



Cord Cutting

Analysis of the Canadian Market

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See Appendix for permissible uses

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Introduction

- + TV content is no longer limited to being on a TV. As such, the need to have a subscription to a TV service such as cable or satellite has been lessened. As a result, some people are “cutting the cord” – cancelling their subscriptions to paid services.
- + This report looks at how much interest there is in cutting the cord. Who has already done it, who is most interested and who has never bothered to subscribe, how they are accessing TV content are just some of the topics which will be explored.
- + This year the Media Technology Monitor (MTM) incorporated a mixed-methodology approach which included 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 +.

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