



TV My Way

Analysis of the Canadian Market

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Introduction



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The Internet has opened up new opportunities to consume media, and one of the forms of entertainment that is growing online is television.

Canadians are now able to access all sorts of serialized television content online, some of which are only available through Over-the-Top Television (OTT) services.

This report looks at Canadians who have opted not to subscribe to any TV service (like cable, satellite or fibre optic) or own an antenna, but who still watch TV content online. We now call this group “TV My Way.”

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 survey unless otherwise noted.**

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