



CANADIANS OF ALL AGES AND TELEVISION

February 27, 2020 — The Media Technology Monitor (MTM) and MTM JR. release a new report and infographic on how Anglophones and Francophones of all ages are consuming and paying for television.

The TV Distribution report examines the variety of ways Anglophones are accessing TV, what products and services they are using and how they bundle their services. It also dives deeper into the user profiles for the various TV service types (cable, satellite and IPTV).

Highlights from the **Anglophone TV Distribution Report** include:

- The majority of Anglophones continue to subscribe to paid TV services such as cable, satellite or fibre optic TV. However, for the first time, SVOD subscriptions like Netflix and Amazon Prime Video have surpassed paid TV subscriptions. They now sit at 72% and 69% respectively;
- Cable remains the most common type of TV service subscription in the Anglophone market, serving 33% of Anglophone households;
- Fibre Optic TV is most popular on the coasts and among affluent Anglophone households;
- One in five Anglophones are TV My Way users. While they do not subscribe to a TV service, they consume a large amount of TV content online.

And don't miss out on our new infographic! In what language do Canadian kids consume TV content? MTM Junior's newest free infographic looks at preferred language for TV consumption in the Anglophone and Francophone markets!

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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 or call: 1-855-898-4999.