



Pirating TV and Movie Content

Analysis of the Canadian Market

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Introduction



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The Internet not only gives service providers and copyright holders opportunities to reach wider audiences with their content, it also gives people the opportunity to seek out content that they wouldn't necessarily have access to. Internet users can find films, TV shows, music, video games and software that are made available for free online, sometimes against the wishes of their creators and copyright holders.

This mini-report provides a look at who is pirating TV and movie content.

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 Spring 2018 survey unless otherwise noted.*

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