



YOUNGER CANADIANS MOST LIKELY TO PIRATE CONTENT: MTM

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OTTAWA – The majority of Canadians who report pirating TV and movie content also have a TV service or an over-the-top TV subscription, according to a new research from the Media Technology Monitor (MTM).

The Internet not only gives service providers and copyright holders opportunities to reach wider audiences with their content, it also allows Internet users to find films, TV shows, music, video games and software that are made available for free online, sometimes against the wishes of their creators and copyright holders, says Pirating TV and Movie Content: Analysis of the Canadian Market.

Highlights from the report include:

- One eighth of Canadians report pirating TV or movie content online, and they watch from either a pirating website, using a media device such as a Kodi box, or by downloading content through filesharing websites or clients;
- More than a quarter of Canadians between the ages of 18 and 34 say that they have pirated content;
- Only 7% of those who pirate content do not have either a TV service or an over-the-top TV subscription.

MTM is a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada).

www.mtm-otm.ca