



PAID TV SERVICE STILL TOPS, BUT MORE ANGLOPHONES OPT FOR 'TV MY WAY': MTM

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OTTAWA – While the majority of Canadians continue to subscribe to a paid TV service, a growing number of Anglophones are eschewing the traditional 'cord' in favour of watching their TV content via the Internet, according to two new reports from Media Technology Monitor (MTM).

TV Distribution: Analysis of the English-Language Market examines the variety of ways consumers are accessing TV, what enhanced products and services they are using, and how they bundle their services. It also dives deeper in the user profiles for the various TV services.

Highlights include:

- Just over two-thirds of Anglophones continue to subscribe to a paid TV service, however, Internet video streaming services are becoming an increasingly popular alternative, with two-thirds of Anglophone households subscribing to one.
- Among Anglophones, Cable TV is still the most common type of TV subscription of the three types of subscription services though Fibre Optic (IPTV) is the only one still experiencing growth.
- Although Off-Air TV has been largely replaced by alternative service delivery methods, a small segment of Anglophones continue to use Off-Air reception.

The second report, TV My Way: Analysis of the Anglophone Market, takes a closer look at the continued emergence of 'TV My Way' – people who do not subscribe to a TV service or use an antenna, but use the Internet for their TV watching.

Highlights from that report include:

- Currently, 20% of the Anglophone population fall into the TV My Way lifestyle, defined as avid TV consumers who have chosen the Internet to consume their TV content.
- Anglophones are more than twice as likely to be TV My Way consumers than Francophones (9%).
- TV My Way Anglophones are increasingly using smartphones and Internet connected TV sets to watch TV content online, however, the computer is still the device of choice.