



Find out how Online Video Streaming is impacting the Canadian Media Landscape



April 8, 2015 – The Media Technology Monitor (MTM) is pleased to release the latest ***Streaming Video*** and ***The Rise of Netflix*** reports.

Streaming Video continues to grow in popularity with seemingly endless choices for all varieties of entertainment. The fact that you can watch such things as TV content, movies, sports, news and YouTube videos anytime, anywhere from any device, it's no wonder streaming video has become one of the top Internet activities among Anglophones. The MTM draws on this popularity to outline the trends of streaming video and TV while examining the overall impact on traditional TV viewing. In addition, in a separate report, the MTM delves deeper into how Anglophones are using Netflix.

Highlights from the [***Streaming Video***](#) report include the following:

- Online video is becoming ubiquitous – four-fifths of Anglophones watch some type of video on the Internet;
- Online TV continues to grow in popularity, with almost half of Anglophones watching TV online;
- YouTube is by far the most popular site for streaming video. Seven in ten Anglophones watch video on YouTube and close to half of YouTube, viewers are frequenting the site daily;
- Despite the growing popularity of Online TV, traditional TV has NOT been replaced. Online TV is supplementing traditional TV with 42% of Anglophones watching TV content via traditional AND online platforms.

The MTM's [***The Rise of Netflix***](#) highlights include:

- Half a decade since its arrival in the Canadian market, Netflix continues its healthy

ascent with 39% of Anglophones who report subscribing to the service;

- Even though Netflix is designed to be viewed on multiple platforms, two in five viewers are choosing their TV set to watch, and only one in ten viewers are watching from their tablets;
- When it comes to content, nearly one-third of **Canadian Netflix Users** are accessing the American version of Netflix due to the expanded library of titles.

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