



A Look at Off-Air TV Service Spring 2016

Analysis of the Canadian Market

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Introduction

- + Some Canadians don't subscribe to a paid TV service but still receive live TV signals at home Off-Air with an antenna or what some people call "rabbit ears". Despite the declining use of this method of TV reception, our most recent Spring 2016 data showed some growth.
- + This report takes a closer look at this change in the Off-Air market as seen in the latest Media Technology Monitor data.
- + The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the telephone portion of the survey unless otherwise noted.*

*Data in this report coming from the online portion of the survey will be identified with this symbol +.

