

# CANADA vs. U.S.



	Canada	U.S.
Population (Ind 2+)	35,579,000*	301,700,000
Households	14,572,000	123,360,000
TV Markets – EMs, DMAs	37	210
Number of TV Stations (Conventional + Specialty & Pay)	336	1,386
Households with Access to TV/video services	14,499,000	118,400,000
% Total Households	99.5%	96%
Subscribe to TV services - Cable, Sat., IPTV (% of Total Households.)	84.2%	83%
Off-Air	4.5%	6%
PVR (% of TV Households)	54.4%	53.8%
<b>Average Weekly Viewing Hours per Capita (Hours:Minutes)</b>		
Persons 2+	25:06	30:24
Adults 18+	27:00	34:00
Adults 25-54	20:18	28:36
Teens (12-17)	14:18	13:18
Children (2-11)	16:12	19:12
Advertising Expenditures – millions	\$12,992	\$139,260
TV Advertising Expenditures – millions	\$3,327	\$104,656
TV Expenditure Per Capita	\$92.75	\$349.86
Commercial Time: Conventional	Unlimited	Deregulated
Commercial Time: Specialty Channels	12 min/hour	Deregulated

Source: Numeris Universe Estimates 2017-18 | Numeris PPM, Total Canada, Total TV, Mo-Su 2a-2a, Consolidated, All Locations, Aug. 29, 2016 – May 27, 2017 | thinktv Net Advertising Revenue (2016) | Nielsen National Television Household Universe Estimates 2017-18; Nielsen U.S. Sep. 19, 2016 to Jul. 30, 2017. | VAB, Nielsen Ad Intel  
 \* Excludes Yukon, Territories and Nunavut

## Note:

In Canada, all TV commercials require Telecaster Clearance

([see appendix](#))

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
1	1		New York	19,436	36	33		Kansas City	2,253
2	2		Los Angeles	16,336	37	34		Columbus, OH	2,242
3	3		Chicago	9,030	38	35		Milwaukee	2,156
4		<b>1</b>	<b>Toronto-Hamilton</b>	<b>7,659</b>	39	36		Cincinnati	2,133
5	4		Philadelphia	7,470	40	37		Greenvll-Spart-Ashevll-And	2,035
6	5		Dallas-Ft. Worth	7,271	41	38		Las Vegas	2,016
7	6		Houston	6,778	42	39		West Palm Beach-Ft. Pierce	1,971
8	7		San Fran-Oak-San Jose	6,522	43	40		Austin	1,933
9	8		Washington, DC	6,397	44		<b>4</b>	<b>Edmonton</b>	<b>1,929</b>
10	9		Atlanta	6,306	45		<b>5</b>	<b>Kitchener-London</b>	<b>1,908</b>
11	10		Boston (Manchester)	5,958	46		<b>6</b>	<b>Calgary</b>	<b>1,870</b>
12	11		Phoenix (Prescott)	4,912	47	41		Fresno-Visalia	1,803
13		<b>2</b>	<b>Montreal</b>	<b>4,903</b>	48	42		Grnd Rapids-Kalmzoo-B.Crk	1,791
14	12		Detroit	4,559	49	43		Harrisburg-Lncstr-Leb-York	1,782
15	13		Tampa-St. Pete (Sarasota)	4,508	50	44		Nrflk-Portsmth-Newpt Nws	1,770
16	14		Miami-Ft. Lauderdale	4,507	51	45		Oklahoma City	1,759
17	15		Seattle-Tacoma	4,399	52	46		Jacksonville	1,702
18	16		Minneapolis-St. Paul	4,253	53	47		Birmingham (Ann and Tusc)	1,698
19	17		Denver	3,943	54	48		Albuquerque-Santa Fe	1,669
20	18		Scrmento-Stkton-Modesto	3,849	55	49		Grnsboro-H.Point-W.Salem	1,656
21	19		Orlando-Daytna Bch-Melbr	3,755	56	50		Memphis	1,614
22		<b>3</b>	<b>Vancouver-Victoria</b>	<b>3,640</b>	57	51		Louisville	1,601
23	20		Cleveland-Akron (Canton)	3,527	58	52		New Orleans	1,593
24	21		Charlotte	2,979	59		<b>7</b>	<b>Ottawa-Gatineau</b>	<b>1,543</b>
25	22		St. Louis	2,923	60	53		Providence-New Bedford	1,498
26	23		San Diego	2,880	61	54		Richmond-Petersburg	1,384
27	24		Raleigh-Durham (Fayetvll)	2,845	62	55		Buffalo	1,373
28	25		Portland, OR	2,843	63	56		Wilkes Barre-Scrnton-Hztn	1,330
29	26		Baltimore	2,797	64	57		Little Rock-Pine Bluff	1,308
30	27		Salt Lake City	2,707	65	58		Tulsa	1,304
31	28		Indianapolis	2,674	66	59		Mobile-Pensacola (Ft Walt)	1,290
32	29		Pittsburgh	2,613	67	60		Honolulu	1,255
33	30		Nashville	2,510	68	61		Knoxville	1,237
34	31		San Antonio	2,509	69	62		Harlngn-Wslco-Brnsvl-McA	1,237
35	32		Hartford & New Haven	2,369	70	63		Albany-Schenectady-Troy	1,232

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
71	64		Ft. Myers-Naples	1,229	106	97		Ft. Smith-Fay-Sprngdl-Rgrs	776
72	65		Lexington	1,145	107		<b>10</b>	<b>East Central Ontario</b>	<b>737</b>
73		<b>8</b>	<b>Québec City</b>	<b>1,127</b>	108	98		Grnville-N.Bern-Washngtn	720
74	66		Dayton	1,103	109	99		Myrtle Beach-Florence	715
75	67		Wichita-Hutchinson Plus	1,080	110	100		Burlington-Plattsburgh	715
76	68		Des Moines-Ames	1,039	111	101		Tri-Cities, TN-VA	710
77	69		Tucson (Sierra Vista)	1,036	112	102		Bakersfield	703
78		<b>9</b>	<b>Winnipeg</b>	<b>1,033</b>	113	103		Boise	703
79	70		Green Bay-Appleton	1,030	114	104		Davenport-R.Island-Moline	691
80	71		Omaha	1,023	115		<b>11</b>	<b>Halifax</b>	<b>675</b>
81	72		Charleston-Huntington	1,019	116	105		Tyler-Lngview (Lfkn&Ncgd)	673
82	73		Roanoke-Lynchburg	1,018	117	106		Evansville	668
83	74		Spokane	1,015	118	107		Ft. Wayne	659
84	75		Flint-Saginaw-Bay City	1,015	119	108		Monterey-Salinas	656
85	76		Columbia, SC	979	120	109		Lincoln & Hastings-Krny	650
86	77		Springfield, MO	972	121	110		Tallahassee-Thomasville	650
87	78		Rochester, NY	957	122	111		Johnstown-Altna-St Colge	646
88	79		Toledo	953	123	112		Reno	646
89	80		El Paso (Las Cruces)	951	124	113		Augusta-Aiken	643
90	81		Huntsville-Decatur (Flor)	939	125	114		Ykima-Pasco-RchInd-Knwck	629
91	82		Waco-Temple-Bryan	906	126		<b>12</b>	<b>Saint-John Moncton</b>	<b>617</b>
92	83		Shreveport	904	127	115		Sioux Falls(Mitchell)	617
93	84		Madison	901	128	116		SantaBarbrSanMarSanLuOb	605
94	85		Portland-Auburn	887	129	117		Springfield-Holyoke	603
95	86		Syracuse	874	130	118		Lansing	597
96	87		Chattanooga	872	131		<b>13</b>	<b>Sherbrooke</b>	<b>590</b>
97	88		Paducah-Cape Girard-Harsbg	863	132	119		Lafayette, LA	582
98	89		Colorado Springs-Pueblo	860	133	120		Youngstown	582
99	90		Chmpgn&Sprngfld-Decatur	842	134	121		Macon	576
100	91		Savannah	841	135	122		Peoria-Bloomington	564
101	92		Baton Rouge	835	136	123		Fargo-Valley City	561
102	93		Jackson, MS	812	137	124		Montgomery-Selma	559
103	94		CedarRap-Wtrlo-IWC&Dub	803	138	125		Eugene	551
104	95		South Bend-Elkhart	796	139	126		Traverse City-Cadillac	546
105	96		Charleston, SC	794	140	127		Corpus Christi	545

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
141	128		Columbus, GA (Opelika, AL)	526	176	155		Yuma-El Centro	334
142		14	Sud.-Timm.-N. Bay/S.S.M.	521	177	156		Idaho Falls-Pocatillo(Jcksn)	334
143		15	Barrie	500	178	157		Biloxi-Gulfport	329
144	129		La Crosse-Eau Claire	491	179	158		Terre Haute	322
145	130		Amarillo	486	180	159		Sherman-Ada	309
146	131		Chico-Redding	461	181		22	Trois-Rivières	308
147		16	St. John's-Corner Brook	459	182	160		Bangor	304
148	132		Wilmington	456	183	161		Binghamton	296
149	133		Colmbus-Tuplo-W Pnt-Hstn	444	184	162		Wheeling-Steubenville	294
150	134		Odessa-Midland	428	185	163		Bluefield-Beckley-Oak Hill	292
151	135		Rockford	426	186	164		Gainesville	292
152	136		Palm Springs	421	187		23	Saguenay	277
153	137		Monroe-El Dorado	413	188	165		Abilene-Sweetwater	273
154	138		Topeka	412	189	166		Hattiesburg-Laurel	270
155	139		Beaumont-Port Arthur	412	190	167		Missoula	263
156	140		Lubbock	409	191	168		Laredo	260
157	141		Columbia-Jefferson City	409	192	169		Billings	256
158	142		Wausau-Rhineland	404	193	170		Clarksburg-Weston	240
159		17	Windsor	401	194	171		Lake Charles	239
160		18	Saskatoon	392	195	172		Dothan	237
161	143		Anchorage	392	196	173		Rapid City	233
162	144		Salisbury	391	197	174		Utica	232
163	145		Medford-Klamath Falls	391	198	175		Quincy-Hannibal-Keokuk	230
164	146		Minot-Bsmrck-Dcknsn (Wlstn)	381	199	176		Harrisonburg	219
165	147		Duluth-Superior	368	200	177		Jackson, TN	218
166	148		Wichita Falls & Lawton	367	201	178		Watertown	214
167	149		Sioux City	364	202	179		Elmira (Corning)	214
168	150		Albany, GA	363	203	180		Alexandria, LA	211
169	151		Joplin-Pittsburg	356	204	181		Bowling Green	194
170		19	Kelowna	355	205	182		Jonesboro	194
171	152		Erie	353	206	183		Marquette	184
172		20	Regina/Moose Jaw	352	207	184		Charlottesville	181
173		21	Prince George Kamloops	351	208	185		Twin Falls	170
174	153		Panama City	338	209	186		Grand Junction-Montrose	169
175	154		Rochestr-Mason City-Austin	334	210	187		Lima	164

# TV Market Ranking (Canada, U.S., North America)

N.AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)	N. AM Rank	US Rank	Cdn Rank	Market	A2+ Pop'n (000)
211	188		Lafayette, IN	164	246	209		North Platte	34
212	189		Bend, OR	162	247	210		Glendive	9
213	190		Meridian	160					
214	191		Greenwood-Greenville	158					
215	192		Butte-Bozeman	157					
216		<b>24</b>	<b>Thunder Bay</b>	<b>149</b>					
217		<b>25</b>	<b>Rouyn-Noranda</b>	<b>148</b>					
218	193		Great Falls	147					
219		<b>26</b>	<b>Carleton</b>	<b>145</b>					
220		<b>27</b>	<b>Charlottetown</b>	<b>143</b>					
221	194		Parkersburg	140					
222	195		San Angelo	137					
223	196		Eureka	134					
224	197		Casper-Riverton	133					
225		<b>28</b>	<b>Riviere-du-Loup</b>	<b>132</b>					
226	198		Cheyenne-Scottsbluff	131					
227		<b>29</b>	<b>Sydney-Glace Bay</b>	<b>130</b>					
228	199		Mankato	123					
229		<b>30</b>	<b>Prince Albert</b>	<b>114</b>					
230	200		St. Joseph	108					
231	201		Ottumwa-Kirksville	105					
232		<b>31</b>	<b>Pembroke</b>	<b>104</b>					
233		<b>32</b>	<b>Lloydminster</b>	<b>101</b>					
234	202		Fairbanks	88					
235		<b>33</b>	<b>Yorkton</b>	<b>86</b>					
236		<b>34</b>	<b>Medicine Hat</b>	<b>86</b>					
237	203		Victoria	84					
238	204		Zanesville	78					
239		<b>35</b>	<b>Terrace-Kitimat</b>	<b>69</b>					
240		<b>36</b>	<b>Dawson Creek</b>	<b>65</b>					
241	205		Helena	63					
242	206		Juneau	61					
243	207		Presque Isle	60					
244		<b>37</b>	<b>Kenora</b>	<b>39</b>					
245	208		Alpena	35					
TOTAL POPULATIONS									
Numeris Total Canada				<b>35,580</b>					
NSI Total United States				<b>290,666</b>					
<b>Total</b>				<b>326,245</b>					

# tv viewing statistics

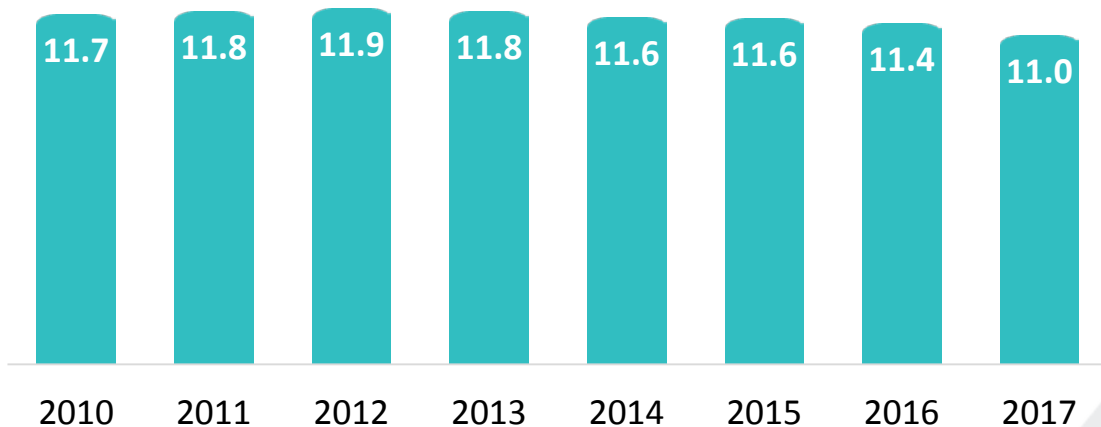
Demographic	Average Weekly Hours Per Capita	Average Weekly Reach %	Average Daily Reach %
Persons 2+	25.1	95.8	84.2
Kids 2-11	16.8	92.9	78.0
Teens 12-17	14.3	92.3	75.4
<b>A18+</b>	<b>27.0</b>	<b>96.4</b>	<b>85.7</b>
A18-24	16.1	94.0	75.6
A 18-34	16.2	93.4	75.4
A18-49	18.1	94.6	79.1
A25-54	20.3	95.3	81.8
A55+	39.2	98.5	93.8

Source: Numeris, PPM, Total Canada, Total TV, M-Su 2a-2a, All Locations, Consolidated, BY 2016-17 (Aug.29, 2016 – May 28, 2017).

## 11 million linear **tv** subscriptions

TV content is available on an increasing number of platforms, and yet **11 million households** subscribe to linear TV.

**NUMBER OF SUBSCRIBERS**  
(millions)



Source: Mediastats Broadcast Distribution Undertaking (BDU) Profile; Subscribers to: Cable, Direct-To-Home Satellite (DTH), Local Multi-Point Distribution System (LMDS), Master Antenna TV (MATV), Multi-Point Distribution System (MMDS), Small Master Antenna TV (SMATV), TELCO. June of each year