



MTM SPECIAL COVID ANALYSIS REVEALS GREATER APPETITE FOR OTT CONTENT AND HIGHER LEVELS OF PERCEIVED USAGE

MEDIA TECHNOLOGY MONITOR RELEASES ITS SPECIAL REPORT ON OTT SERVICES DURING THE COVID-19 PANDEMIC

Ottawa – July 28, 2020 - The Media Technology Monitor (MTM), a research product of CBC/Radio-Canada, today announced the release of its latest OTTs in COVID Report. With Anglophones altering their daily activities during the time of a global pandemic, the report takes a deep dive into how they engage with Over-the-top streaming services (OTTs) providing trend information on Netflix, Disney+, Amazon Prime Video, Crave, Apple TV+ and much more. The MTM Spring 2020 survey is based on 4,000 Canadians.

Key findings from the Anglophones, **OTTs and COVID-19 Report** include the following:

- Almost 4 in 5 Anglophones (77%) now subscribe or have access to at least one OTT service.
- Netflix remains the most popular OTT service by a large margin with two-thirds of Anglophones (67%) subscribing or having access to it. During the pandemic, Netflix also reported the highest level of daily use among its subscribers (66%), ahead of Amazon Prime Video (45%), Disney+ (42%), Crave (41%) and Apple TV+ (29%).
- With more time on their hands, 1 in 4 Anglophone OTT subscribers reported opting in for additional OTT services to have more content to watch while in quarantine.
- After launching in late 2019, Disney+ and Apple TV+ have already found some notable success. 20% of English households subscribe or have access to Disney+, while 8% of households subscribe or have access to Apple TV+.
- 2 in 5 OTT subscribers share their accounts with multiple households, the most commonly shared services are Netflix followed by Disney+.

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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 cell phone-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.