



# Cutting? Shaving? Considering?– An Overview of Cancelling Paid TV

Analysis of the Canadian Market

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# Introduction



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The TV content landscape is more competitive than ever before. Many Canadians are accessing TV content through online platforms and Over-The-Top services. While some are opting for these services in tandem with TV, their impact on traditional paid TV subscriptions cannot be ignored.

This report examines cord cutting to consider those who have cancelled their TV service, those who have an interest in doing so, those who have never had a paid TV subscription and more.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data on Cord Cutters and Cord Nevers in this report comes primarily from the phone portion of the Spring 2019 survey unless otherwise noted. Data on Potential Cord Cutters and Cord Nevers come from the Fall 2017 survey unless otherwise noted.\*

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