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Planning & Research Team

MEDIA CONSUMPTION REPORT

Ontario 2026

Ontario is not one market.

It's Toronto + smaller markets, each behaving in their own unique ways.

For decades, media planners aiming for scale in Canada have started with Ontario. And Ontario usually starts with Toronto.

At the headline level, that logic holds: Toronto's media consumption shifts in step with Ontario's, which shifts in step with Canada's. Live TV is down, video streaming is up, podcasts are shifting, and mobile is everywhere — that's true across the board.

But pull Toronto from the Ontario picture, and a different province appears. The 'Rest of Ontario' is in steeper traditional decline AND slower digital adoption — caught mid-migration.

This report helps brands plan to the market, not to the average.



Brand Opportunity

Plan precisely for the market you're targeting - not the province you assume it represents. **Panoply Media is here to help.**



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The Canada Story

Time spent with media keeps shifting from traditional to digital across the country.

69% of daily media time is digital in 2026, up from 60% in 2020.

CTV forecast to **pass linear TV by time spent in 2027** for the first time

79 minutes of daily media time on social media for average adult.

The macro picture is displacement at every level.

The Ontario Shift

As a collective province, Ontario mirrors the national story at the headline level.



92%

of Ontario adults on mobile devices weekly.

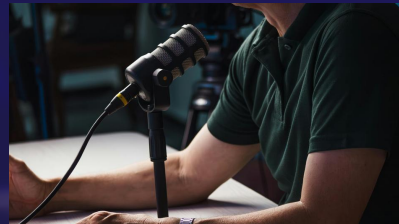
Reach is NOT the challenge on mobile. But standing out on a crowded channel is.



+57%

growth in weekly free online video consumption.

Tubi, YouTube, & other ad-supported streaming channels are leading growth across platforms.



-40%

podcast access has changed.

Podcasts are evolving from standalone products to integrated content in streaming platforms.



-40%

decline in print news readership.

From 5.4M weekly readers to 3.2M in just 3-years - though some markets have mitigated the declines.

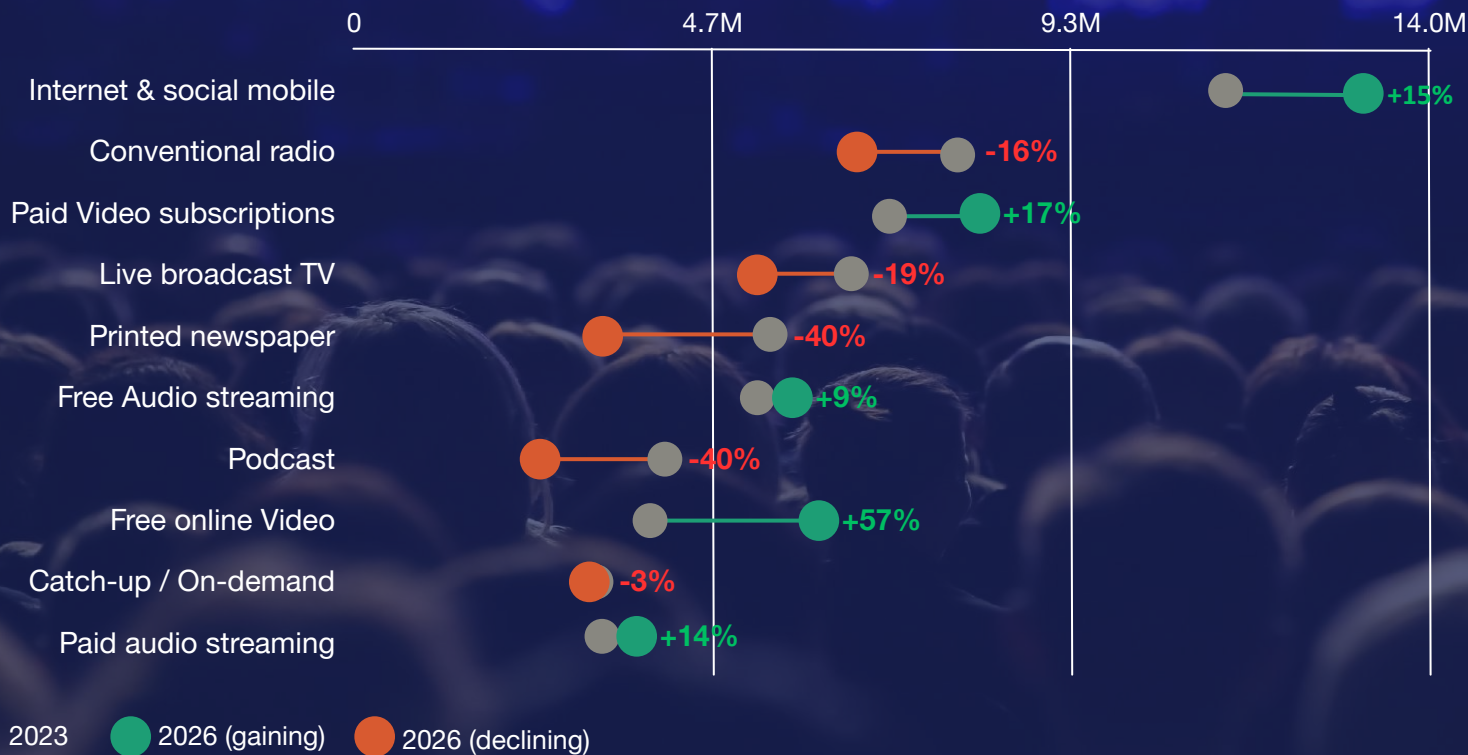
The Ontario Media Market

Ontario is not one single media market.

- The province shares a border - but not a single media strategy.
 - While provincial averages tell one story, individual markets often behave very differently.
 - Toronto, Ottawa, London and Kitchener all display unique patterns of media adoption.
 - Effective planning increasingly depends on understanding local media behaviours rather than relying on province-wide averages.

Successful media plans MUST be built market-by-market, not province-by-province.

Audience Trends: Ontario



Source: Vividata Spring 2026. Ontario adults 18+. Weekly users by format (thousands) 2023-26, Ontario total.

Inside Audio: The Shift

Radio is losing in the home, holding the commute, and gaining in the office. Meanwhile, Podcast numbers are down, as they shift from standalone content into content on streaming platforms.

Where Ontario listens to radio (weekly users, thousands)

At Home -22%: Down 7,765K to 6,018K as audio streaming overtakes radio

In Vehicle -5%: From 8,222K to 7,842K, commuting holds steady

Work 5%: Up from 2,156K to 2,257K as return to office grows this segment

Podcast Listenership - Ontario

-40%

Weekly listeners fell from 4.05M to 2.42M.

Canada: 9.52M to 5.63M (-41%)

Toronto: 1.93M to 1.11M (-43%)

Rest of Ontario: 2.11M to 1.31M (-38%)

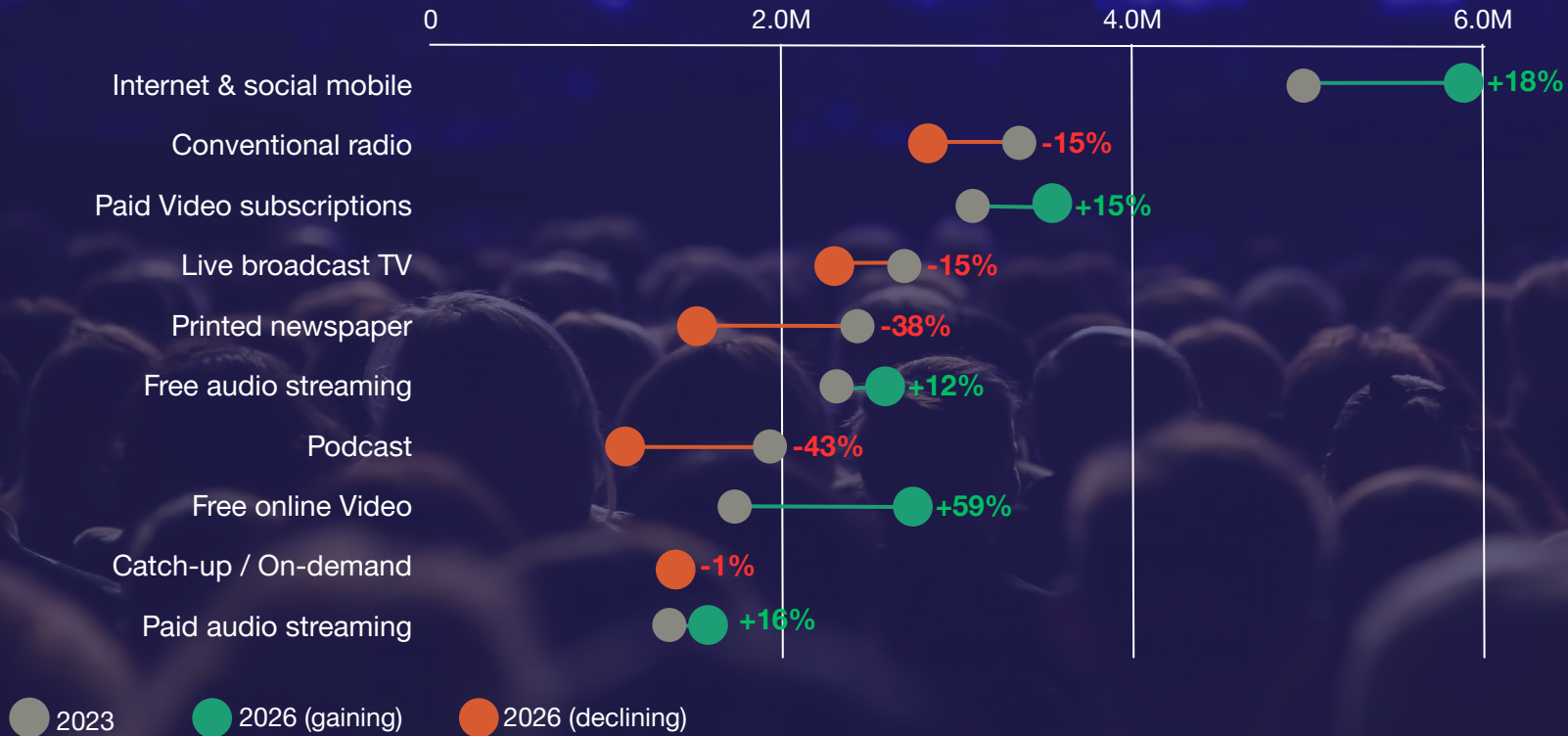
The Toronto Media Market

Toronto remains Canada's benchmark market.

- Consumer behaviour closely reflects national trends.
 - Brands planning national campaigns can continue using Toronto as a leading indicator.
 - But local nuances still matter when optimising media investment.
- Streaming has become mainstream
 - Free streaming continues to gain audience share.
 - Consumers increasingly divide viewing between traditional television and connected TV.
 - Premium digital video deserves a larger share of media investment.

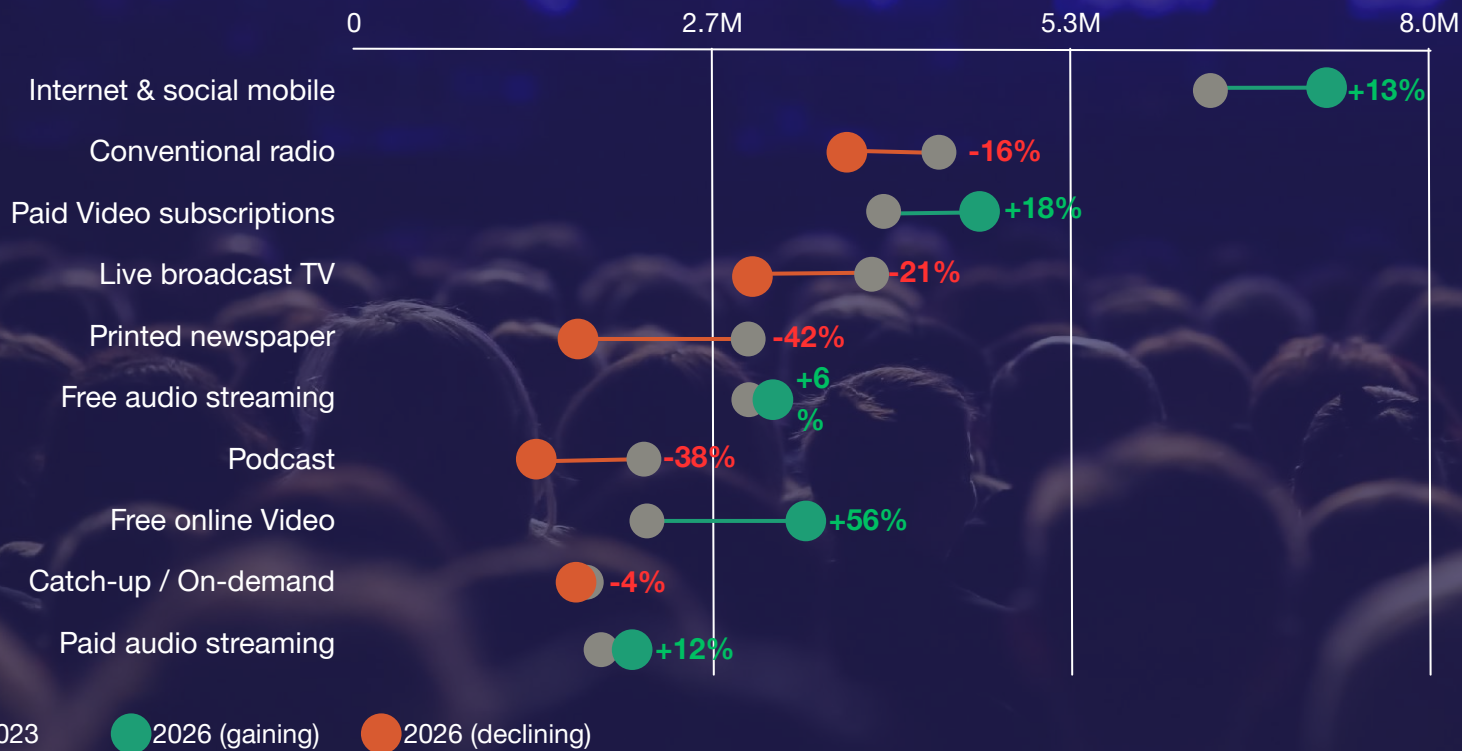
**Toronto continues to support both traditional and digital media.
Rather than replacing legacy channels, build integrated campaigns that
combine television, radio, streaming and mobile.**

Audience Trends: Toronto



Source: Vividata Spring 2026. Toronto CMA adults 18+. Weekly users by format (thousands) 2023-26, Toronto CMA.

Audience Trends: Rest of Ontario



Source: Vividata Spring 2026. Rest of Ontario = Ontario total minus Toronto CMA. Weekly users by format (thousands) 2023-26, Rest of Ontario (excludes Toronto).

Market Spotlight: Ottawa

If your buy includes audio, Ottawa trends towards streaming. But conventional radio remains the largest audience, and especially effective during working hours. Newspaper holds up better than the provincial average, and is useful for B2G and public-sector adjacent campaigns.

PAID AUDIO STREAMING

+32% vs Ontario
+14%

Ottawa growth more than double Ontario

RADIO AT WORK

+30% vs Ontario
+5%

6x the provincial growth rate

PRINTED NEWSPAPER

-30% vs Ontario
-40%

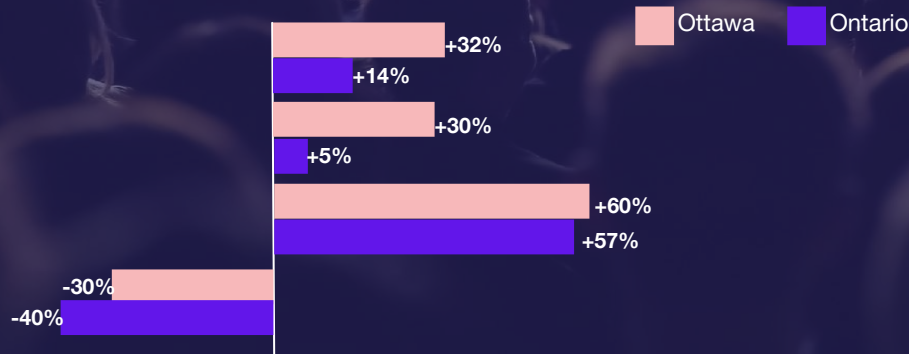
10 points gentler decline than ON

Paid audio streaming

Radio at work

Free online TV

Printed newspaper



Source: Vividata Spring 2026. % change in weekly users, 2023-26. Each bar pair shows city vs Ontario

Market Spotlight: London

London resists the traditional decline trends. Weekly Live TV audience is nearly flat, catch-up is uniquely growing, and podcast attrition is the lowest in the province. A market where established formats still earn their slot — and definitely not where you would lead with a digital-only plan.

LIVE TV

-2%

vs Ontario

-19%

London barely sheds live TV

CATCH-UP / ON-DEMAND

+7%

vs Ontario

-3%

Only ON market still growing it

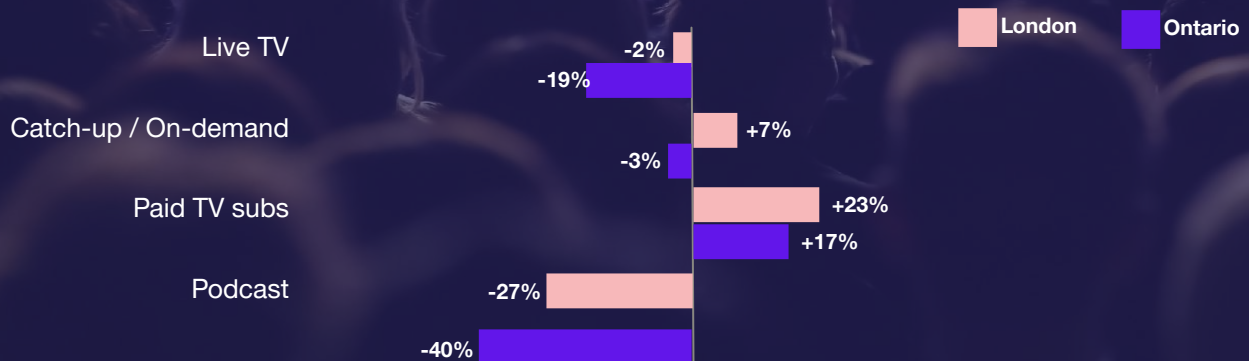
PODCAST

-27%

vs Ontario

-40%

13 points gentler than Ontario- decline



Source: Vividata Spring 2026. % change in weekly users, 2023-26. Each bar pair shows city vs Ontario

Market Spotlight: Hamilton

Hamilton's shifts run hot in both directions — traditional formats decline faster than Provincial norms, while audiences move to paid streaming. The at-work radio decline is unique across Ontario markets; a signal that hybrid/remote work stuck here.

PRINTED NEWSPAPER

-52%

vs Ontario

-40%

12 point steeper decline than the Ontario average

PODCAST

-44%

vs Ontario

-40%

Faster podcast decline than Ontario

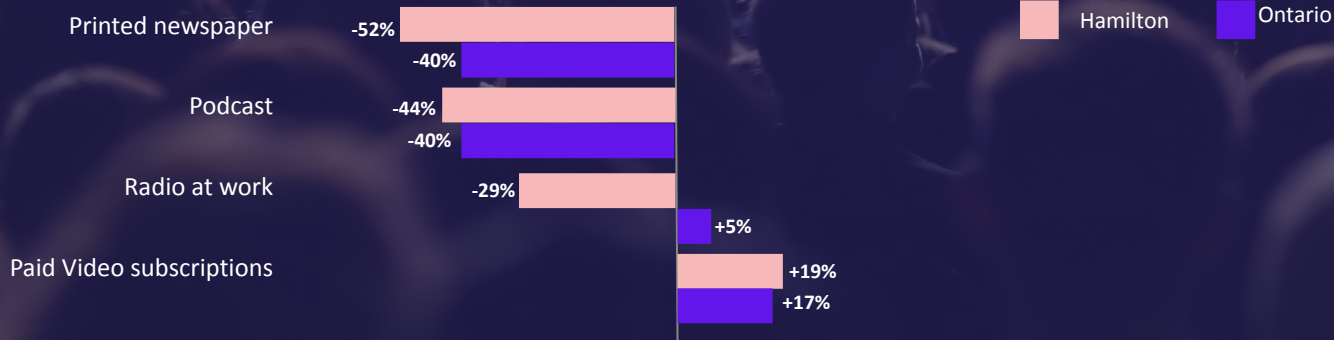
RADIO AT WORK

-29%

vs Ontario

+5%

Moving in the opposite direction from Ontario



Source: Vividata Spring 2026. % change in weekly users, 2023-26. Each bar pair shows city vs Ontario

Market Spotlight: Kitchener / Waterloo

Kitchener-Waterloo leans into paid streaming for both audio and video, and local plans moving forward should look to leverage both. A tech-corridor demographic shows through in the data. Print is dropping out faster than the rest of the Province.

PAID TV SUBSCRIPTIONS

+34%

vs Ontario

+17%

2x the provincial growth rate

CATCH-UP / ON-DEMAND

+31%

vs Ontario

-3%

Growing fast, while the province is largely flat

PAID AUDIO STREAMING

+31%

vs Ontario

+14%

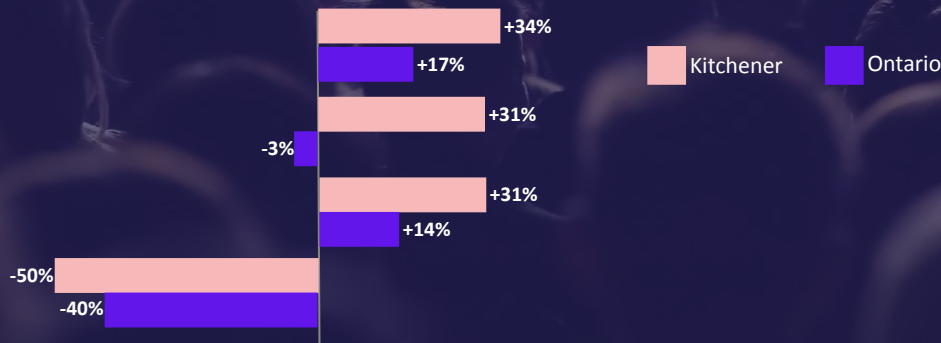
More than double the provincial pace

Paid Video subscriptions

Catch-up / On-demand

Paid audio streaming

Printed newspaper



Source: Vividata Spring 2026. % change in weekly users, 2023-26. Each bar pair shows city vs Ontario

Market Spotlight: St. Catharines / Niagara

Live TV viewership is falling faster in Niagara than anywhere across the province, with paid video growing and free ad-supported streaming surging. Overall audio is down in the market, punctuated by radio declines of 24%, and newspaper audience continuing to trend down 45% over the past three years.

LIVE TV

-32%

vs Ontario

-19%

13 point steeper decline than Ontario average

FREE ONLINE TV

+63%

vs Ontario

+57%

Edges the provincial pace in terms of growth

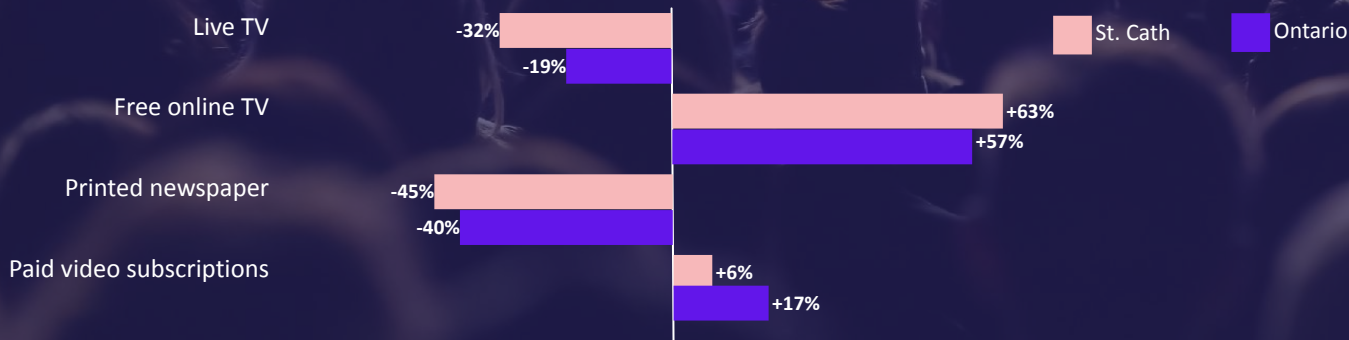
PRINTED NEWSPAPER

-45%

vs Ontario

-40%

5 points steeper decline than the Ontario



Source: Vividata Spring 2026. % change in weekly users, 2023-26. Each bar pair shows city vs Ontario

Key Takeaways

Video

Streaming Video is the dominant growth story

Live Broadcast TV down 800k to 5.2M weekly
Paid Streaming Video up 1.2M to 8.1M weekly
Free Streaming Video up 2.2M to 6.0M weekly

The CTV era has arrived

Audio

Streaming Audio continues to carve into the radio audience

AM/FM Radio down 1.2M to 6.5M weekly
Paid Streaming Audio up 500k to 3.7M weekly
Free Streaming Audio up 500k to 5.7M weekly

Radio buys should pair with DAI

Print

Traditional readership down across all markets

Print newspapers in Ontario lost 2.2M weekly readers leaving just 3.2M.

Digital editions decline compounds the loss

The winners won't just follow the trendlines — they'll plan to the gaps.

The Ontario Opportunity



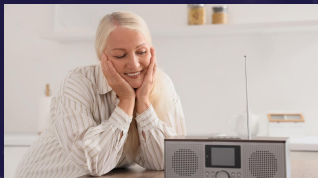
Map Your Audience

While the Ontario-centric numbers in this report are a great foundation for planning, the real work starts when we look deeper, to map the shifts and the habits for your company's key demographic.



Streaming Video is the new reach lever

With 8.1M Ontarians watching paid streaming platforms, and 6M watching free streaming sites, the landscape has changed in Ontario for video content.



Audio audiences are healthy but fractured

Audio campaigns have a multitude of options, between the highly competitive conventional radio market, and the surging streaming market. Fortunately, formats allow for efficient demo targeting.



Treat print as a complement, not a channel

With 40% reach loss in three years. Newspaper now layers on top of digital — not the other way around. Don't ignore the audience, but do not overinvest in them.

Panoply Media

Panoply Media is a Canadian-based media agency specializing in strategic planning, digital marketing, and AI-driven advertising, with offices in Toronto, Montreal, Halifax, and Quebec City. Founded around 2020, the agency prides itself on cross-channel planning, including Out-of-Home (OOH), Connected TV (CTV), audio social & digital, to help brands leverage emerging media trends with impactful and memorable campaigns.

Focus: The agency offers 360-degree media strategy, focusing on data-driven planning, performance, and AI-powered innovation.

Leadership & Growth: Led by President and Co-founder Bobby Destounis, the agency has been expanding its national presence in Canada with recent senior hires strengthening its AI and media strategy capabilities.

Services: Their expertise spans high and low funnel marketing opportunities, bringing senior level consulting experience for sectors including consumer goods, pharmaceutical, and entertainment.

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Panoply Media was shortlisted for an Outdoor Lion Award at Cannes 20206

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Thank you - Merci!

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