



Over the Top TV – The Newest Frontier

Analysis of the Anglophone Market

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Introduction



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In recent years, the ways people receive television content have diversified. The Internet has allowed viewers greater access to TV content at their leisure. Several new services have emerged to provide content. This report looks at one of the new methods of receiving TV content – Over-the-Top TV (OTT).

This report looks at the adoption of OTT in the Anglophone market. We explore the people who have turned to these services, including CraveTV, Amazon Prime Video and of course the first-to-market Netflix.

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.*