

APRIL 2025

ADVANCED TV REPORT, CANADA

Tune in to **winning**

TV insights



MiQ

WEAREMIQ.COM

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Ready to activate your winning mode?

As viewership evolves and consumption habits change across generations, video isn't just on TV. Video is across CTV, YouTube, TikTok, reels, and even audio streaming services. And it's also become influential in inspiring transactions - and driving them. So for marketers, the big question isn't whether to adopt Advanced TV strategies, it's 'how?'

MiQ partnered with Censuswide to survey **1000** consumers and **200** advertisers across Canadian brands and agencies. Bringing valuable insights together, we look at viewer habits and advertiser attitudes. Plus, you'll discover the winning strategies to supercharge your streaming performance, overcome fragmentation and achieve incremental reach and ROI. It's time to win the latest season of TV.

ABOUT THE DATA

MiQ has access to over **765 billion** annual impressions/commercials and more than **140k** distinct TV viewership signals per household, resulting in **6.4 trillion** TV content consumption signals. Additionally, MiQ has access to over **102 billion** annual consumer purchase signals and consumer survey insights from GWI, representing over **3 billion** internet users across **54 markets**.



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Switching on

Before we dive into more detail, let's look at the wider TV picture.



Firstly, it's safe to say that Canadians love watching video content on the big screen.

Across Canada, streaming has become standard and viewers are willing to dig deep. On average, **43%** of Canadians spend between CA\$25 and CA\$50 a month on subscription services. **57%** use between 1 or 2 platforms, and **35%** use as many as 3 or 4. Reflecting this behavior, **40%** of brand and agency advertisers say they will gradually move away from linear TV.



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of Canadians use
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Tuning in to viewers

What makes your audience widen their eyes, rather than roll them? In this section, we outline viewer behaviors, habits and preferences.



Viewers value variety

There are now more and more streaming subscriptions for viewers to pick from, but which factors make the biggest difference? Viewers say that **content variety is their top consideration (55%)** when choosing a platform. This is closely followed by pricing/discounts (48%), with exclusive content coming third (36%).

Canadians aren't fans of ad-supported subscriptions

Globally, viewers are leaning towards ad-supported content. But Canadians aren't following the same trend, with only **25%** saying they would choose a free ad-supported tier. However, people in **New Brunswick (33%)** and **Newfoundland and Labrador (36%)** are a lot more likely to opt for this. Across the country, only **23%** would opt for a mixture of ad-free and ad-supported - whereas in **Manitoba, 41%** prefer a mix.

Second screening is becoming second nature

48% of Canadians use a second screen while streaming videos or watching content on TV. Within that segment, **55%** choose their phones for second-screening, **27%** pick a laptop or desktop computer, and 17% prefer to use a tablet. **52%** check emails, **46%** message friends and **42%** scroll social media. These stats largely reflect global second screening tendencies. New Brunswick is the exception to the rule, with **29%** of people saying they almost always use a second screen.

Ad engagement is a struggle

Brace yourself: a whopping **61%** of Canadians say that they never engage with an ad while watching content. (But for those that do, **13%** do take an instant action.) In **Nova Scotia, 71%** don't engage, but viewers in **Quebec** are more amenable at **55%**.

Price has the biggest impact on purchasing

So what kind of ads make the biggest impact? **56%** of viewers are influenced by price comparisons, and **40%** take recommendations from friends and family. In **Nova Scotia** and **New Brunswick, 70%** say price comparison has the biggest impact. Across Canada, consumers say they are most likely to engage with ads that show limited time offers or discounts.

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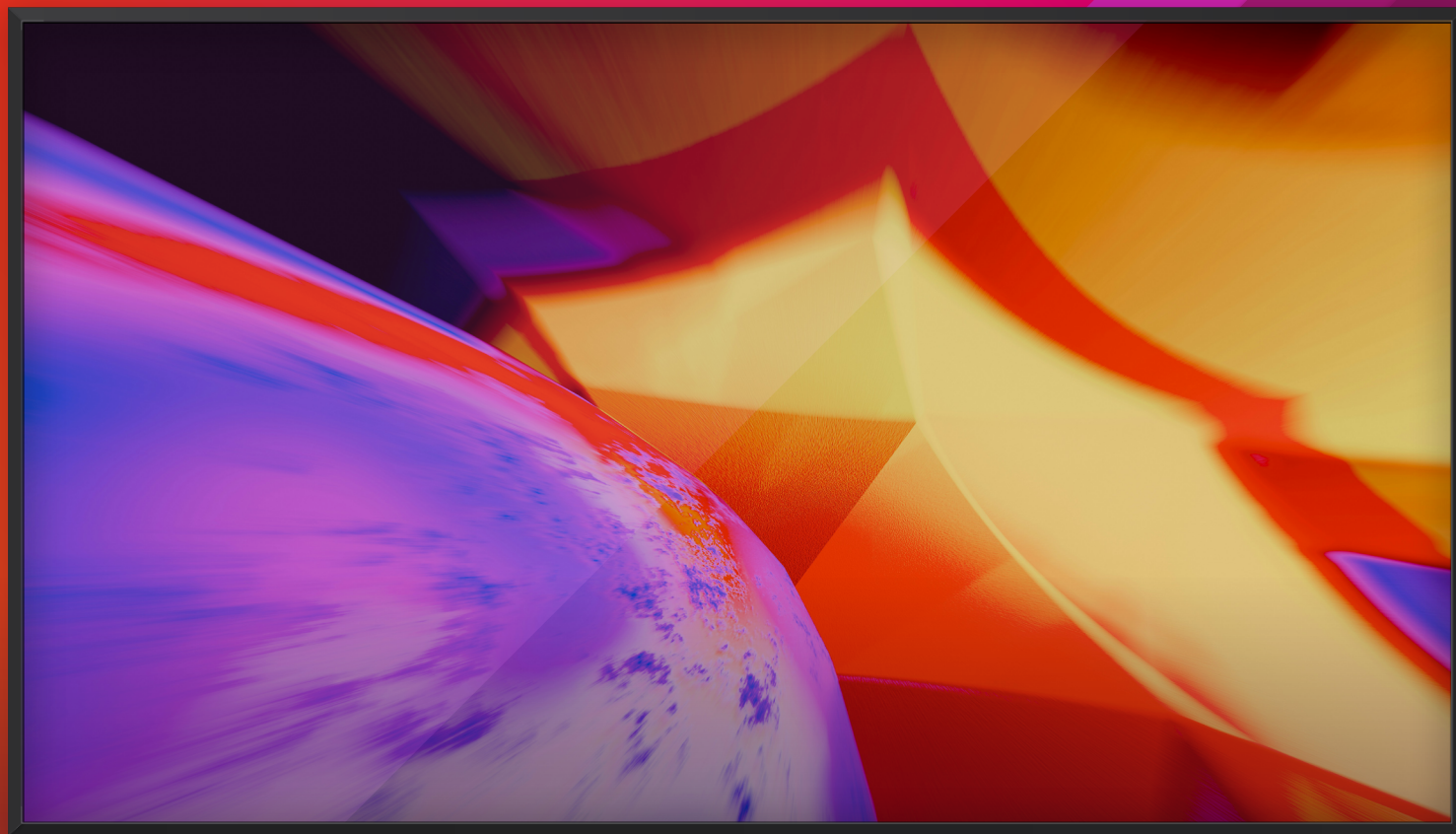
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Tuning in to advertisers

Are advertisers and viewers on the same wavelength? Let's see advertiser attitudes, and how that's impacting everything from spend, to channel selection.



Swiping the card on video

77% of advertisers are planning to increase their marketing budgets over the next year. Within this, **48%** of advertisers will increase CTV spend, and **45%** will increase YouTube spend. And with second screening behavior continuing to grow in Canada, it's no surprise that **51%** of advertisers plan to use online video, and **50%** plan to use YouTube - an increase of **24%** compared to 2023. Despite the favoritism for YouTube, there are still challenges around performance goals (29%), creative services (26%) and optimization (23%).

Advertisers love CTV and YouTube

What makes CTV and YouTube so attractive? **31%** say the main draw is shoppable ads. Reaching incremental new audiences takes **24%** of the votes, and cross-channel optimization and delivery makes up **26%**. When it comes to measuring success, advertisers are scrutinizing attention (41%), reach/frequency to the intended target audience (38%) and brand lift (35%).

The rise of retail media

In Canada, **86%** of advertisers say they are familiar with Retail Media Networks (RMNs). **89%** will look to diversify their retail strategy by aligning TV data with in-store and online sales data to get a more holistic view on the effectiveness of branding campaigns on sales. It's clear this is just the beginning of the commerce boom, and strategies will continue to evolve.

Creative drives consumer interaction

41% of advertisers say that eye-catching creative has the biggest impact on advertising performance. And with more viewers turning into consumers, more advertisers are exploring different creative formats and **86%** are already using shoppable ads in their campaigns. Within this, **33%** favor QR codes and **29%** lean into interactive ads (polls or buttons that lead to product pages).

The appeal of managed service providers

Why do **45%** of advertisers use managed services when buying, managing and executing campaigns across CTV platforms and YouTube? **36%** say the biggest reason is having access to specialized services on top of DSPs (trading, analytics, account management and creative). Just behind this, **31%** value operational efficiencies, and another **29%** like having a single access point for all buys.

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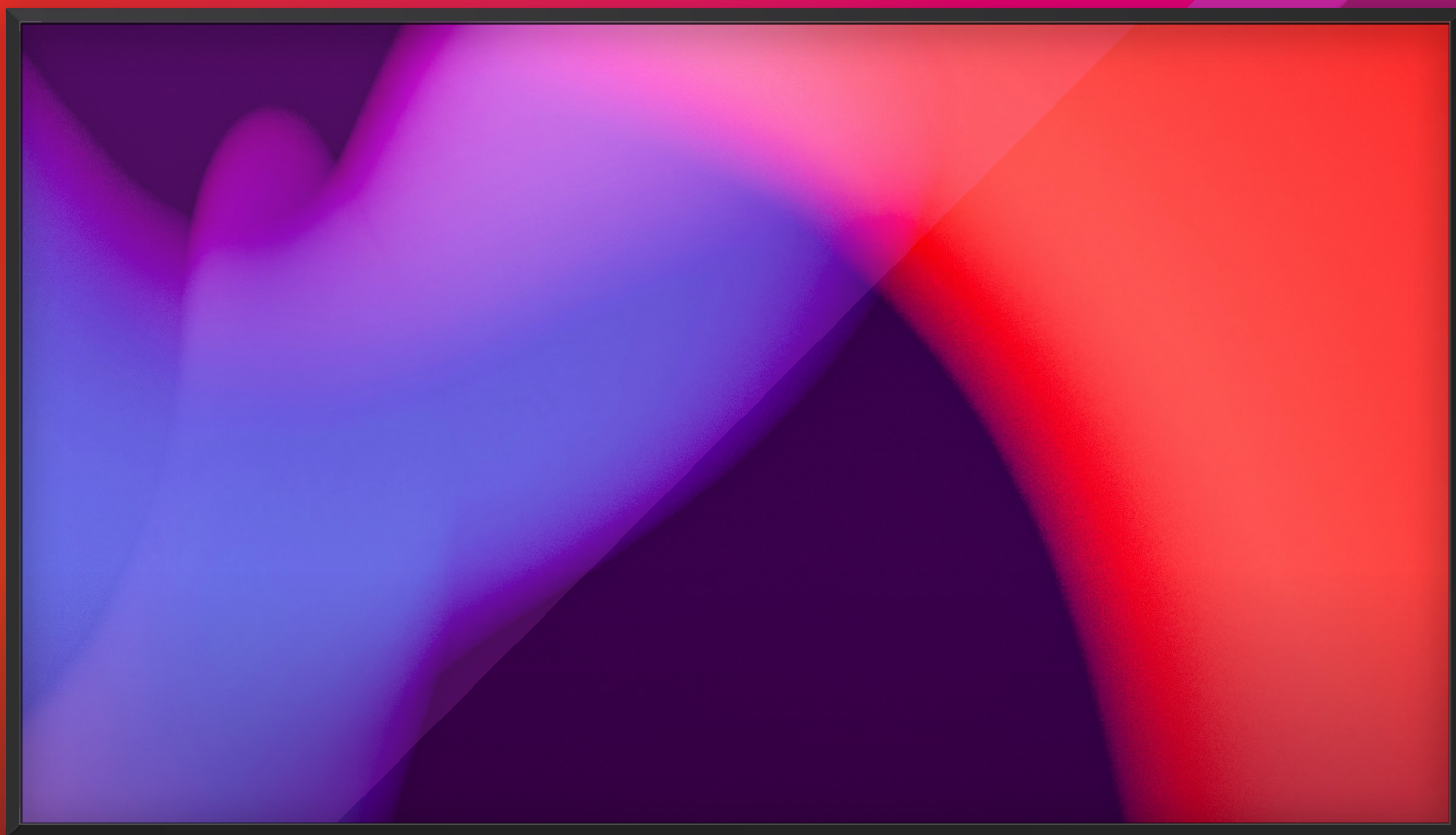
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3 ways to win at Advanced TV

Discover how to get on top of trends, and ahead of the game.



1

Unlock success with agnostic access

It's tricky to navigate a maze of audiences, platforms, and channels, especially when data is siloed, identifiers are limited and preferred partnerships put up walls. So what's the secret?

Marketers need to take a fully agnostic approach, connecting the entire ecosystem of partners, data and supply. By avoiding costly tech contracts and DSP partnerships, marketers get more value for money. And it becomes easier to create omni-channel campaigns that win at incremental reach, performance, and ROI.

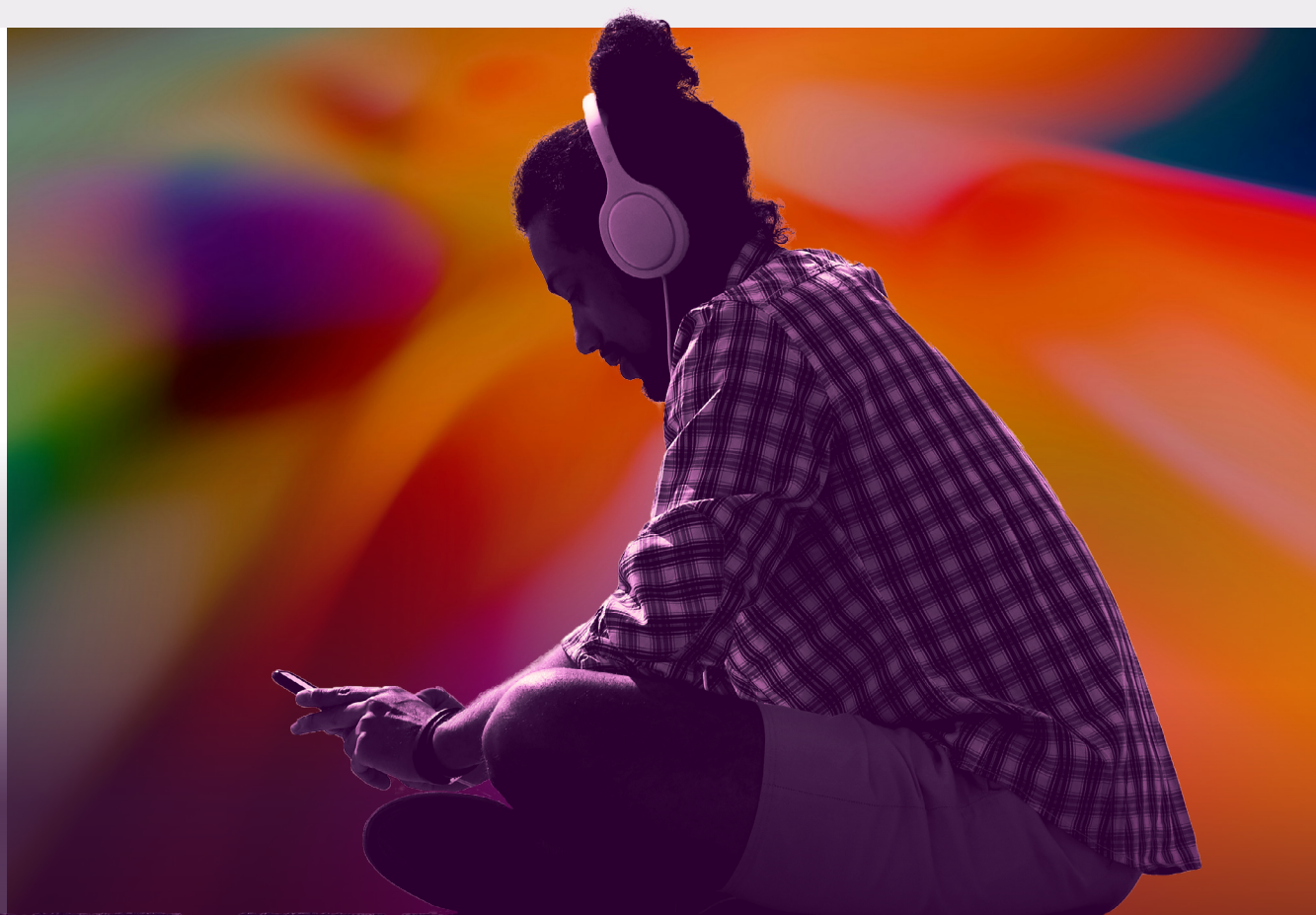


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Get crafty with content

YouTube is becoming increasingly popular, and so is the powerful influence of creative. It gives marketers a huge opportunity to get crafty with formats and placement.

While shoppable ads work best for some channels (like CTV and YouTube), creative enhancements perform better on others (think QR codes and dynamic content). It takes a full suite of skills to win at creative, so marketers should consider working with specialist managed service providers to ensure success.



3

Bag bigger commerce success

Commerce solutions have gone from being 'one to watch' to the latest need-to-have for marketers.

To bag an impressive sales lift, it's important to connect data from retail media networks, consumer purchase data and Automatic Content Recognition (ACR). This way, you'll see insights across the watching, browsing and buying journey.

Real outcomes that are far from average

See how we delivered 46% incremental new audience exposure for a men's retailer, powered by a connected and comprehensive total video campaign.

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