



How TV and streaming subscriptions differ across Canada

Source: Media in Canada

Date: 01/24/2023

Canada is a big country, which means that someone in Vancouver could very well turn to a different platform for their TV needs than someone in St. John's.

Media Technology Monitor (MTM) aimed to highlight these differences through a series of 12 reports that looked at media and tech penetration and usage in select markets across the country with a focus on ownership and use of media devices, services and online activities.

The reports highlight the similarities and differences across regions including city-level reports for Vancouver, Toronto, Quebec City and Montreal; provincial-level reports for Ontario, British Columbia, and Alberta; and regional-level reports for the Atlantic provinces and Manitoba/Saskatchewan. In addition, there's an exclusive report highlighting Anglophones living in the North and another comparing the highlights of Francophones living in the province of Quebec to those living outside Quebec.

Among the highlights are that 79% of residents of the Atlantic Provinces, 73% of residents of Vancouver and 72% of Torontonians have a paid TV service subscription. This suggests that residents in these areas more likely to subscribe to a traditional TV service than the rest of the Anglophone population. On the other end of the spectrum, Albertans are slightly less likely to subscribe to a paid TV service than average.

Those living in Manitoba and Saskatchewan are more likely to subscribe to a satellite TV service (21%) compared to 13% of the general population, although 4% are totally tuned out from TV. Due to its remoteness, those in the North are most likely to have a satellite service at 36%. Montreal Anglophones are more likely to opt for fibre optic TV subscriptions, with half opting for Bell as their TV service provider. Ontarians are pretty much on par with the rest of Canada in terms of TV subscriptions, with 13% subscribing to satellite TV, 32% to cable TV and 24% fibre optic.

SVOD services such as Netflix are most popular in Vancouver (86%) and Alberta (85%). Francophones who live in Montreal are also more likely than the general Francophone population to subscribe to SVOD services, especially to Netflix (77%). Those in the Atlantic provinces are less likely subscribe to SVOD services (76%, versus 81% of the total Anglophone population) and to Netflix more specifically (64% versus 71%). Overall, residents of BC are more likely to subscribe to SVOD services (83% vs 81%) and more likely to subscribe to Netflix (74% vs 71%).