media usage, trends & misconceptions

MAY 26 2021
what we do

thinktv is a marketing and research association dedicated to the advancement of commercial television.
how we help

**research**
Learn how the latest audience trends are impacting TV advertising.
learn more »

**thinktv presents**
Check out our collection of presentations from industry experts.
learn more »

**events**
Find out about all the industry events we’re hosting or participating in.
learn more »

**thinktv clearance**
We clear commercials, infomercials, and public service announcements for agencies and advertisers.
learn more »
Canada’s top rated ads 2020

In this insightful and practical presentation, System1 reveal the top 10 ads in Canada from 2020, how advertising changed over the course of the year, and tips on making impactful creative. Watch now.

optimizing media using behavioural science

In this webinar, Richard Shotton looks at the impact behavioural science can play in channel selection, creative development and media optimization.

peak performance: driving advertising effectiveness that lasts

“Peak Performance” assesses the impact of media investment beyond the first year and delivers qualitative insights about balancing short-term activation with long-term brand building activities, and how to maximize sales ROI from media spend over the longer term.

Developed with Ipsos Canada, this research outlines how the media habits of those in the advertising and media communities differ from the rest of Canada, and how those differences skew our assumptions of general media usage.
The differences between US and THEM

18-34
28% | 27%
35-54
56% | 34%
55+
17% | 39%

Advertiser 41%
Creative agency 17%
Publisher* 16%
Media agency 15%
Digital agency 11%

Male 44%
Female 55%
Male 50%
Female 50%

* Publishers include TV, print, radio, Google, etc.
The differences between **US** and **THEM**

<table>
<thead>
<tr>
<th></th>
<th>Smartphone</th>
<th>Netflix</th>
<th>Games Console</th>
<th>TV Streaming Device</th>
<th>Amazon Prime Video</th>
<th>Smart Speakers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Us</strong></td>
<td>97%</td>
<td>95%</td>
<td>59%</td>
<td>66%</td>
<td>77%</td>
<td>58%</td>
</tr>
<tr>
<td><strong>Them</strong></td>
<td>78%</td>
<td>61%</td>
<td>34%</td>
<td>27%</td>
<td>35%</td>
<td>19%</td>
</tr>
</tbody>
</table>

‘Them’ Base: Canada Gen Pop (n=601).
‘Us’ Base: Industry (n=255).
Our lens appears to be colouring how much we think Canadians are consuming media.

**Daily Time Spent on Different Media Types** *(mean number of hours)*

<table>
<thead>
<tr>
<th>Activity</th>
<th>Canadian public</th>
<th>Industry professionals</th>
<th>Industry’s estimate of the general public</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching on TV</td>
<td>2.5</td>
<td>1.5</td>
<td>2.3</td>
</tr>
<tr>
<td>Watching on-demand</td>
<td>0.5</td>
<td>0.5</td>
<td>0.5</td>
</tr>
<tr>
<td>Watching a subscription service</td>
<td>1.8</td>
<td>1.3</td>
<td>1.7</td>
</tr>
<tr>
<td>Using YouTube</td>
<td>2.8</td>
<td>1.0</td>
<td>1.7</td>
</tr>
<tr>
<td>Social networking or social media</td>
<td>2.0</td>
<td>1.6</td>
<td>2.2</td>
</tr>
<tr>
<td>Online for practical tasks</td>
<td>1.0</td>
<td>2.2</td>
<td>3.0</td>
</tr>
<tr>
<td>Watching on-demand</td>
<td>0.5</td>
<td>1.6</td>
<td>4.1</td>
</tr>
</tbody>
</table>

In an average day, approximately how much time do you spend doing the following activities? What percentage of time do you think the average adult Canadian spends doing the following activities in an average day?
Our lens appears to be colouring what we think Canadians are doing – app usage

Apps Used in the Last Month

Which of the following websites, apps, or services have you visited or used in the last 1 month?
Which of the following websites, apps, or services do you think that the average adult Canadian has visited or used in the last 1 month?
Our lens appears to be colouring what we think Canadians are doing – app usage

Apps Used in the Last Month

- **Canadian public**
- **Industry professionals**
- **Industry’s estimate of the general public**

Which of the following websites, apps, or services have you visited or used in the last 1 month?

Which of the following websites, apps, or services do you think **the average adult Canadian** has visited or used in the last 1 month?
We are underestimating TV and overestimating Social Media

Draws your attention to a product/brand you hadn’t heard of

In which of the following media are you most likely to find advertising that ...?

Assuming that your total marketing budget returns to a normal level next year, how will you adjust your spending for the following media (if at all),
But we also recognize TV’s strengths

Sticks in your memory

In which of the following media are you most likely to find advertising that ...?
But we also recognize TV’s strengths

Makes brands, products or services more recognizable/famous

In which of the following media are you most likely to find advertising that …?
Canadians watch a lot of TV
Canadians watch a lot of TV

AVERAGE WEEKLY HOURS

ADULTS 25-54

14.6* for Total TV, 6.2 for YouTube, 2.2 for Facebook, 0.7 for Instagram, 0.1 for Snapchat, 0.6 for TikTok, 0.2 for Twitter.

ADULTS 18-34

10.1* for Total TV, 6.8 for YouTube, 1.6 for Facebook, 1.3 for Instagram, 0.4 for Snapchat, 1.1 for TikTok, 0.2 for Twitter.

* 85% of A25-54 TV viewing is LIVE

* 87% of A18-34 TV viewing is LIVE

Total Canada | Fall 2020
Western Canadians watch a little less

**AVERAGE WEEKLY HOURS**

- **ADULTS 25-54**
  - Total TV: 13.2 *
  - YouTube: 5.2
  - Facebook: 2.3
  - Instagram: 0.5
  - Snapchat: 0.2
  - TikTok: 0.6
  - Twitter: 0.2

- **ADULTS 18-34**
  - Total TV: 8.5 *
  - YouTube: 5.6
  - Facebook: 1.4
  - Instagram: 1.2
  - Snapchat: 0.4
  - TikTok: 1.1
  - Twitter: 0.1

* 85% of A25-54 TV viewing is LIVE

* 86% of A18-34 TV viewing is LIVE
Francophones watch a little more

**AVERAGE WEEKLY HOURS**

**ADULTS 25-54**

<table>
<thead>
<tr>
<th>Platform</th>
<th>Average Weekly Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total TV</td>
<td>18.2*</td>
</tr>
<tr>
<td>YouTube</td>
<td>5.5</td>
</tr>
<tr>
<td>Facebook</td>
<td>2.6</td>
</tr>
<tr>
<td>Instagram</td>
<td>0.4</td>
</tr>
<tr>
<td>Snapchat</td>
<td>0.1</td>
</tr>
<tr>
<td>TikTok</td>
<td>0.5</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.1</td>
</tr>
</tbody>
</table>

* 80% of A25-54 TV viewing is LIVE

**ADULTS 18-34**

<table>
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<tr>
<th>Platform</th>
<th>Average Weekly Hours</th>
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</thead>
<tbody>
<tr>
<td>Total TV</td>
<td>13.1*</td>
</tr>
<tr>
<td>YouTube</td>
<td>8.4</td>
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<td>Facebook</td>
<td>2.0</td>
</tr>
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</tr>
<tr>
<td>TikTok</td>
<td>1.1</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.1</td>
</tr>
</tbody>
</table>

* 78% of A18-34 TV viewing is LIVE
POLL:

TV reaches how many Adults 18-34 on a weekly basis

A. 48%
B. 58%
C. 68%
D. 78%
tv reaches 27,221,000 Canadians every day

weekly reach

89% adults (18+)
78% adults (18-34)
80% kids (2-11)
10.5 million Canadian HH’s have a paid TV subscription

Cord cutting has been far overstated: total subs are down less than 1%.

The notion that “no millennials subscribe to TV” is also false: 57% of 18-34 year olds subscribe to TV, and they’re also accessing linear TV out-of-home and via streaming (which is how TV is able to reach 78% of A18-34 on a weekly basis).

<table>
<thead>
<tr>
<th></th>
<th>Jan ‘20</th>
<th>Jan ‘21</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Subscribers</td>
<td>10,548,341</td>
<td>10,483,436</td>
<td>99.4</td>
</tr>
<tr>
<td>Basic/Digital Cable</td>
<td>5,634,299</td>
<td>5,497,952</td>
<td>97.6</td>
</tr>
<tr>
<td>Satellite</td>
<td>1,933,180</td>
<td>1,786,392</td>
<td>92.4</td>
</tr>
<tr>
<td>Telco/IPTV</td>
<td>2,956,769</td>
<td>3,175,139</td>
<td>107.4</td>
</tr>
<tr>
<td>Other</td>
<td>24,093</td>
<td>23,953</td>
<td>99.4</td>
</tr>
</tbody>
</table>
POLL:

How many impressions does the average TV campaign deliver:
(6 week campaign @ 150 GRPs / week)

A. 13 Million impressions
B. 130 Million impressions
C. 230 Million impressions
D. 330 Million impressions
the average TV campaign delivers

337 million impressions
TV is highly effective
tv works throughout the funnel

TV is your best store-front window

Top of the Funnel
• Awareness
• Brand building
• Interest / purchase intent

Bottom of the Funnel
• Activation via sales promotions messages
• TV ads drive website visits
• Thanks to digital, you can literally buy online while watching the TV commercial
tv delivers the best ROI

TV’s ROI is $14.34 for every dollar spent

ATTRIBUTED SALES ROI BY MEDIA CHANNEL OVER A ONE YEAR PERIOD

<table>
<thead>
<tr>
<th>Media Channel</th>
<th>Sales ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>$11.79</td>
</tr>
<tr>
<td>TV</td>
<td>$14.34</td>
</tr>
<tr>
<td>Display &amp; Other</td>
<td>$12.71</td>
</tr>
<tr>
<td>Paid Search</td>
<td>$11.45</td>
</tr>
<tr>
<td>Paid Social</td>
<td>$9.99</td>
</tr>
<tr>
<td>SFVC</td>
<td>$13.52</td>
</tr>
<tr>
<td>Other Media</td>
<td>$6.95</td>
</tr>
</tbody>
</table>

% of Media Spending:
- TV: 42%
- Display & Other: 18%
- Paid Search: 14%
- Paid Social: 6%
- SFVC: 2%
- Other Media: 18%

Source: Canadian Media Attribution Study
In the long term, TV’s ROI grows to $23.40

**Attributed Sales ROI by Media Channel (Over 4 Years)**

- **MULTIPLATFORM TV**: $23.40
- **Display & Other**: $15.20
- **Search**: $13.10
- **Social**: $14.32
- **SFVC**: $20.21
- **Other Media**: $9.49

% of Media Spending:
- MULTIPLATFORM TV: 42%
- Display & Other: 18%
- Search: 14%
- Social: 6%
- SFVC: 2%
- Other Media: 18%

Source: Peak Performance: Driving Advertising Effectiveness That Lasts
**tv improves online performance**

TV’s halo effect amplifies the sales ROI of digital by 19%.

Without TV’s halo effect, digital advertising’s average ROI would decline by 19%.

**Standalone Digital ROI**

-19%

**TV’s Adjusted ROI**

+23%

Source: Accenture “The Moneyball Moment for Marketing in Canada”
digital companies know **tv** works!

**TV spend by internet-related products & services** is **up over 2.7x since 2015**

**YEAR-OVER-YEAR % INCREASE**

**TV SPEND BY INTERNET BUSINESSES**

<table>
<thead>
<tr>
<th>Year</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td></td>
</tr>
<tr>
<td>2016</td>
<td>+17%</td>
</tr>
<tr>
<td>2017</td>
<td>+30%</td>
</tr>
<tr>
<td>2018</td>
<td>+37%</td>
</tr>
<tr>
<td>2019</td>
<td>+28%</td>
</tr>
</tbody>
</table>

Source: Total Canada/Annual/Numerator Canada | Full Report Here
FAANG’s TV spend continues to grow

TV spend by the FAANG companies has doubled in 4 years

YEAR-OVER-YEAR % INCREASE TV SPENDING

<table>
<thead>
<tr>
<th>Year</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>-1.5%</td>
</tr>
<tr>
<td>2016</td>
<td>+21%</td>
</tr>
<tr>
<td>2017</td>
<td>+29%</td>
</tr>
<tr>
<td>2018</td>
<td>+32%</td>
</tr>
<tr>
<td>2019</td>
<td></td>
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Source: Total Canada/Annual/Numerator Canada | Full Report Here
The deception of the short-term model

Sales activation
- Tactical behavioural prompts
- Short-term sales uplifts
- No enhancement of pricing power
- Creativity has little or no impact
- Tightly targeted

Short term sales uplifts only

Source: Binet & Field 2013
The deception of the short-term model

Sales activation
- Tactical behavioural prompts
- Short-term sales uplifts
- No enhancement of pricing power
- Creativity has little or not impact
- Tightly targeted

Short term sales uplifts only

Brand building
- Strategic emotional associations
- Long-term sales growth
- Strengthened pricing power
- Creativity boosts strongly
- Broad reach

Long term sales growth

Short term effects dominate ~6 months

Source: Binet & Field 2013
As short-termism took off, effectiveness fell

Source: IPA Databank, 1998-2016 for-profit cases
Balance Media

**Sales activation**
- Tight targeting
- Path to purchase

**Brand-led growth**
- Broad reach
- Emotional priming
- Mental availability

Rational information media
e.g. search retargeted or data-driven social display

Emotive audio-visual media
e.g. TV, online video
You need brand and activation

Profit
Sales gain
Market share
Penetration
Price sensitivity
Loyalty
Activation
ROI

Source: IPA Databank, 1998-2016 for-profit cases, based on scale of activation effects and number of brand effects
POLL:

What is the ideal balance of brand-building to activation?

A. 60 brand building, 40 activation
B. 80 brand building, 20 activation
C. 20 brand building, 80 activation
D. 40 brand building, 60 activation
Optimum balance: The “60:40 rule”

- Very Large Share Growth Cases: 38% Activation, 62% Brand-building
- Strongest Brand-Building Cases: 42% Activation, 58% Brand-building
- Most Efficient Cases: 36% Activation, 64% Brand-building
- Very Large Profit Growth Cases: 36% Activation, 64% Brand-building

Source: IPA Databank, 2016 cases
today’s tv

100% of TV channels delivered digitally

explosion in viewing options

advances in addressable advertising & measurement
TV’s top attributes (a re-cap)

- High completion rates
- Robust measurement
- Full Screen
- Brand safe
- Sound on
- Shared viewing
- Viewed by humans
- High quality programming

For more check out *The Power of TV in an Attention Economy*
“You must have TV in your consideration set ... TV continues to represent a significant majority slice of video for most demographics.”

Mark Ritson
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