

# MARKETING

## RABBIT EARS ARE ON THE RISE: MTM

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**Source: Marketing**

**Date: 27/07/2016**

Rabbit ears have been multiplying in Canada's Anglophone households in recent months, according to a new report from Media Technology Monitor (MTM).

The new study, A Look at Off-Air TV Service, says the number of Anglophones using rabbit ears to pull in over-the-air TV signals has grown from 5% to 8% over the past three years (it was 13% in 2002).

MTM says preliminary analysis of the numbers suggests "TV my way" viewers – people who consume little live TV, but instead rely on online services such as Netflix – are responsible for the increase.

It also says much of the growth is being driven by Anglophones living in large urban centres, as opposed to those in small towns – with proximity to transmitters in those areas providing free access to the majority of channels found in basic cable packages.

Millennial audiences are also a key factor in the growth, with penetration among that particular segment tripling to 13% over the past three years. The report notes both "TV my way" and millennial off-air viewers spend the majority of their TV time – 5.1 and 4.8 hours per week respectively – watching TV via the internet.

Both groups are light viewers of traditional TV – 2.7 hours and 1 hour per week respectively, compared to 11.8 hours per week for the Anglophone population as a whole.

It also says the recent growth in off-air is coming from people who have "cut the cord" on traditional TV service, as opposed to so-called "cord nevers" who never subscribed to a cable package. "It's not clear, but some of this could be reflection of the lukewarm reception to the 'skinny basic' offering," the study reports.

The research company also posits a theory that Canada could be seeing a rise of "hybrid" online TV viewers who are turning away from cable subscriptions, but maintain off-air as a way to access linear TV.

The MTM results are based on telephone interviews with 4,349 Canadians and is considered accurate within plus or minus 1.5% 19 times out of 20.

boomers (11%). The most popular wearable is the Fitbit, which is owned by 11% of younger boomers surveyed and 8% of older boomers (10% of younger Canadians).

For smartphones, 76% of younger boomers own a smartphone, as do 61% of older boomers, but those totals pale in comparison to younger Canadians — 92% of those respondents reported ownership of the devices.

Although their social network usage is not as high as that of millennials and Gen X, 63% of younger boomers and 54% of older boomers have still used some sort of media consumption in the past month. The most popular is Facebook — 62% of younger boomers have used the site in the past month, versus 49% of older boomers. LinkedIn, Pinterest, Twitter and Instagram are the next-most popular, while Tumblr, Snapchat and Reddit barely register with the demographic.

With news consumption, boomers tend to love news — 35% of younger boomers are identified as “heavy news users” (defined as people who consume local, national, international and political news once or more a day) along with 42% of older boomers, while only 26% of their younger counterparts fall into the category. However, both older and younger boomers are twice as likely to subscribe to a hard copy version of a newspaper (20% of younger boomers, 28% of older boomers) as they are to an electronic version (10% of younger boomers, 12% of older boomers).