



Unplugged? – Cutting the TV Cord

Analysis of the Canadian Market

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Introduction



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TV content is no longer limited to live schedule TV making the need for a subscription TV service such as cable or satellite less prominent. 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, who has never bothered to subscribe, and how cord cutters are accessing TV content are just some of the topics which will be explored.

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 Spring 2017 survey unless otherwise noted.*