

MARKETING

‘TV MY WAY’ SEGMENT CONTINUES TO GROW: MTM

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Research company **Media Technology Monitors (MTM)** has identified a growing segment of TV viewers it calls “TV my way,” who watch online via streaming services and have no traditional paid TV subscription.

According to MTM’s latest *Media Technology Adoption* report, the so-called “TV my way” segment has grown to 12% of Anglophone Canadians from 8% a year ago and 5% in 2012.

While MTM says the “majority” of Anglophone Canadians still subscribe to TV services – a number it pegs at 77% – the subscription market continues to experience declines because of the emergence of online services.

TV subscriptions have fallen slowly but steadily in the past decade, from 88% in 2007 to 85% in 2012. Cable TV penetration, meanwhile, has fallen from 60% in 2008 to 40% in 2015, with MTM predicting further declines as subscribers turn to “competitive offerings” and others re-assess the value of a TV subscription.

Satellite TV penetration, too, has fallen from a high of 27% in 2011 to 16% last year, with MTM saying it will continue to experience “competitive market pressures.”

Nearly half (47%) of Anglophones now have a Netflix subscription, up from 29% in 2013, although the U.S. service now faces competition from the home-grown services Shomi and CraveTV, which have market penetration of 5% and 2% respectively.

The study identified four technologies – TV subscriptions, cable TV, satellite TV and off-air TV – that are declining, while the list of maturing technologies includes PVRs, tablets, streaming audio and HDTV.

More than one fifth (21%) of Anglophones now use streaming audio services like Spotify, up from 19% in 2014, yet nearly one-quarter (23%) continue to listen to terrestrial radio stations online, up from 20% in 2011.

The report also identified the podcast as undergoing a renaissance in recent years, fuelled by the success of breakout hits like *Serial*. Approximately 24% of Anglophones listened to a podcast last year, up from 11% in 2011.

A reported four of every five Canadians (82%) watched some form of online content in the past month, with 70% watching a YouTube video; 49% watching a TV show or clips; 47% watching news clips and programs and 43% watching a full-length movie.

Wearable technology is among four trends identified as emerging by MTM, along with Chromecast, the engaged social TV viewer and TV my way. Approximately 12% of Anglophones have some form of wearable technology, with the Fitbit the most popular (owned by a reported 7%) of respondents.

The study's findings are based on a fall 2015 survey of 4,003 Anglophones – including 801 cellphone only – from all regions of the country. The results are considered accurate within plus or minus 1.5% 19 times out of 20.