



Netflix

Analysis of the English-Language Market

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See Appendix for permissible uses

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Appendix 1 : Survey Methodology and Permissible Uses

Appendix 2: Demographics



Introduction

- + With the advent of Over-The-Top TV services, Canadians have new options for consuming TV content. While Netflix was the first service unveiled to the Canadian marketplace, others have also joined the market. This report looks at Netflix use, in context of its competition.
- + The Media Technology Monitor (MTM) incorporates 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 combined Fall-Spring data unless otherwise noted.*

* Data in this report coming from the online portion of the of the survey will be identified with this symbol +. If data comes from specifically the Fall or Spring data it will be noted.

