

HOLIDAY HITS on **tubi**

The holidays are the biggest spend of the year, and one of **Tubi's** biggest viewing spikes. CA streamers shop, gather, and stream all at once.

12M

Canadians stream on
Tubi

66%

Tubi CA streamers are
more likely to search
for products they see
advertised while
watching TV shows
and movies

1 in 2

CA Tubi streamers
spend at least \$50 on
gifts

49%

of Tubi CA streamers
enjoy entertaining
people at home

43%

believe in marking life
milestones with
special gifts

32%

of shoppers discover
new products through
TV and radio
commercials