

Total TV & streaming viewership

Canada
Fall 2025

think^{tv}



Total TV & streaming viewership

key takeaways

Fall 2025

Total TV delivers a brand safe, high impact, high ad recall advertising environment for marketers looking to drive sales and profit.

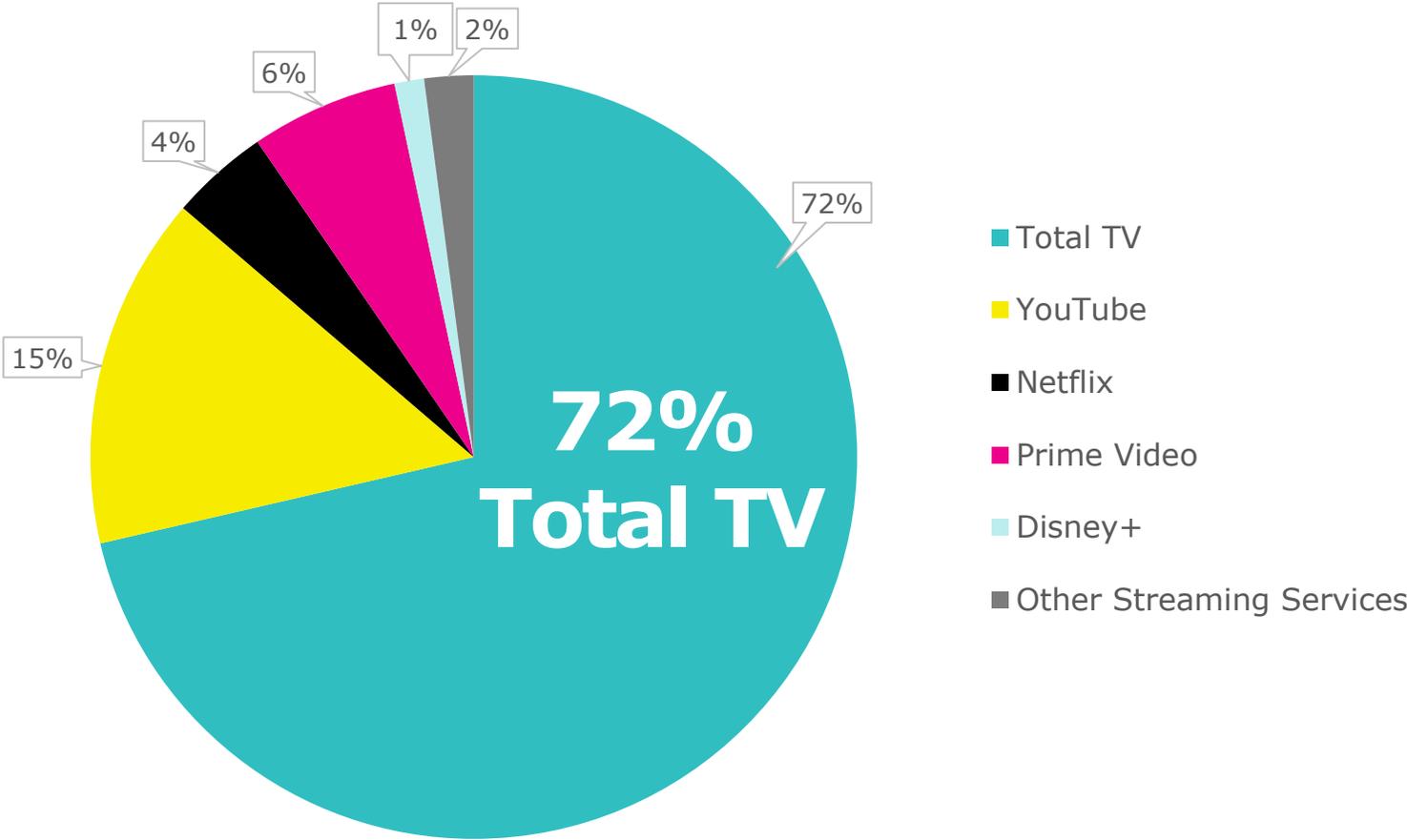
**But are people watching?
*You bet.***

- **TV leads in reach and time spent across all demos**
Total TV continues to outperform all video platforms on time spent – even amongst young adults – and delivers the **highest weekly reach**, far outperforming all streaming platforms, including YouTube
- **TV and streaming**
Very few Canadians are “only streamers”, in fact there are more “only TV” viewers than “only streamers”. Implication? Limiting your ad campaign to “streaming only” will limit your reach potential
- **TV dominates the big screen, delivering big attention**
Linear TV commands 80% of the time spent with a TV set, compared to only 7% for YouTube
- **Canadians vs Americans**
Be wary of planning around American headlines, where streaming is far more prevalent: **In the US, streaming makes up 50% of viewing on a TV set, compared to only 20% in Canada**
- **National data**
The data in this report now reflects Total Canada thanks to the recent launch of Numeris’ National VAM. For more on National VAM click [here](#)

Total TV commands the **greatest share** of time spent

SHARE OF VIDEO

ADULTS 18+ | Canada

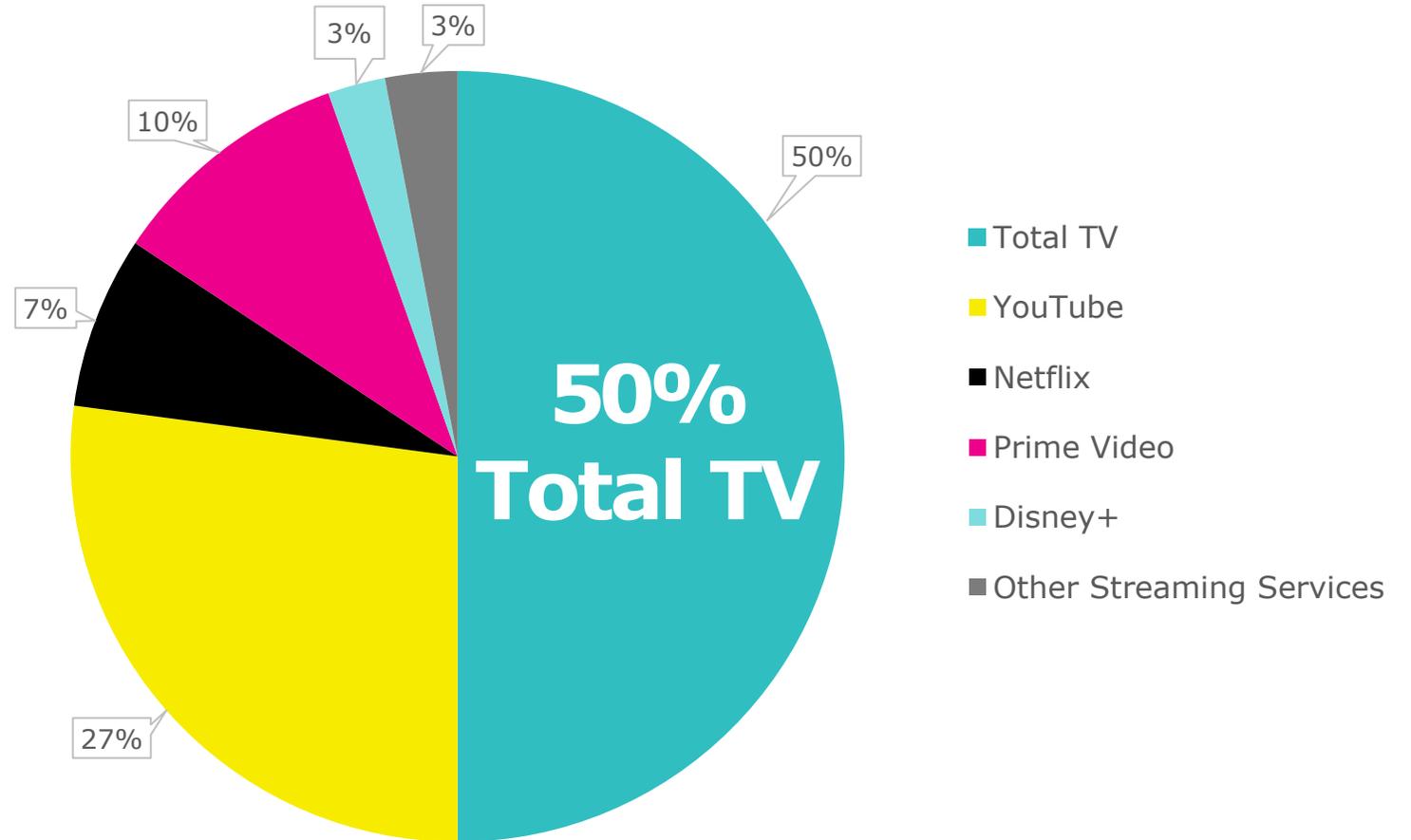


Source: Numeris VAM, 9/1/2025 to 11/30/2025, Canada, all time spent per capita
Total TV defined as linear TV and broadcaster streaming services | Streaming Services include ad-free and ad-supported services (in-home viewing only)
Other Streaming Services: AppleTV+, CBS News, Club Illico, Crave (OTT Only), Crunchyroll, Daily Motion, DAZN, Discovery Plus, ET Online US, FuboTV, Paramount+, Pluto TV, Roku Channel, Samsung TV Plus, TED, TubiTV

Total TV commands the **greatest share** of time spent

ADULTS 25-54 | Canada

SHARE OF VIDEO



Source: Numeris VAM, 9/1/2025 to 11/30/2025, Canada, all time spent per capita

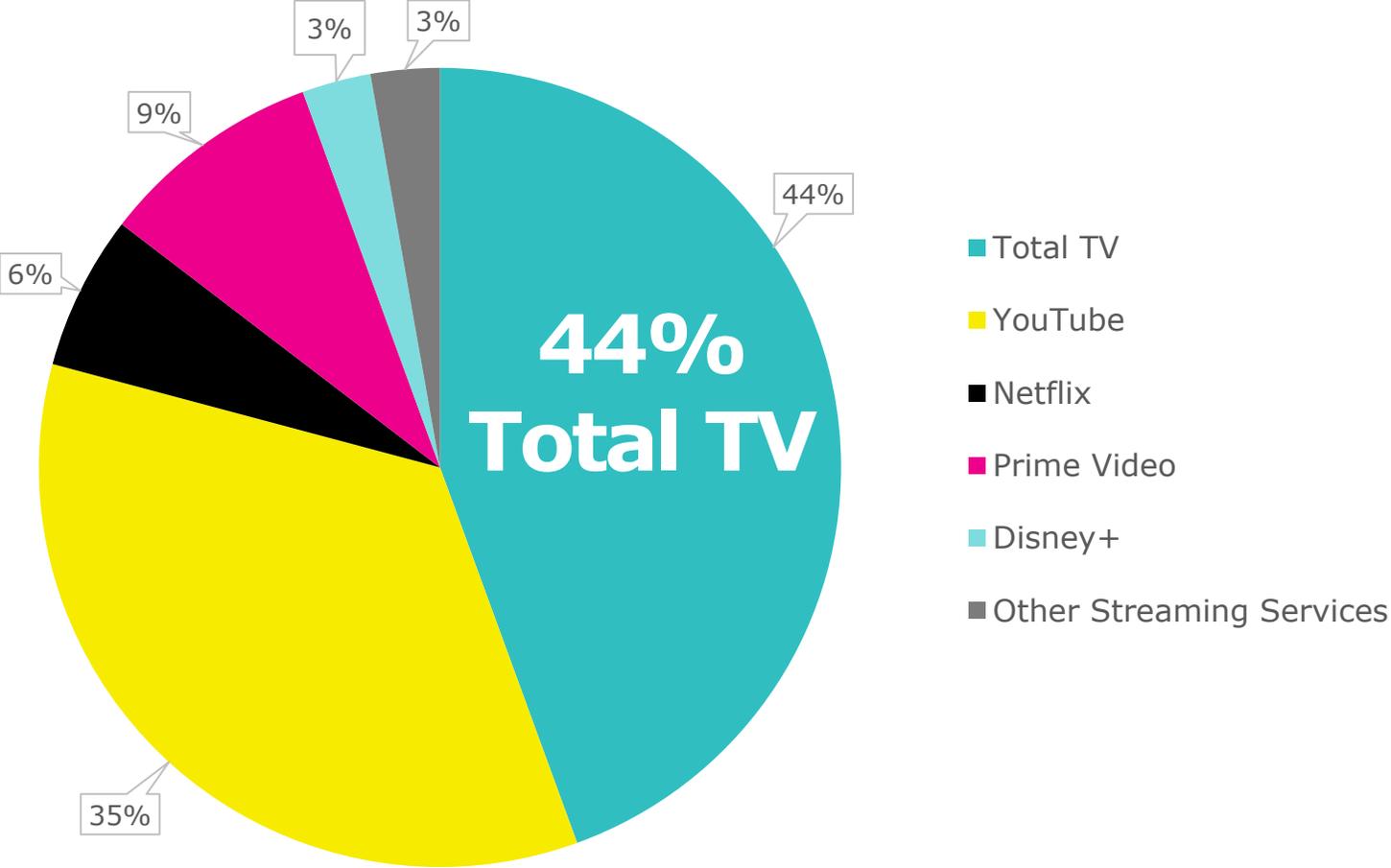
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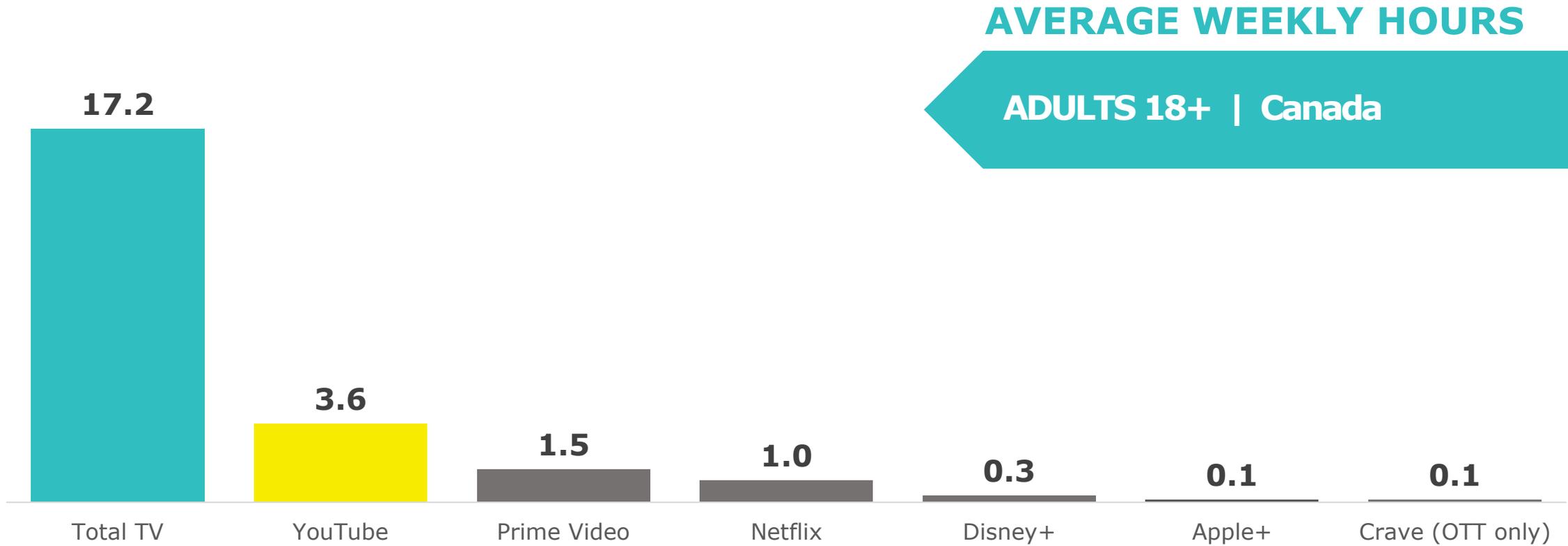
SHARE OF VIDEO

ADULTS 18-34 | Canada



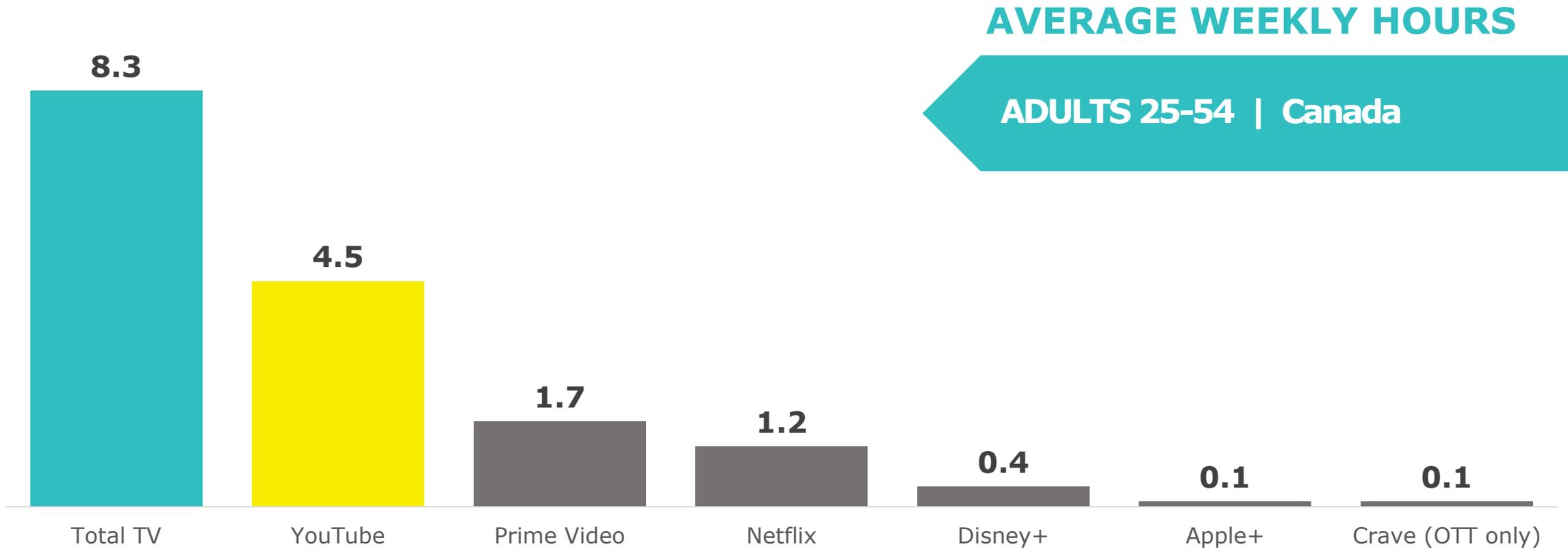
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viewers spend **more time** with Total TV



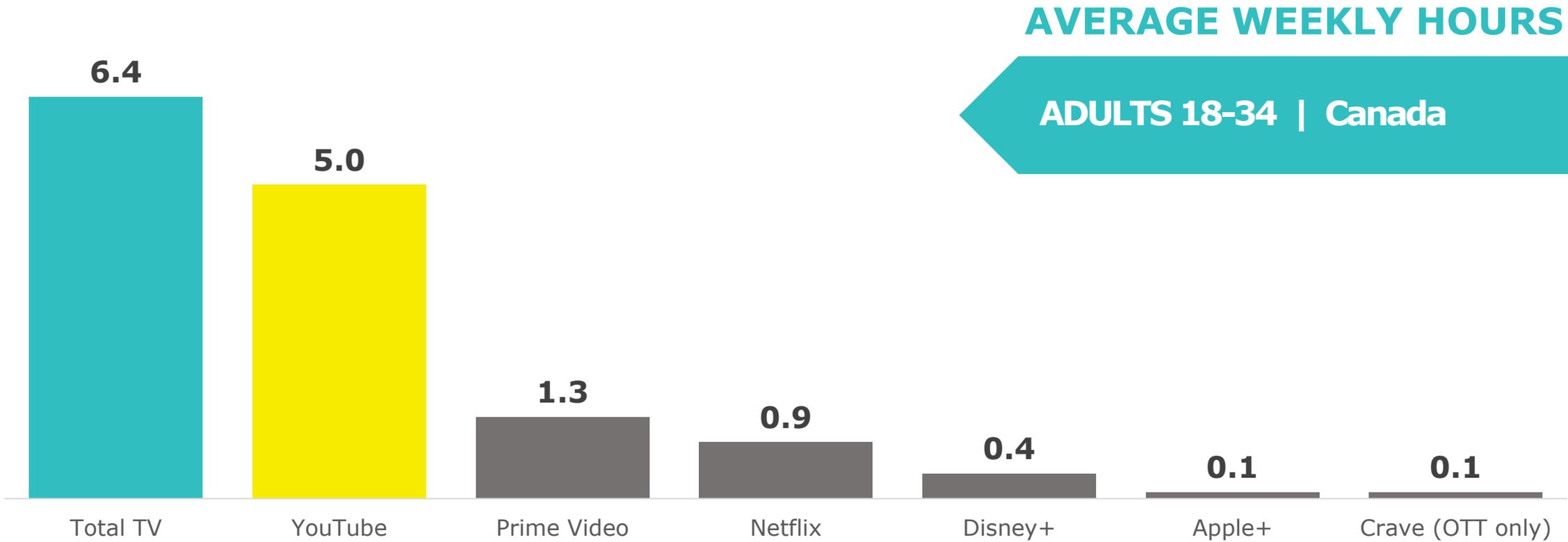
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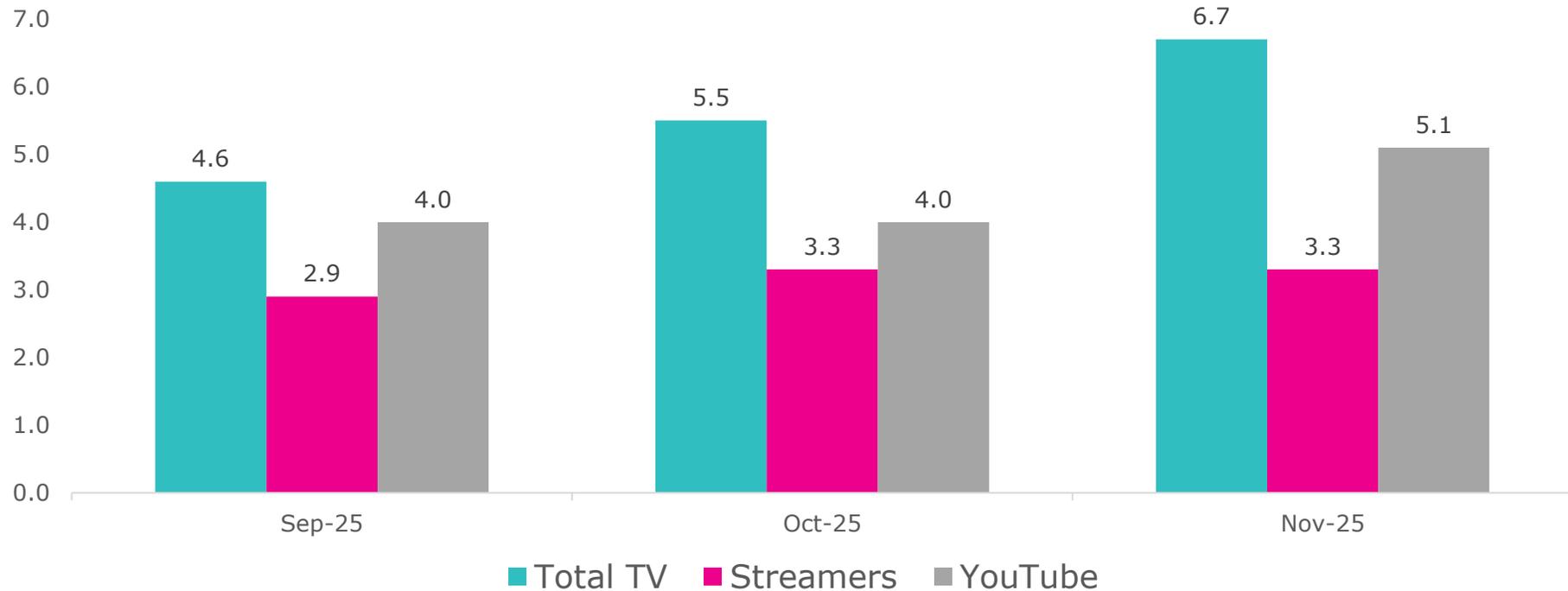
TV retains top spot even among young adults

YouTube doesn't beat Total TV in time spent, even amongst adults 18-34

AVERAGE HOURS / WEEK

ADULTS 18-34 | Canada

BROADCAST YTD



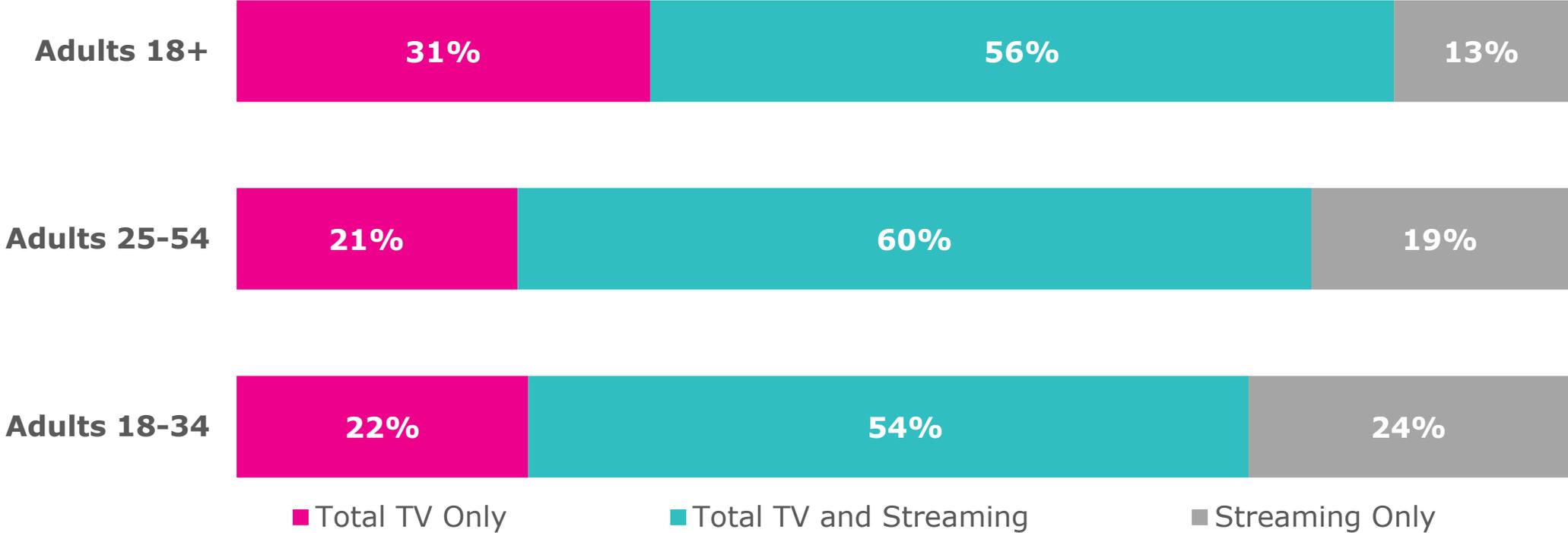
Source: Numeris VAM, 09/2025 to 11/2025, Canada

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

very few Canadians are “only streamers”

in fact, there are more “TV Only” viewers than “Streaming Only” (A18+ & A25-54)

% OF VIEWERS



Source: Numeris VAM, 9/1/2025 to 11/30/2025, Total Canada, % of composition of average weekly reach | Total TV = Linear and broadcaster streaming services
Streaming Services include: Prime Video, Netflix, Disney+, Apple TV+, Crave (OTT only), CBS News, Twitch TV, ET Online US, TubiTV DAZN, Paramount+, PlutoTV, FuboTV, Daily Motion, Roku Channel, Crunchyroll, Discovery+, TED, SamsungTV, YouTube

big screen, big attention

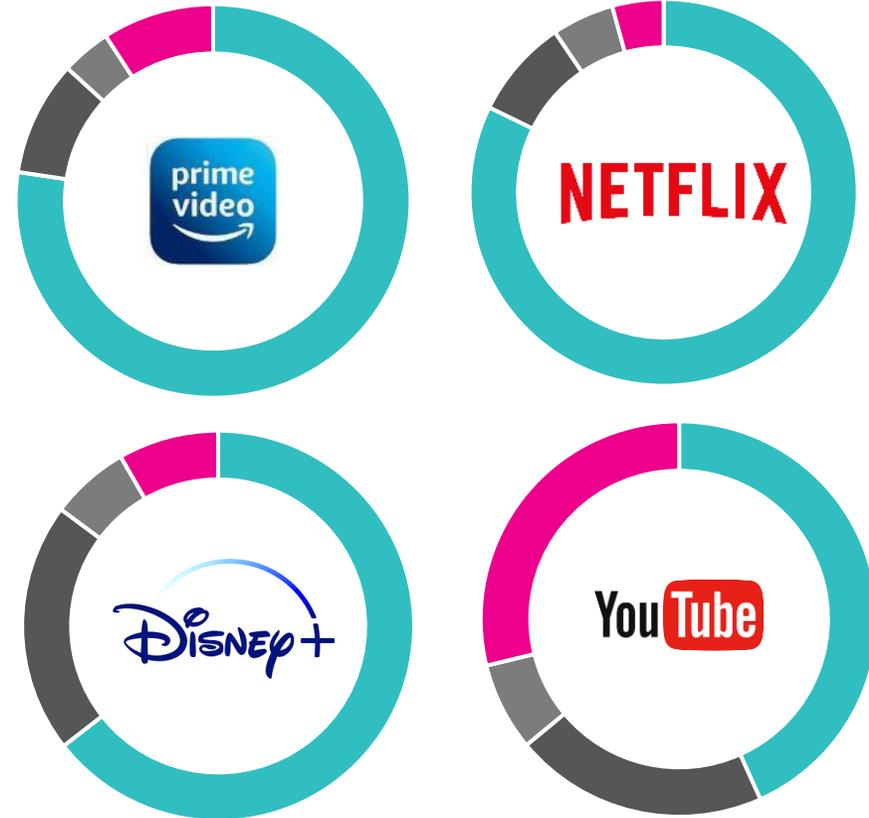
TV screens are the preferred viewing platforms for both linear TV and premium streaming services (less so for YouTube)

HERE'S 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

SHARE % OF TOTAL TUNING BY DEVICE

CANADA

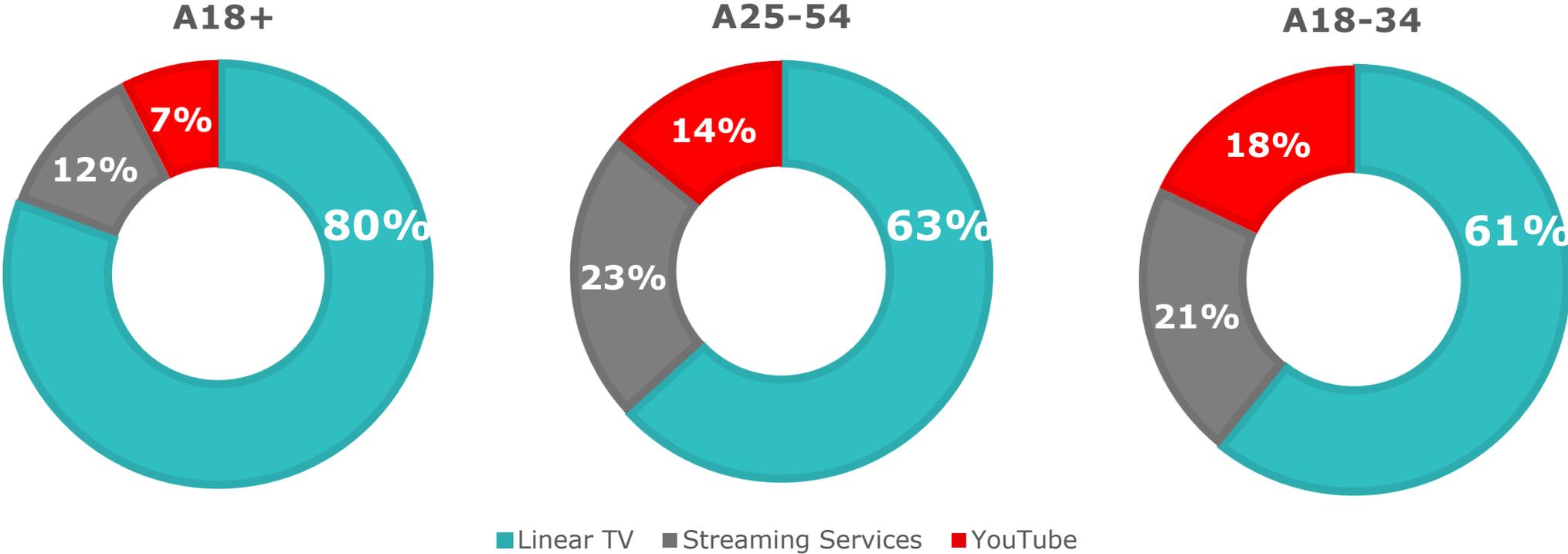


■ TV/Smart TV ■ PC/Mac ■ Mobile ■ Tablet

Source: Numeris VAM, 9/1/2025 to 11/30/2025 | Total Canada, Adults 18+ | Streaming Services, YouTube includes in-home viewing only
Source: thinkbox, "Room with the viewers: why advertising thrives in the living room", March 2024

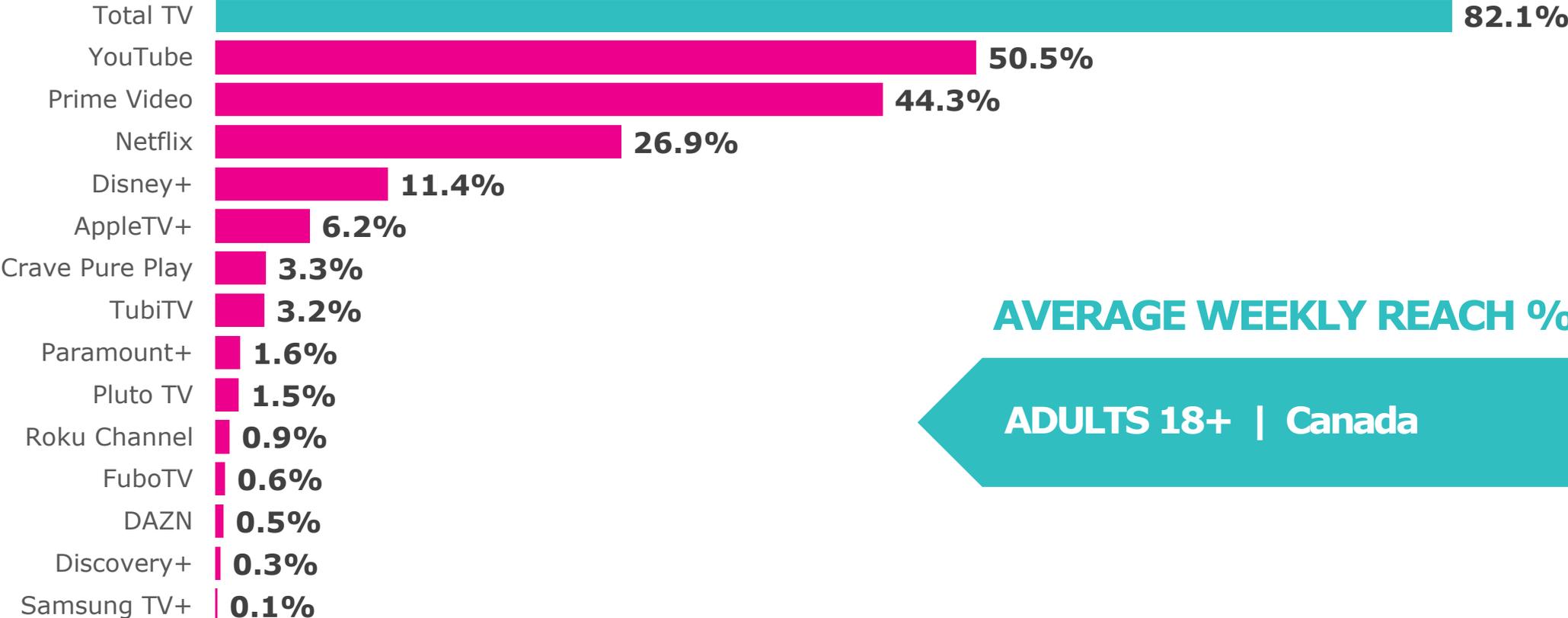
Linear TV makes up 80% of TV screen viewership

across all ages. Linear TV makes up the majority of what we're watching on the big screen



Note: Streaming Services include ad-free and ad-supported services as well as broadcaster streaming services
Source: Numeris VAM , 9/1/2025 to 11/30/2025, Total Canada | Total Time (hours) on a TV / Smart TV device. Excludes Facebook Video, Instagram Reels, TikTok; Streaming Services include broadcaster streaming services

Total TV delivers unmatched reach

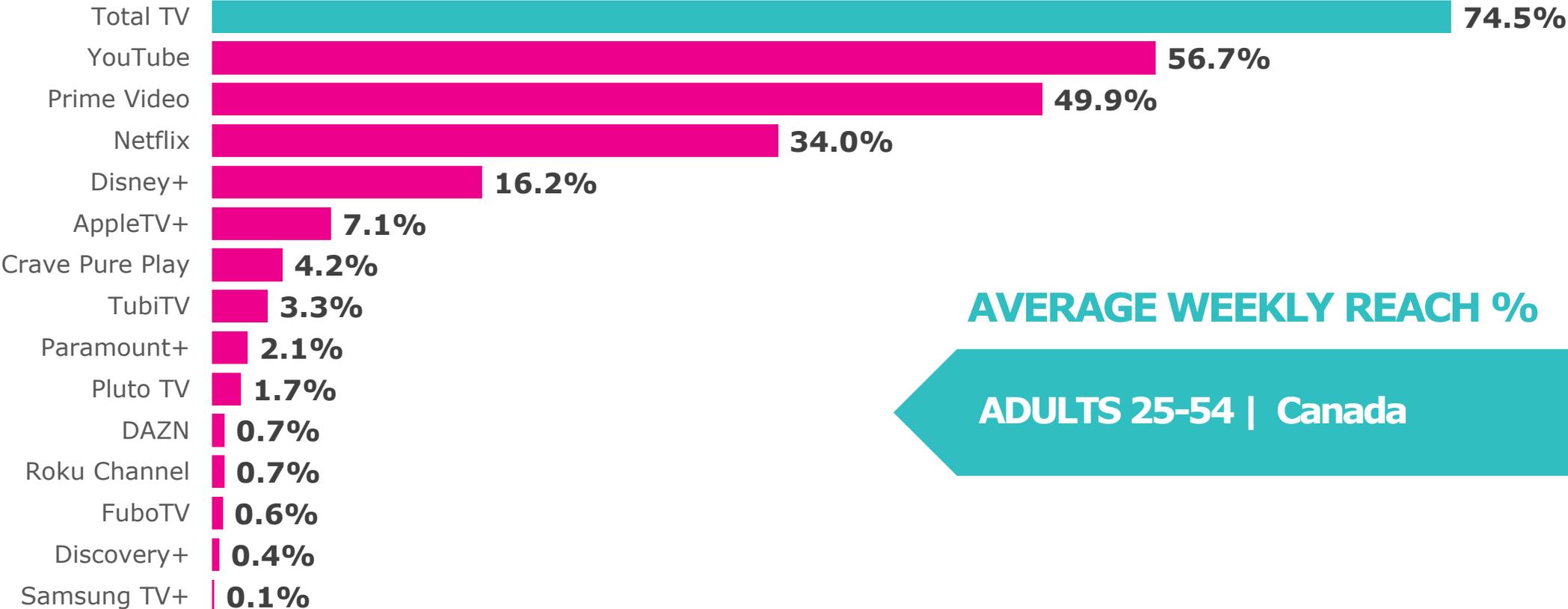


AVERAGE WEEKLY REACH %

ADULTS 18+ | Canada

Source: Numeris VAM, 9/1/2025 to 11/30/2025, Canada
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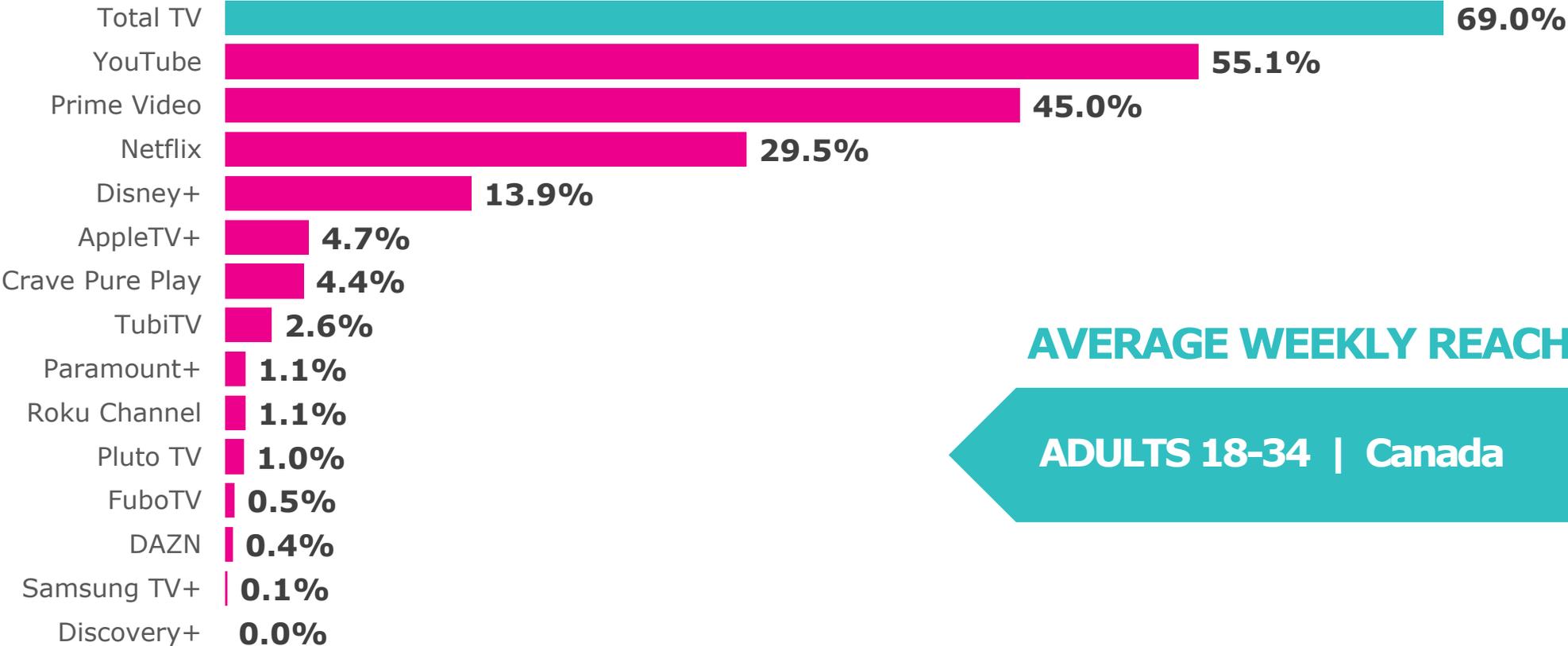


AVERAGE WEEKLY REACH %

ADULTS 25-54 | Canada

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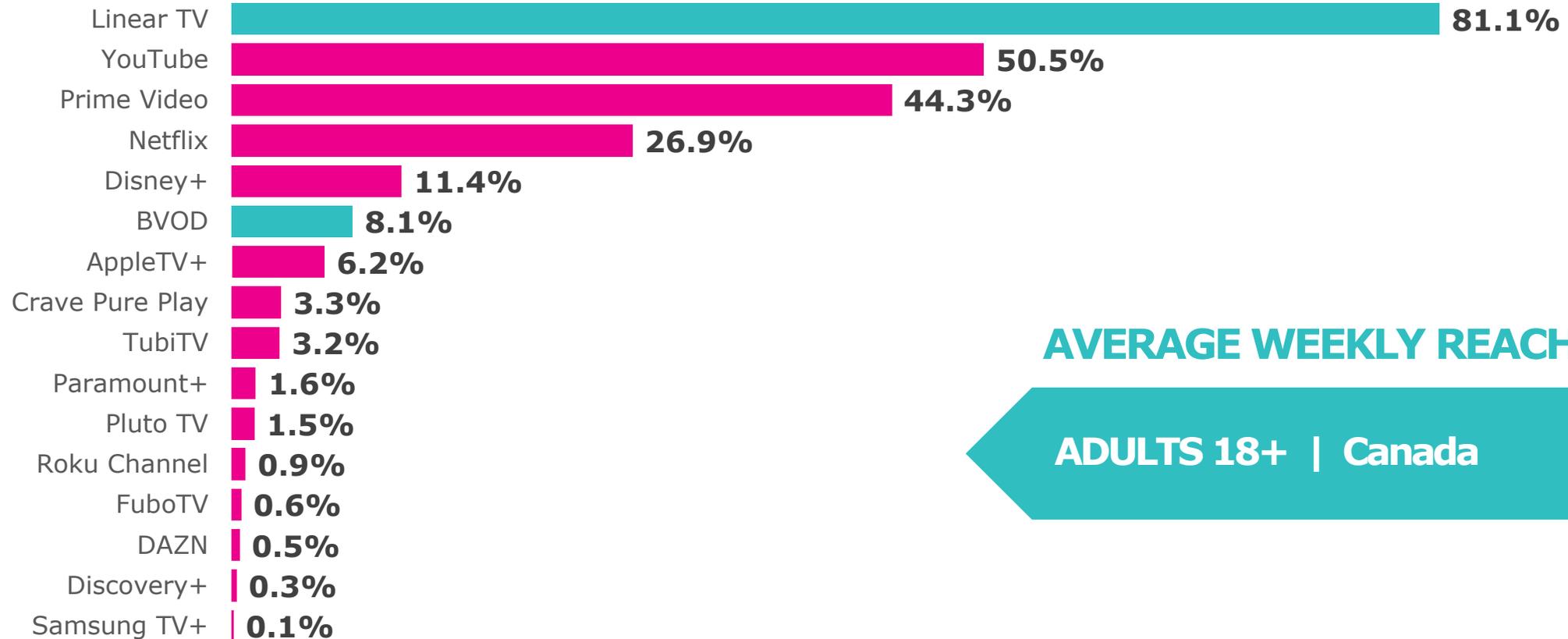


AVERAGE WEEKLY REACH %

ADULTS 18-34 | Canada

Source: Numeris VAM, 9/1/2025 to 11/30/2025, Canada
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Linear TV's reach exceeds all streaming services

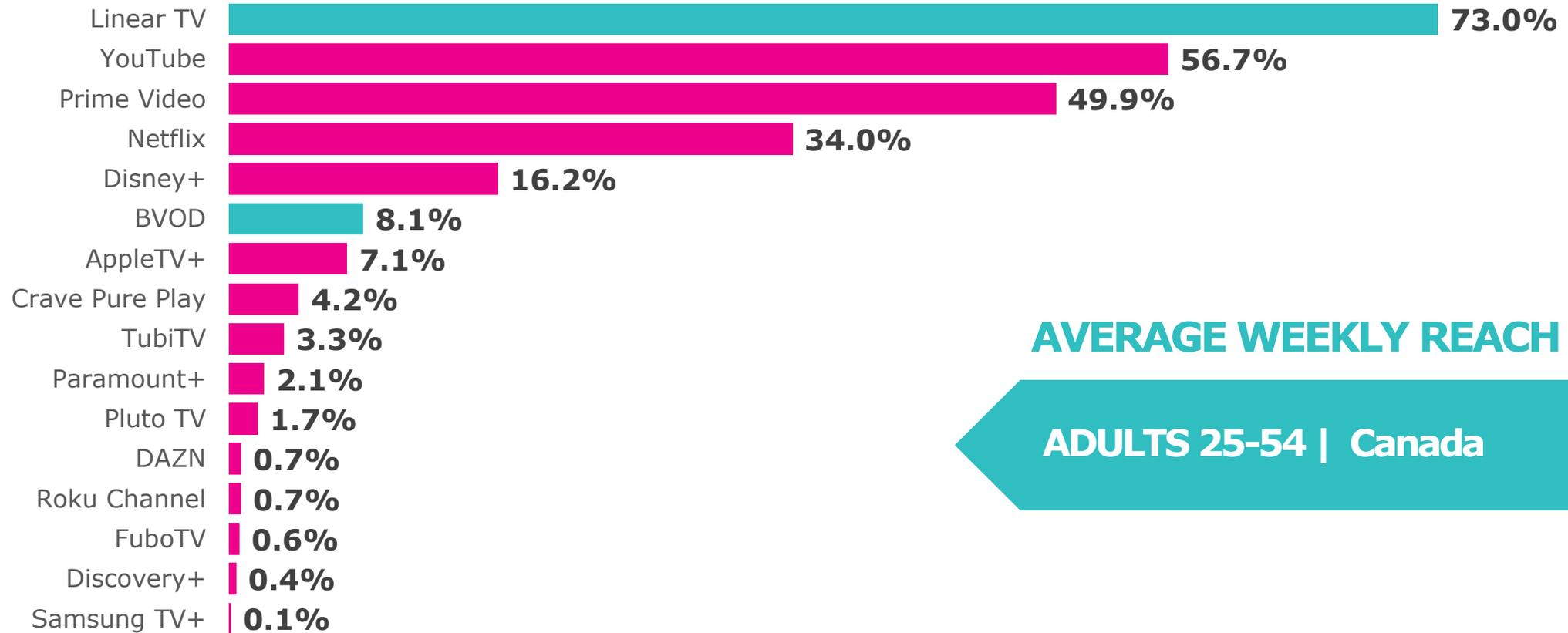


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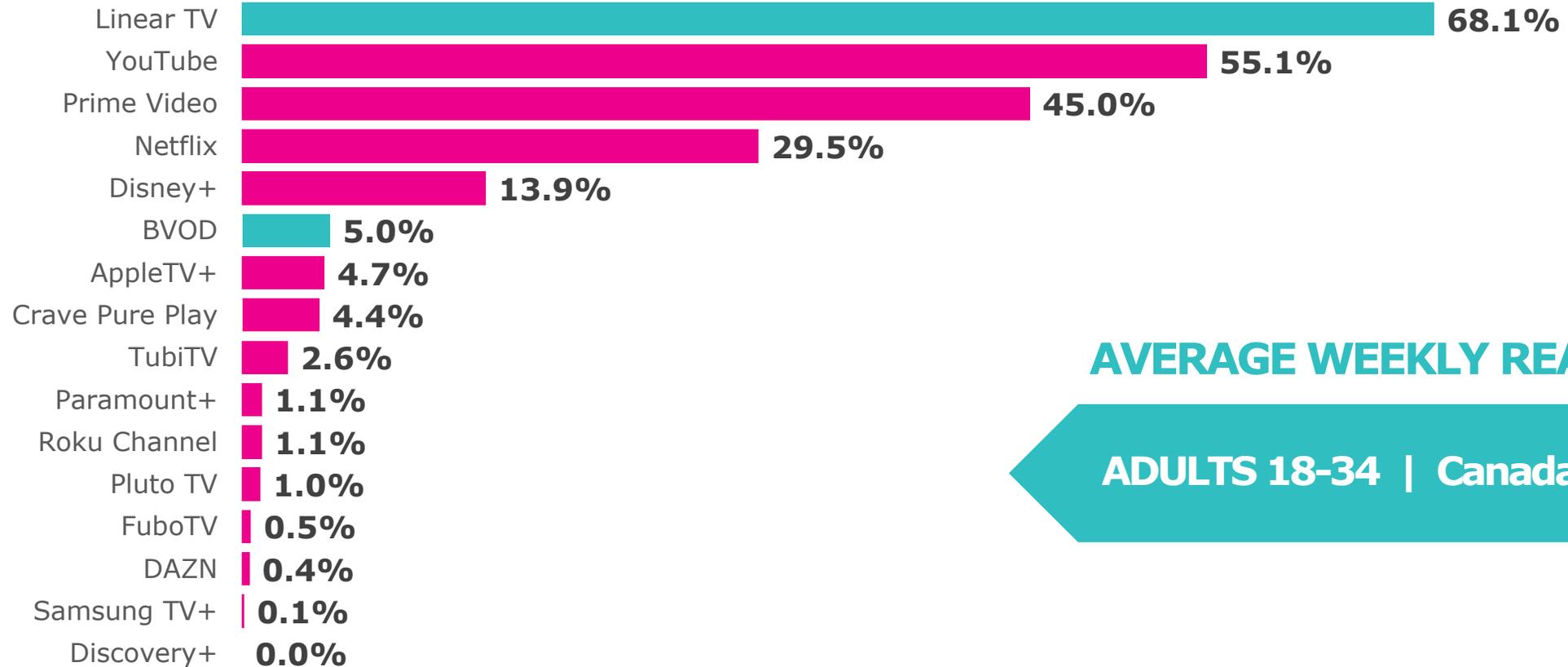


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ADULTS 18-34 | Canada

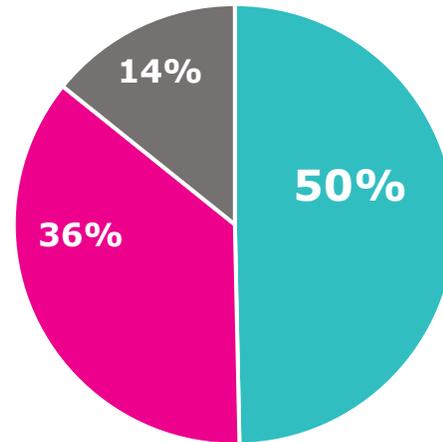
US data is *not* a good proxy for Canada

streaming in the US is much higher than in Canada, where our media habits more closely mirror those in the UK

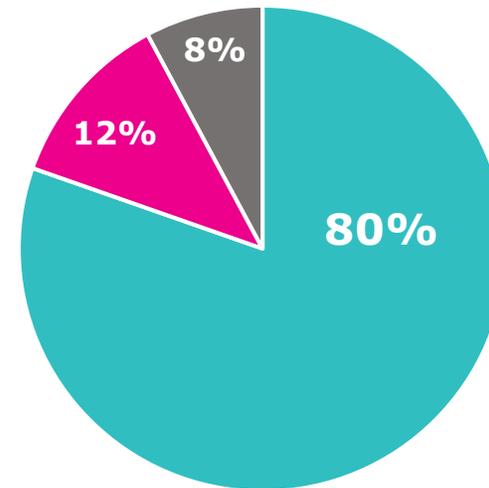
The Canadian advantage: because Canadians stream less (20% vs. 50% in the US), TV remains a far more efficient vehicle for mass reach in Canada than it is south of the border

SHARE OF VIEWING ON A TV SET

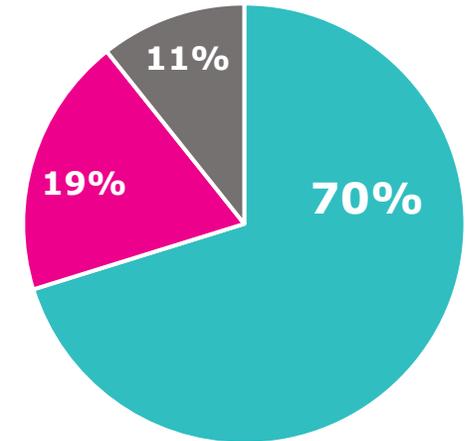
USA



CANADA



UK



■ Broadcast/Cable ■ Streaming ■ YouTube ■ Linear TV ■ Streaming ■ YouTube ■ Linear TV ■ Streaming ■ YouTube

US source: Nielsen Gauge, October 2025, P2+, viewing on a TV set (ex "other" viewing; proportionally adjusted)

Canada source: Numeris VAM, Total Canada, October 2025, P2+, viewing on a TV set

UK source: BARB, October 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)

the power of TV

This report focuses on the viewing habits of the Canadian consumer, but there is plenty of other evidence-based research that supports investing in TV advertising, beyond the commanding reach and time spent, including:

- **TV ads get the most** (and least expensive) **attention**
- **TV works at both ends of the funnel**
- **TV has a powerful halo effect on other media** (especially online)
- **TV delivers one of the strongest ROIs** and is the largest contributor of ad profit

Find more about the ability of TV's brand safe, curated, premium environment to deliver outcomes for brands in [the power of TV](#)



[get the facts](#)



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