



## One-fifth of Canadians considering cord-cutting: MTM

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In the past three years, five per cent of Canadians have gotten rid of their TV service, Media Technology Monitor (MTM) said in a new report.

MTM, a project of CBC/Radio-Canada, reported that 16 per cent of Canadians currently do not have paid TV service, up from 12 per cent three years earlier. Seven per cent of those in the latest poll said they are cord-nevers, or individuals who have never had traditional TV service.

Among Canadians who still subscribe to TV, 21 per cent said they were very or somewhat likely to cancel their service, an increase from 16 per cent last year. The rate of potential cord-cutters is higher among large broadcast distributors, such as BCE Inc., Rogers Communications Inc. and Shaw Communications Inc., at between 20 to 27 per cent, than among smaller and Quebec-based companies like Quebecor Inc.'s Videotron and Cogeco Cable Inc., MTM said.

MTM's report was based on telephone surveys of 8,004 respondents across Canada in the Fall of 2014. The results are accurate "within plus or minus 1.1 percentage points 19 times out of 20," MTM said.