



## Who are Canadian Cord-Cutters? Two new MTM reports provide insight into how Canadians are living without paid TV subscriptions



**May 7, 2015** – Most consumers receive TV from cable, satellite or telco, but there are more ways of accessing TV content **without** a paid TV subscription than ever before : Off-Air, Netflix, Internet etc. To learn more about this segment of Canadians not paying for TV service, and to examine this evolving industry, two new MTM reports can provide insight.

*Off-Air and Tuned-Out:* This report examines two unique groups, Off-Air and Tuned-Out Canadians, and looks at why they have chosen to live without paid TV service, how these groups compare to each other, and how they compare to those who do pay for TV service.

Highlights of the *Off-Air and Tuned-Out Canadians* report include:

- One in seven Canadians live without a paid TV service (i.e. Tuned-Out and Off-Air);
- Canadians without a paid TV service are much less interested in traditional TV than those who subscribe; they spend roughly half as much time as TV subscribers watching traditional TV each week;
- Those living without a paid TV service are more likely to watch TV content online and to subscribe to Netflix. Tuned-Out Canadians are 40% more likely to have a Netflix subscription than those subscribing to TV services.

[Cord Cutting](#): The MTM delves into the world of cord cutters, cord nevers and cord shavers in Canada. Who has already done it, who is most interested, who has never bothered to subscribe and how they are accessing TV content are just some of the topics which will be explored

Highlights of the [Cord Cutting](#) report include:

- In the past three years, 5% of all Canadians have cut the cord. There is another group who have never bothered to have a TV service – 7% of Canadians are “Cord Nevers” ;
- A fifth of current TV subscribers say they are interested in cutting the cord – and 32% of them have already started taking steps toward that end;
- Comparing the two language markets; Anglophones are 64% more likely to indicate a desire to cancel their paid TV service as Francophones. Access to paid TV services such as “pick and pay” and a smaller selection of French programming available online may be contributing to this lack of interest;

These reports are now available on the Portal! For more information you can visit [www.mtm-otm.ca](http://www.mtm-otm.ca) for the latest and most reliable data on new media technologies in Canada.



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