

TV Advertising - Canada - July 2019

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This report looks at the following areas:

Although most Canadians are exposed to commercials across various channels and platforms, most try to avoid such ads, at least some of the time and some are leery of the information provided in video ads. While marketers can face challenges, positive sentiment towards ads translates to opportunity in reaching a wider audience effectively through avenues that resonate best with certain groups (eg social media for younger consumers).

- Older cohorts are biased towards traditional formats
- Most try to avoid video ads
- Video ads have no influence on some



"The majority of Canadian consumers regularly see video ads on television and social media, and to a lesser degree, on platforms including streaming app/site for television channels, DVR/PVR recordings, video on-demand libraries, online news portals and other websites including blogs and forums."
– Andrew Zmijak, Research Analyst

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MARKET FACTORS

- Population growth and younger groups will benefit the category
- The transition to 4K
- High social media use bodes well for category

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Linear television still strong
- Ad budgets continue their move to digital
- Avoiding ads is common
- The battle for ad-supported streaming services

WHAT'S WORKING?

- Linear television still strong
- Ad budgets continue their move to digital

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- Video ads are most commonly seen on TV or social media
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- **For some, video ads have no influence and are viewed as untrustworthy**

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