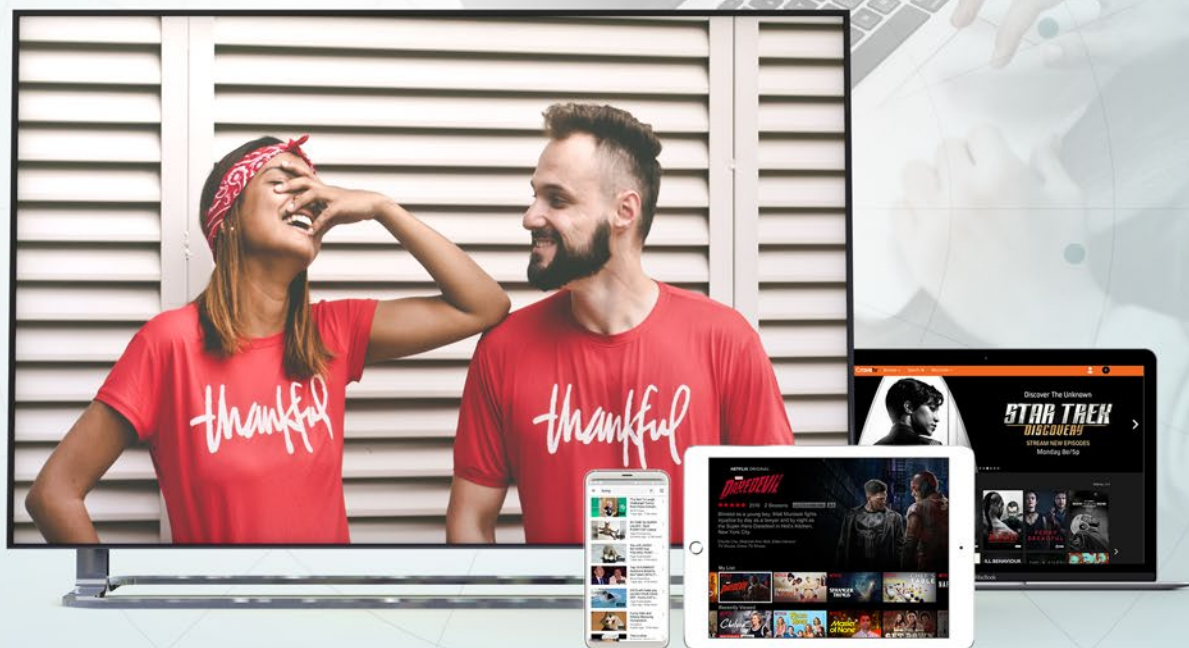




# Canadian Viewing Profiles

January 2019

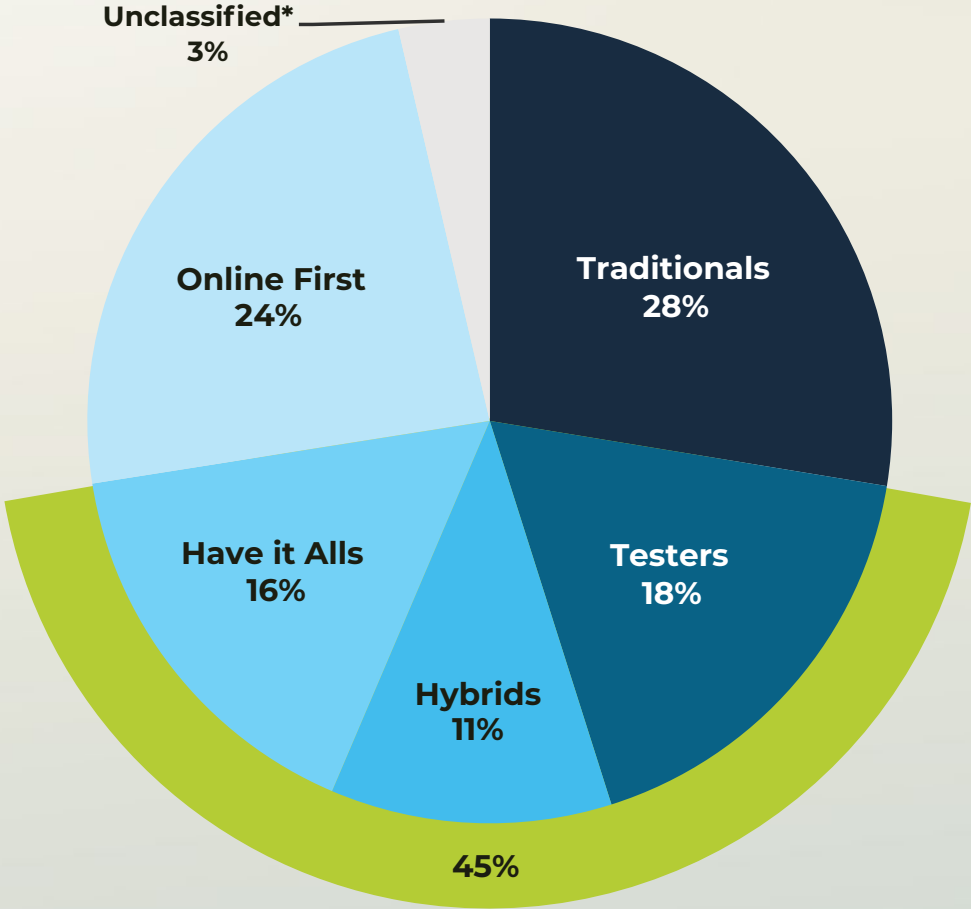


# Introduction and Methodology

There is interest in the industry to understand how different audiences connect with media content. This report looks at the different viewing profiles of Canadians based on self-reported MTM TV/video viewing data. The following pages describe each of the identified viewing profiles based on their demographics, their viewing habits and their subscription to various services.

# Nearly half of all Canadians watch a combination of traditional and online content


Segment Distribution Within Canada  
Canadians 18+ | %





\*Respondents who did not provide viewing hours.




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