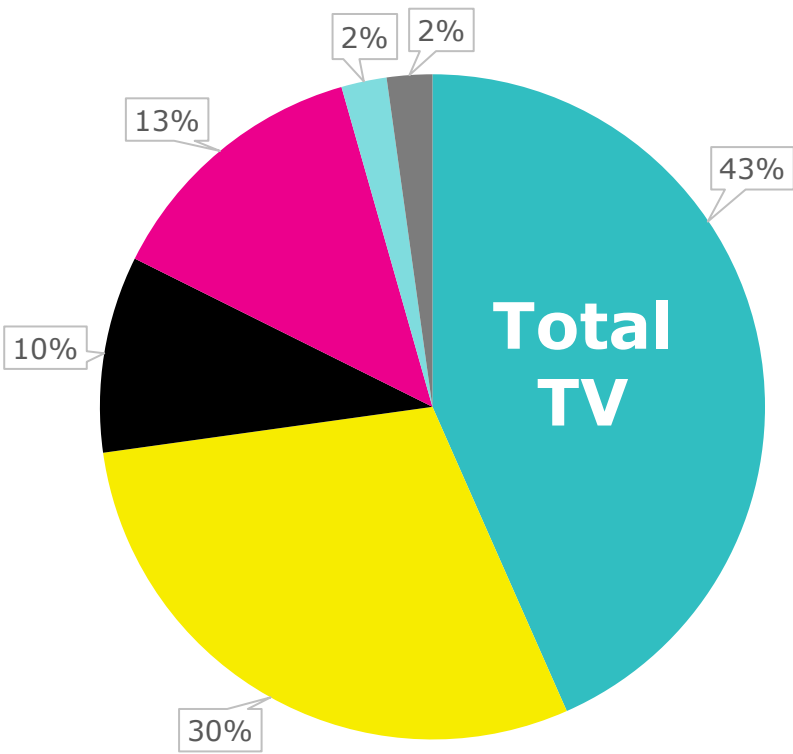
ADULTS 25-54



SHARE OF VIDEO
ONTARIO

- Total TV
- YouTube
- Netflix
- Prime Video
- Disney+
- Other Streaming Services

ADULTS 18-34



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



TV has tremendous reach

AVERAGE WEEKLY REACH

83%

adults (18+)

76%

adults (25-54)

71%

adults (18-34)

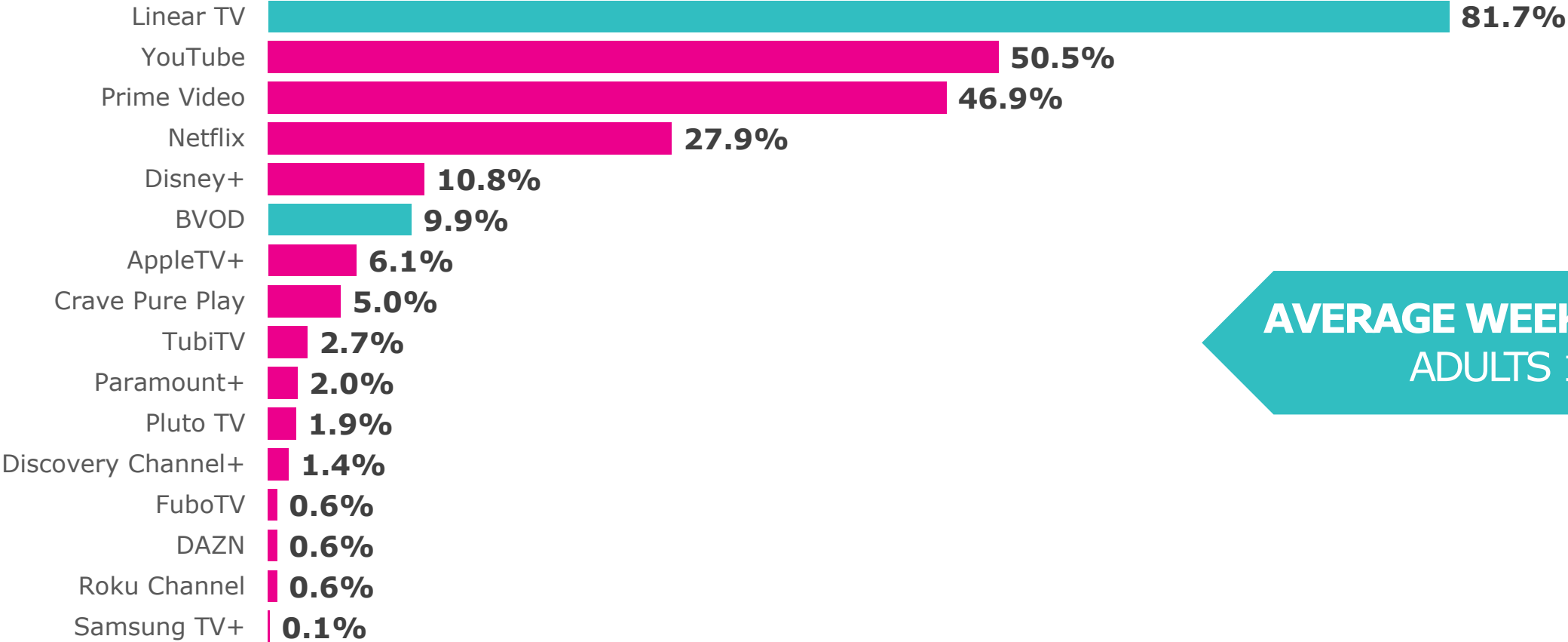
72%

teens (12-17)

65%

kids (2-11)

linear TV's reach exceeds all streaming services



AVERAGE WEEKLY REACH
ADULTS 18+

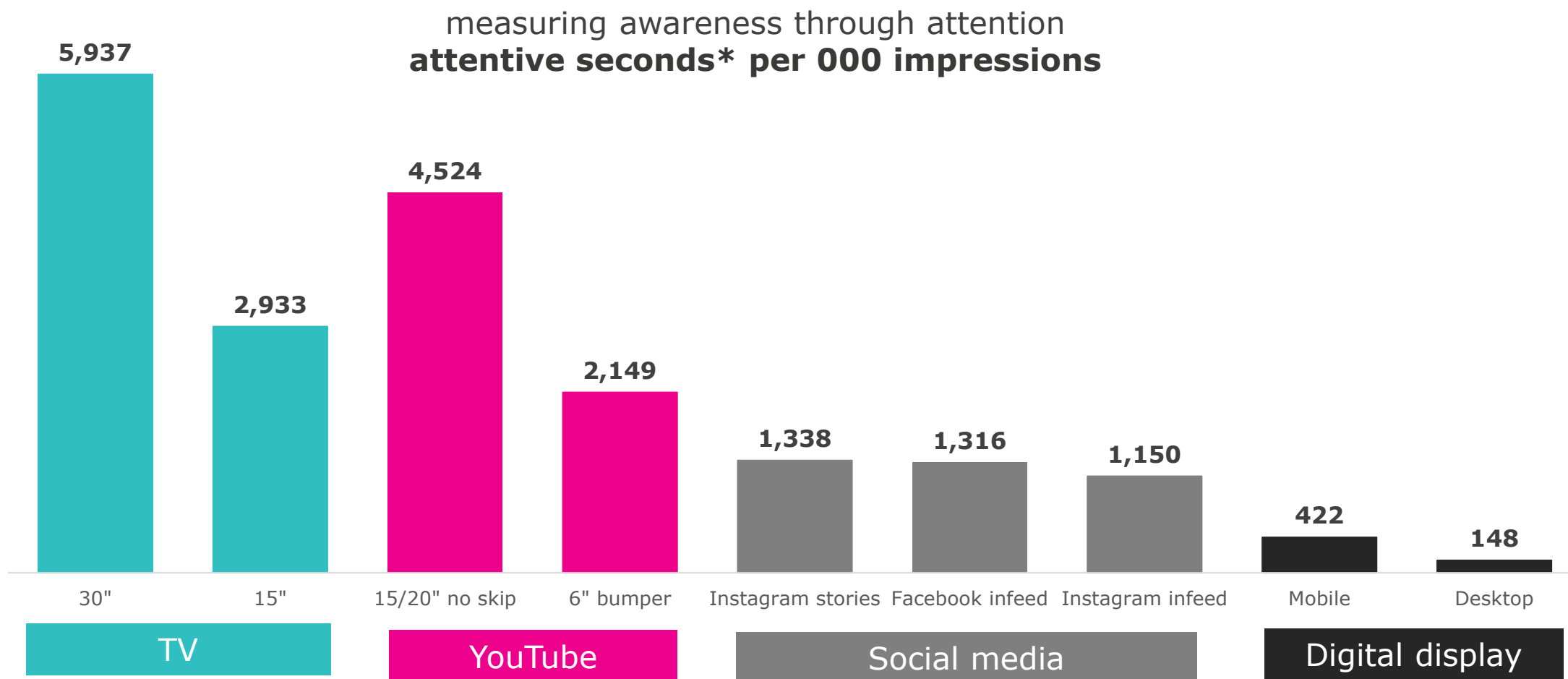
Source: Numeris VAM 09/16/24 to 5/25/2025, Ontario
Total TV defined as linear TV and broadcaster streaming services | Streaming Services are ad-free and ad-supported services (in-home viewing only)

➡ **IMPACT**

**TV advertising
wins in audience
attention**



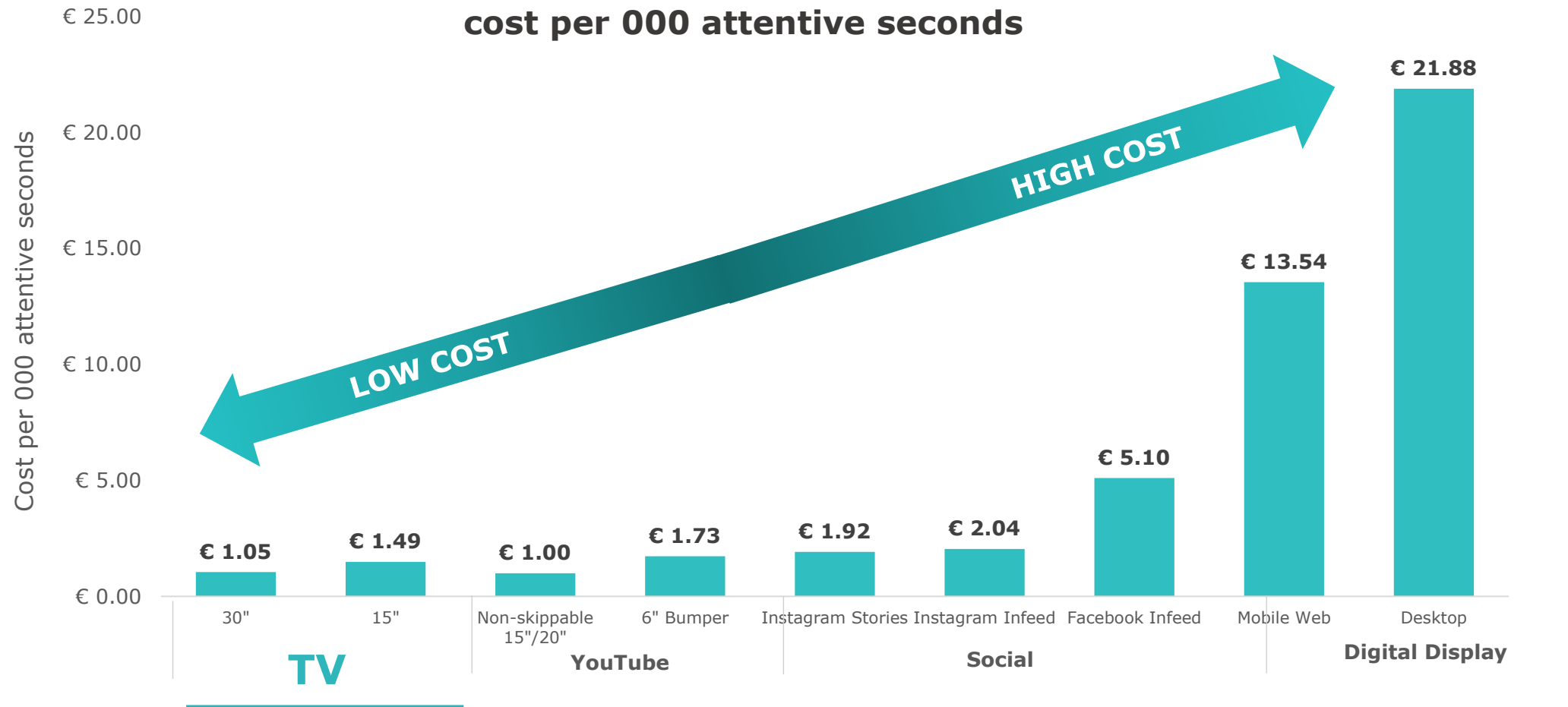
TV ads **deliver** the most “attentive seconds”



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



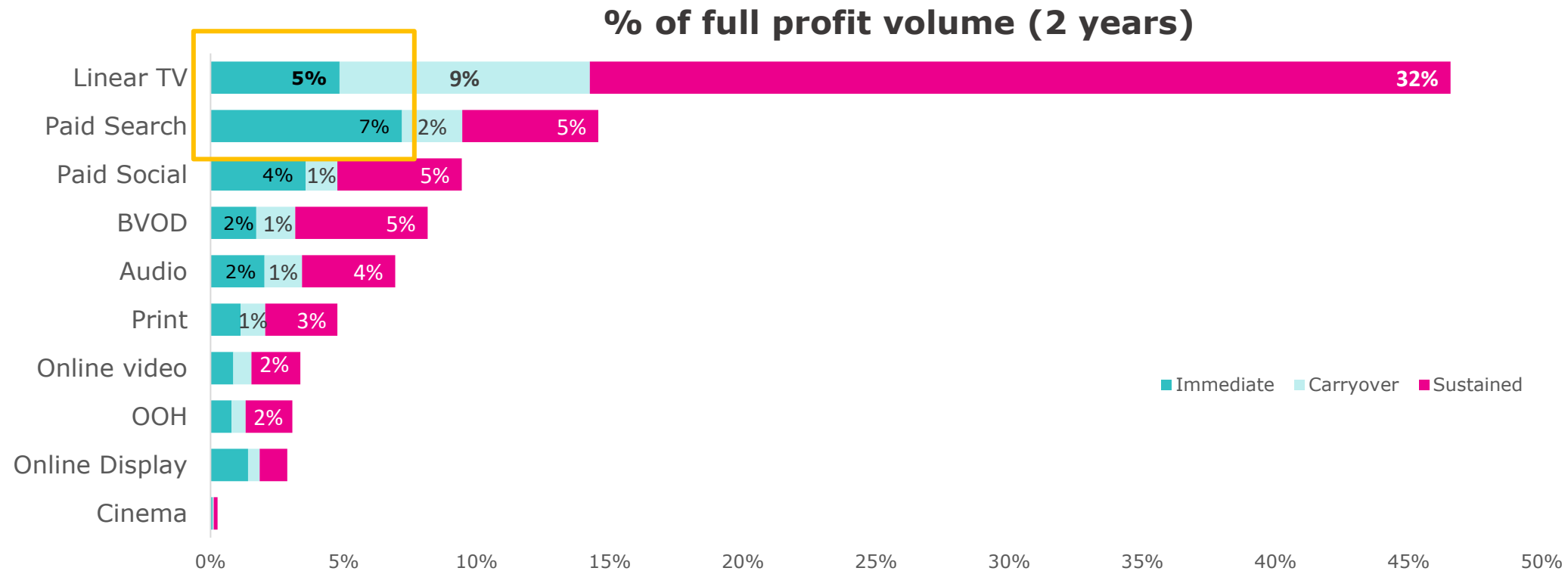


➡ **PROFIT**

TV delivers more

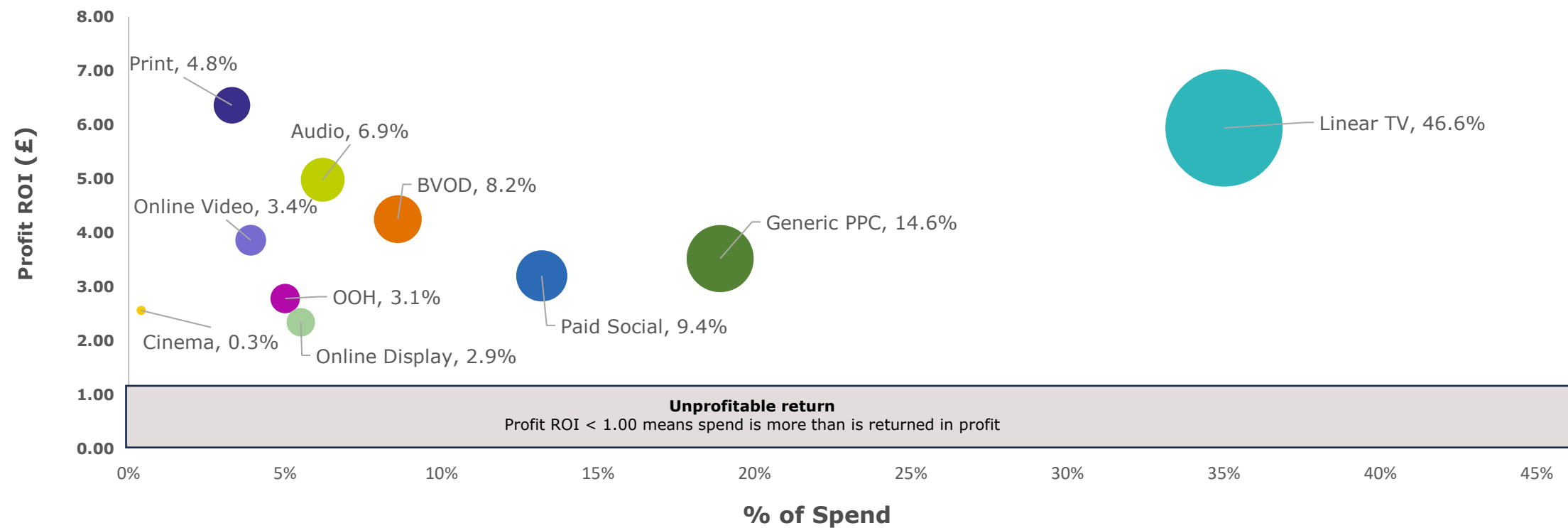
think^{tv}

linear TV is unmatched as the total profit volume driver in the long term



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



TV's **winning** formula

REACH

TV has the **greatest reach** and **dominates** time spent with media

IMPACT

TV ads produce the **biggest** impact and garner the **most attention**

PROFIT

TV is the largest contributor of ad profit