



# Skinny Basic and Pick & Pay

Analysis of the Canadian Market

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# Introduction



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In March 2016, the CRTC mandated that TV service providers offer a very basic package of channels for a minimal cost of \$25. These packages are referred to as “Starter Packages” or “Skinny Basic.” Consumers could opt to use this as a foundation and add individual channels through a system known as “Pick & Pay.”

This report looks at how this mandate has impacted the Canadian consumer TV market in its first year of availability.

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 phone portion of the Spring 2017 survey unless otherwise noted.\*

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