

# THE HOPSCOTCH PHENOMENON

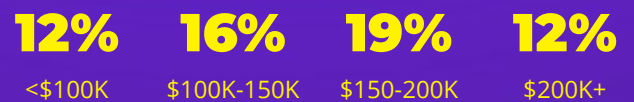
## THE TREND OF CORD JUMPING

With so many options for accessing great TV and video content, people can hop on and off of services to ensure they get what they want when they want. And service providers, especially OTTs, are making it easier than ever before to join at will - no cancellation fees, no start up charges. With that in mind, 1 in 8 Canadians have suspended their TV or paid video streaming service with the plan to resubscribe later - or what we like to call 'cord jumping'.



### HOUSEHOLD INCOME

Households with incomes between \$100-200K may be more likely to subscribe to multiple services than those earning less making it possible to cut back but still have content available. Those making \$200K+ may not be as cost sensitive making cord jumping less attractive.



### BY GENERATION



### TIME SPENT

Canadians who cord jump watch **approximately 3 hours less** linear TV than non-jumpers.

Cord jumpers **spend more time online**, more time watching Netflix and more time watching online TV than non-jumpers.

### AMONG SUBSCRIBERS

**12%** of Paid TV Subscribers (cable, satellite, fibre optic) are cord jumpers

**19%** of TV My Way Canadians are cord jumpers

### MAIN REASONS FOR CORD JUMPING?

- To save money
- My favourite shows aren't on right now
- No time to watch right now
- Travelling
- It's summer and I'm doing other things