



## TV MY WAY CANADIANS

THE MAJORITY OF CANADIANS STILL SUBSCRIBE TO A PAID TV SERVICE, HOWEVER, A NEW GROUP IS EMERGING – TV MY WAY CANADIANS

**March 28, 2019** – The Media Technology Monitor (MTM) releases two new reports on how Anglophones are consuming and paying for Television.

The TV Distribution report examines the trends in the variety of ways consumers are accessing TV, what enhanced products and services they are using, and how they bundle their services. It also dives deeper in the user profiles for the various TV services.

Some highlights from the [TV Distribution Report](#) include:

- Just over two-thirds of Anglophones continue to subscribe to a paid TV service; it's still by far the most popular way of getting TV content. However, Internet video streaming services are becoming an increasingly popular alternative, with two-thirds of Anglophone households subscribing to one.
- Among Anglophones, Cable TV is still the most common type of TV subscription of the three types of subscription services, however, Fibre Optic (IPTV) is the only one still experiencing growth.
- Although Off-Air TV has been largely replaced by alternative service delivery methods, a small segment of Anglophones continue to use Off-Air reception.

With the amount of TV content available through video streaming services, some Canadians are opting not to bother with traditional paid TV services. As a result, we have seen the continued emergence of “TV My Way” – people who are not subscribing to a TV service or using an antenna, but still watching TV content via the Internet.

Highlights of the [TV My Way report](#) include:

- Currently, 20% of the Anglophone population fall into the TV MY Way (TMW) lifestyle. These are people who don't pay for a traditional TV service nor do they have an antenna, but they're still avid TV consumers. For this TMW group, they've chosen the Internet to consume their TV content.
- Anglophones are more than twice as likely to be TMW individuals than Francophones (9%).
- TV My Way Anglophones are increasingly using smartphones and Internet connected TV sets to watch TV content online, however, the computer is still the device of choice.

## ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.