Media Technology Monitor

THE MEDIA TECHNOLOGY MONITOR RELEASES TWO NEW REPORTS ABOUT TV

April 11th, 2017 - The Media Technology Monitor (MTM) releases two new reports about television. The first report, TV Distribution, 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:

- Three-quarters of Anglophones still have a paid TV service, but subscriptions have seen a slight decline over the past two years;
- Cable, Satellite and Fibre Optic (IPTV) service providers are competing for market share in the multi-channel TV distribution environment;
- Although Off-Air TV has been largely replaced by alternative service delivery methods, a small segment of Anglophones continue to use Off-Air reception

Highlights from the **High Definition, Ultra HD and Smart TVs** Report include the following:

- The HDTV market is nearing maturity – almost 4 in 5 Anglophones now own HDTV screens;
- Awareness of 4K/Ultra HDTV is high, but adoption is low (for now). Just under half of Anglophones are familiar with the term "Ultra HD", but only a fraction of Anglophones have a 4K/Ultra HD TV;
- Smart TV adoption has been growing steadily since last year. Currently, 42% of Anglophones have a Smart TV.

For more information on the MTM, please visit our Portal at **www.mtm-otm.ca** or call: 1-855-898-4999