

TV Advertising - Canada - July 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"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**

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**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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 Avoiding ads is common
 The battle for ad-supported streaming services

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Linear television still strong
 Ad budgets continue their move to digital

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Abbreviations

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