think tv

TV works.
On every screen.

What's happening in Canadian television and what it means for marketers

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President & CEO, thinktv



Same content. Every screen Canadians watch.



Live & linear

Sports, news, big events and the latest shows as they happen



On demand

Broadcaster streaming services and BVOD



Connected TV

Broadcaster apps on the big screen

1 SCALE

2 IMPACT

3 PROFIT

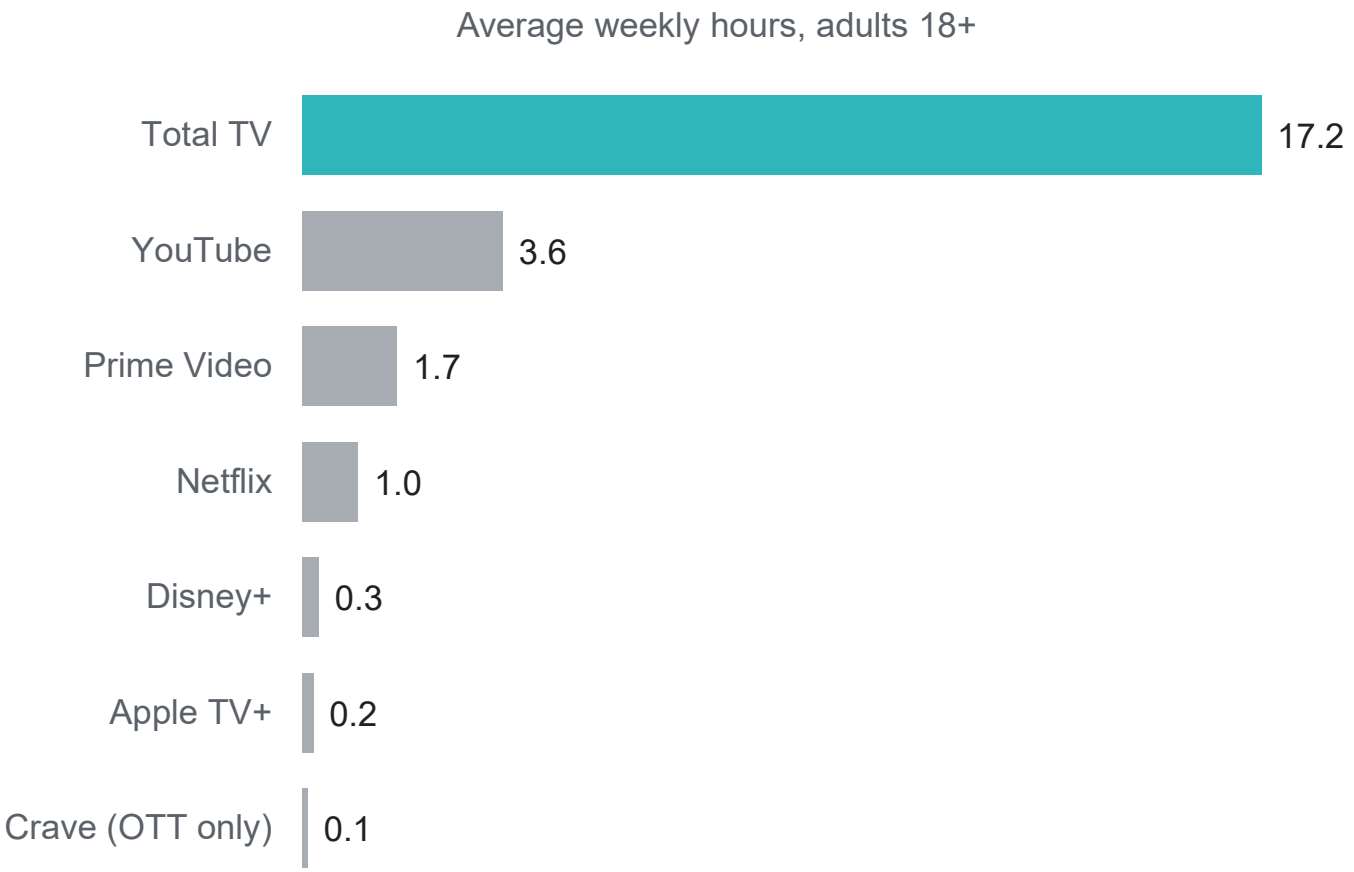
01
Scale

Canadians spend more time with TV than with any other video, and it reaches more of them.



SCALE

Total TV dominates time spent with video



5x

the weekly time Canadian adults spend with YouTube

Adults 18–34

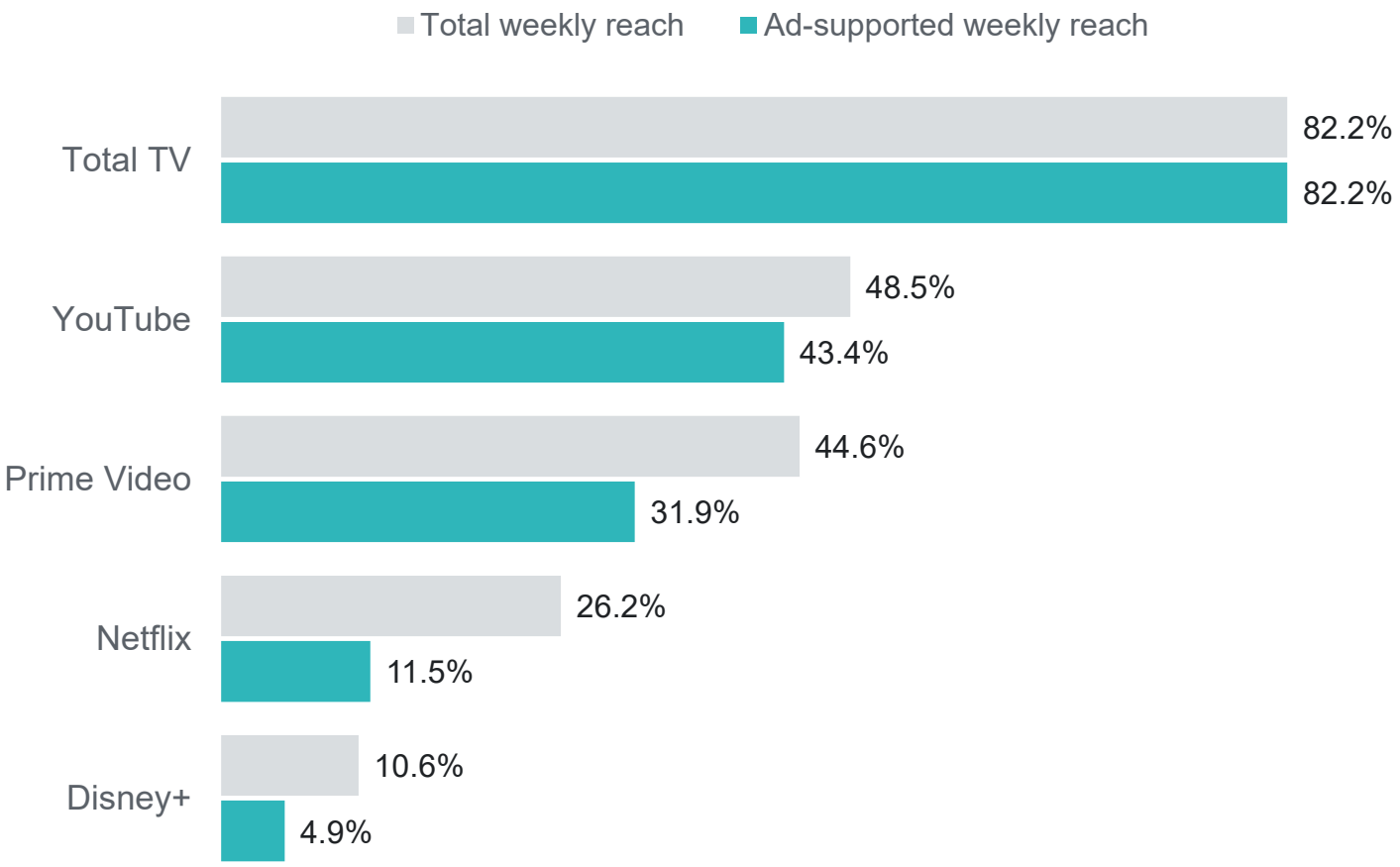
6.2 hrs Total TV

5.2 hrs YouTube

Source: Numeris VAM, Sep 15, 2025 to May 31, 2026, Canada, time spent per capita. Total TV = linear TV + broadcaster streaming services. Streaming services include ad-free and ad-supported services (in-home viewing only).

SCALE

TV reaches more Canadians than any other video



100%

of Total TV's weekly reach is ad-supported

44%

of Netflix's weekly reach is ad-supported

Source: Numeris VAM, Sep 15, 2025 to May 31, 2026, Canada, adults 18+, average weekly reach. Ad-supported reach: Ad Factors via Echo Intelligence, Fall 2025. Total TV = linear TV + broadcaster streaming services.

SCALE

TV reaches young adults too.

70%

of adults 18–34 are reached by **Total TV** each week

versus 50% for YouTube



Reach: Numeris VAM, Sep 15, 2025 to May 31, 2026, adults 18–34, average weekly reach. Canada TV-set viewing: Numeris VAM, Total Canada, May 2026, P2+. U.S.: Nielsen Gauge, April 2026, P2+, viewing on a TV set (excludes "other", proportionally adjusted).

SCALE

Canada isn’t the U.S.

20%

of TV-set viewing in Canada goes to **streaming and YouTube**

versus 53% in the U.S.



Canada: Numeris VAM, Total Canada, May 2026, P2+, viewing on a TV set. U.S.: Nielsen Gauge, April 2026, P2+, viewing on a TV set (excludes "other", proportionally adjusted).

SCALE

Live TV: where the whole country shows up



30.5M

Canadians watched the FIFA World Cup 2026 on Bell Media — about 75% of the population

30.5M

Canadians also watched CBC/Radio-Canada's 2026 Winter Olympics

10M

Canadians tuned into the 2025 Grey Cup, up 13% on the year before

Sources: Bell Media / Numeris (July 21, 2026); CBC/Radio-Canada (Feb. 23, 2026); Numeris via Media in Canada (Nov. 19, 2025)

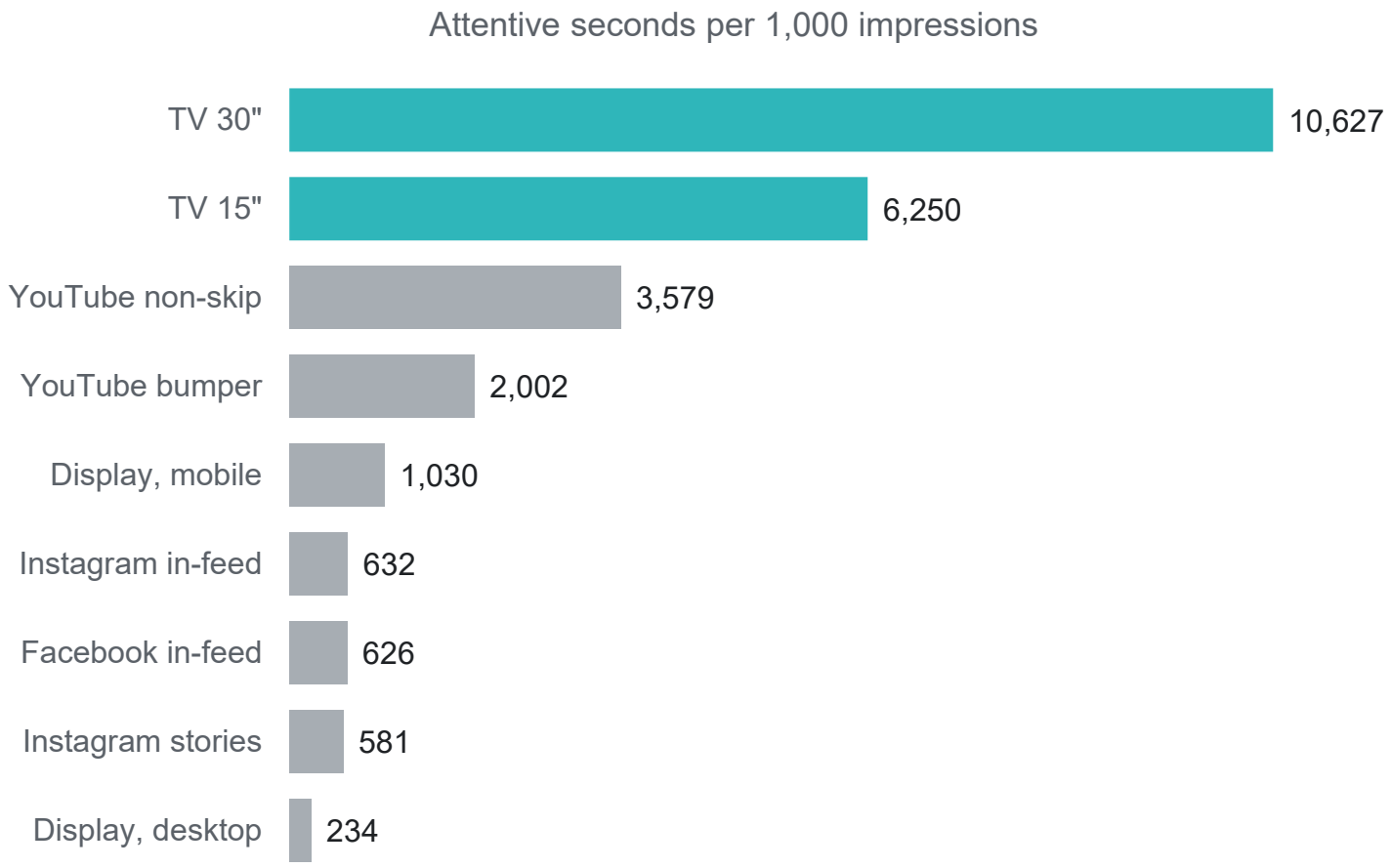
02
Impact

TV ads earn more attention than any other video ad, at the lowest cost per second of attention.



IMPACT

TV earns the most attention, for less



3×

the attention of a non-skippable YouTube ad

Cost per 1,000 attentive seconds

$1.64 TV 30 sec

$34.23 Desktop display

Attentive seconds: Ebiquity with Lumen, TVision and Dan White, The Challenge of Attention, 2024. Cost: Lumen, The True Cost of Advertising Attention, single advertiser's cost data, converted from euros to Canadian dollars. "Attentive seconds" = time an ad is actually viewed.

IMPACT

High-attention formats like TV hold attention 13× longer

Average active attention per ad

TV, cinema, radio and premium video



13.5 sec

“Extremely dull” formats



~1 sec

11.5×

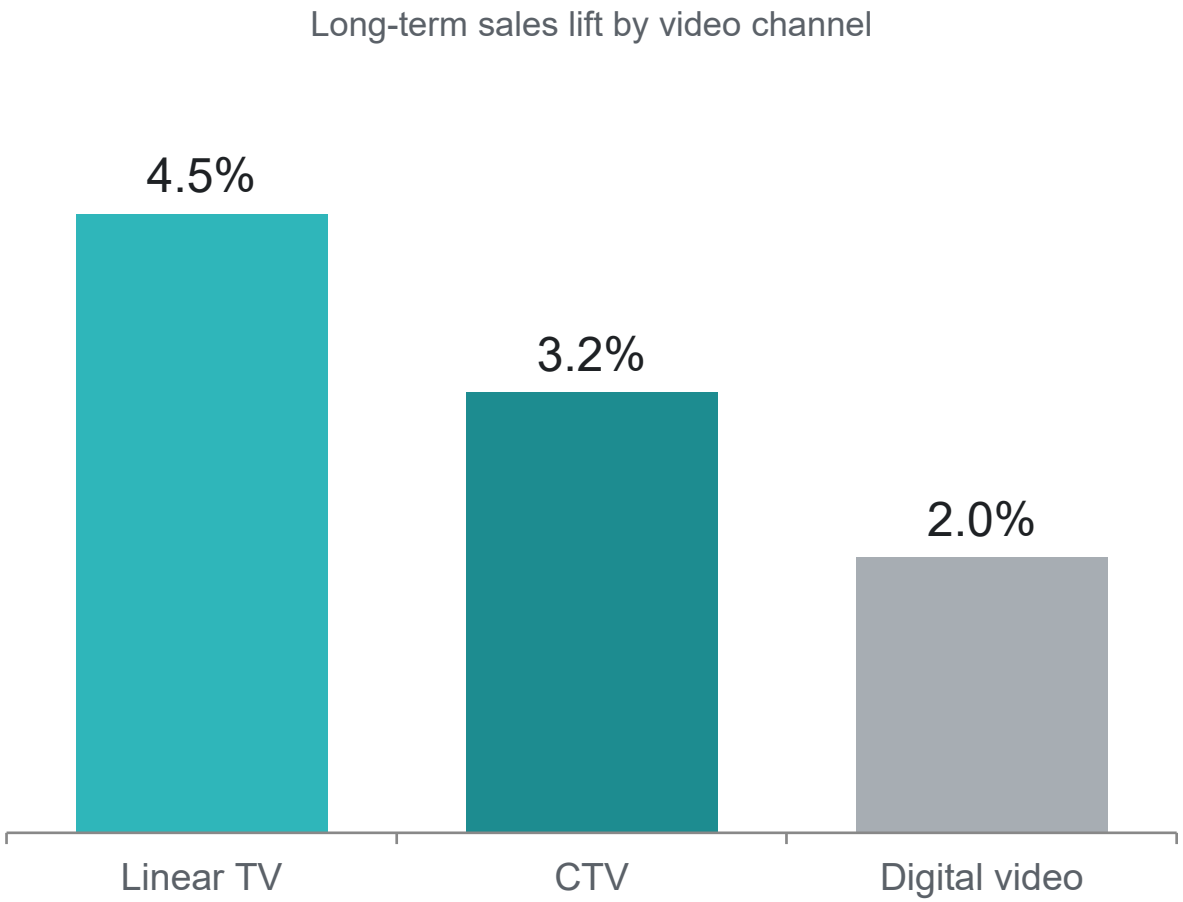
more effective than very dull and extremely dull environments

Measured on ad effectiveness, not seconds of attention

Source: Thinkbox, “The cost of dull media: key findings every advertiser should know” (July 2025), based on Field & Nelson-Field

IMPACT

Nothing builds brand like TV



2x+

the long-term sales lift of linear TV versus digital video

***Dentsu's guidance to planners**: linear TV still guarantees high brand effects, and broadcaster video on demand is an essential addition.*

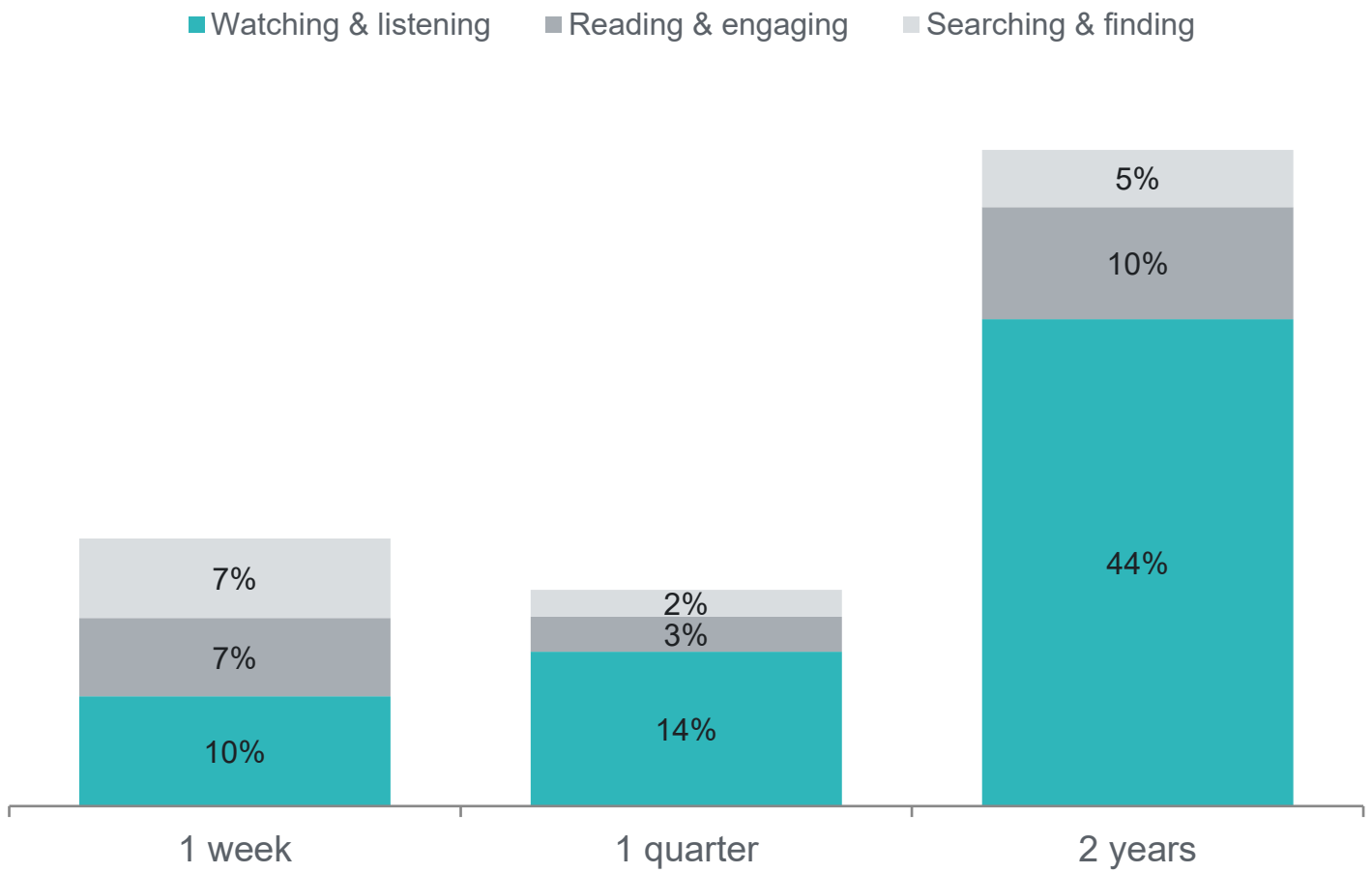
Source: Dentsu, The Brand Reset, 2026. "Digital video" excludes CTV.

03
Profit

TV is Canada’s largest driver of advertising profit. And it moves sales and store visits in the short term.



Most of advertising's profit comes in the long term



59%

of advertising's profit arrives over two years, not in the first quarter

~3/4

of that long-term profit comes from watching & listening channels, including TV

Source: Profit Ability 2, 2024 (UK data). Share of full profit generated by advertising over two years, by channel group. Watching & listening = TV, video, audio and cinema.

PROFIT

TV gets people in the door and product off the shelf

90%
of CPG campaigns drove a measurable sales lift

19%
average incremental sales lift

2 in 3
campaigns drove incremental store visits

Brand results, during flight

+47% sales
Facial tissue

+35% sales
Allergy medication

+54% store traffic
Steak restaurant

+41% store traffic
Discount grocery chain

Source: Environics Analytics, "Campaign-level Proof that TV Advertising Drives Real Business Outcomes," May 2026. Deterministic exposure and purchase/visit data; exposed vs unexposed households.

PROFIT

TV is the largest profit driver in Canada

Linear TV: share of short-term profit vs spend

50%

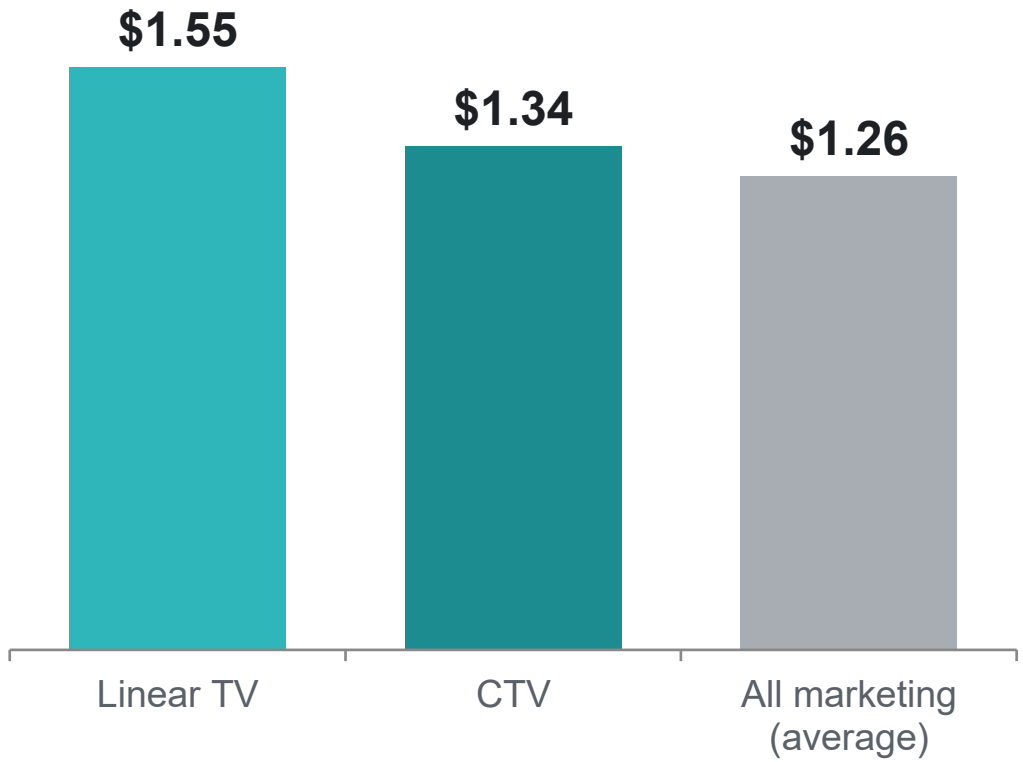
of short-term profit

42%

of spend

Linear TV delivers more profit than its share of the budget.

Short-term ROI per $1 of media

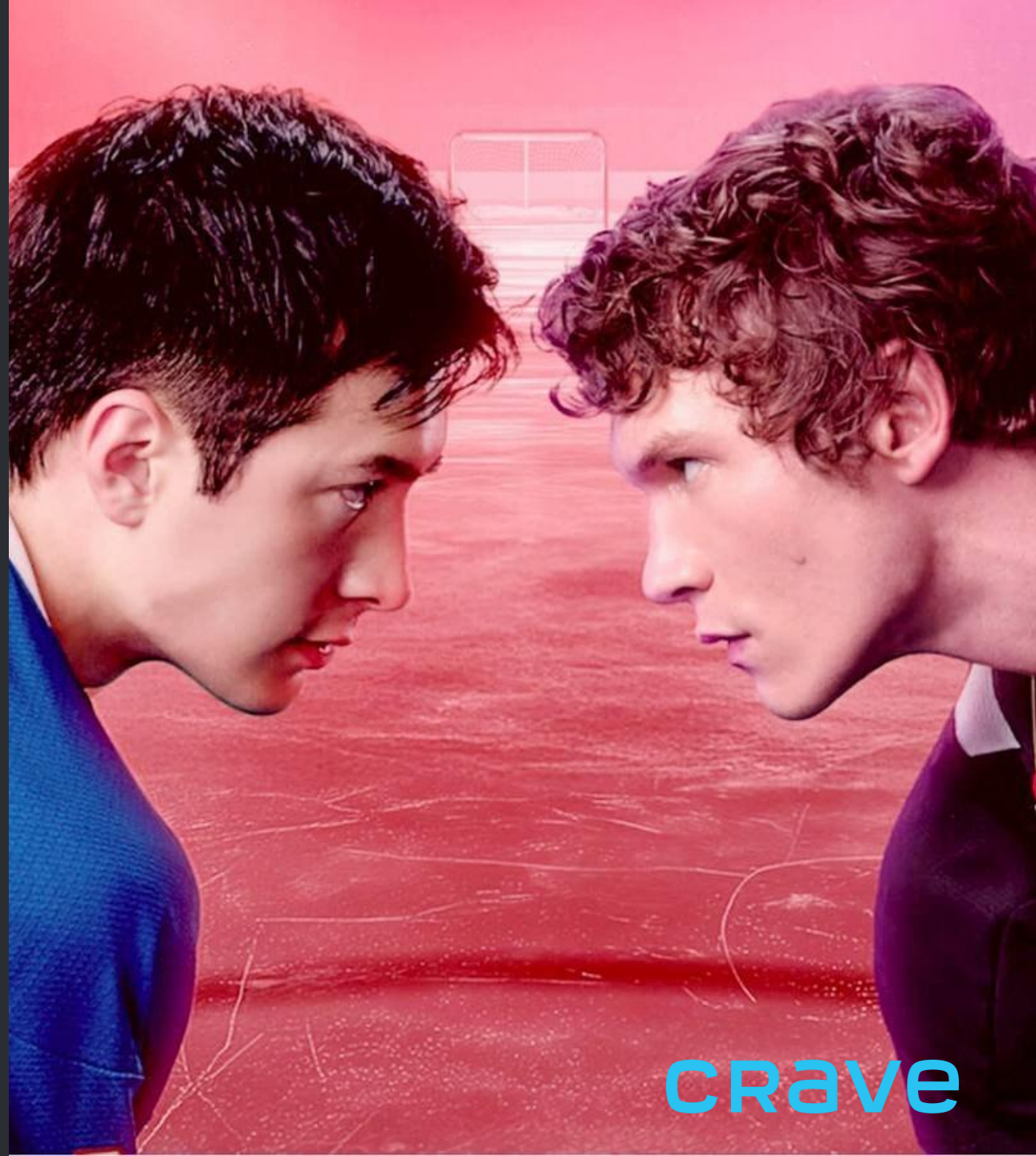


Source: Miix Analytics, September 2025. Canadian data: $45B in revenue and $621M in media spend analyzed. Short-term ROI = revenue return per dollar of media.

04

Connected TV, together

The Canadian Coalition for Connected TV: Canada’s best screens, bought as one.



CCCTV

Five broadcasters. One line.

Participating broadcasters

- **Bell Media**
- **CBC / Radio-Canada**
- **Corus Entertainment**
- **Quebecor Media**
- **Rogers Sports**

Through the coalition

CCCTV

One line

Premium broadcaster CTV, bought through one access point

Big screen only.
English and French.

What agencies told us had to be true

Biddable

Clean, standard signals, bought in the DSPs their teams already use

Quality

Premium, brand-safe broadcaster CTV, at meaningful scale

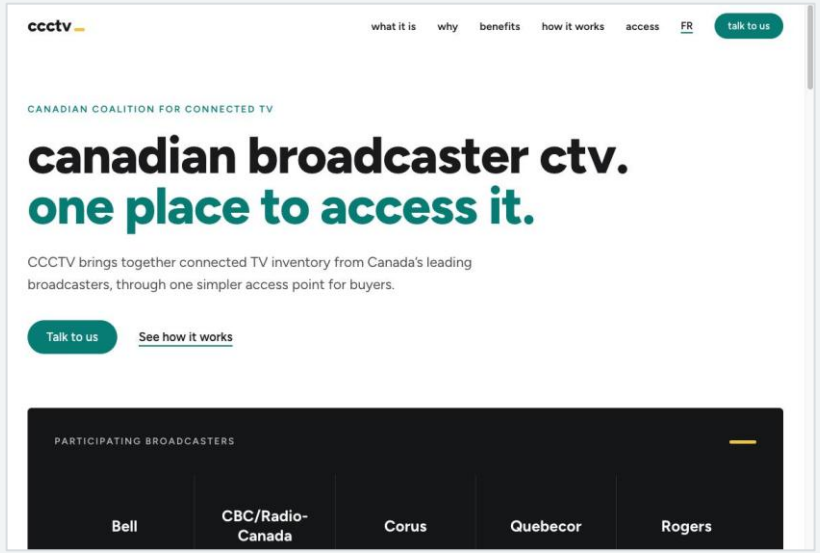
Unified measurement

One read of reach, frequency, and outcomes

Source: Canadian Coalition for Connected TV, ccctv.app.

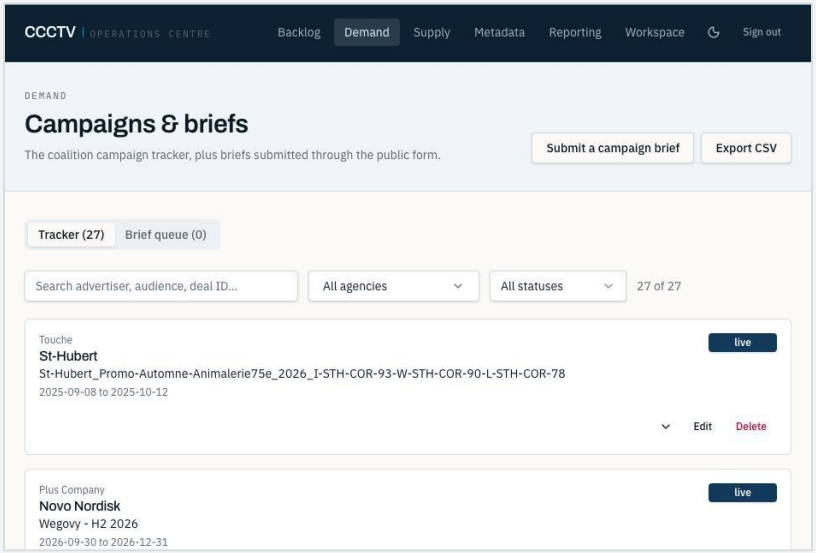
Keep more advertising dollars in Canada

Two tools make Canadian broadcaster CTV easier to understand, buy and measure.



ccctv.app →

Public site in English and French. Takes agency briefs and inquiries.



Operations Centre

Shared hub for demand, supply, metadata, and reporting.

Source: Canadian Coalition for Connected TV, ccctv.app.

Television is still the main event. Now it does a lot more with the attention it commands.

The industry calls this fragmentation. **We call it opportunity.**

– WPP Media