



ANGLOPHONE CANADIANS DIG THEIR SVOD

Source: CARTT

Date: 05/23/2021

TORONTO – As industry followers already know, SVOD services boomed in 2020, with consumers seeking out more digital entertainment options while staying at home. But just how much? MTM's latest report shows how Anglophone Canadians dug into the content libraries of Netflix, Crave, Amazon Prime Video, Disney+, and Apple TV+.

Highlights include:

- 80% of anglophones subscribe to at least one SVOD service but SVOD subscribers tend to be younger, more educated and fall into higher income brackets than the average anglophone population.
- With 7 in 10 anglophones now subscribing, Netflix continues to lead the SVOD market.
- Amazon Prime Video saw the largest increase in subscriptions, now at 46% reporting a subscription with the majority of watching in the past month (38%).
- Newer offerings such as Disney+ and Apple TV+ also continue to grow among anglophone Canadians, with 24% now subscribing to Disney+ and 11% to Apple TV+.
- Over 7 in 10 anglophones subscribing to two or more SVOD services. With ongoing lockdowns during the Covid-19 pandemic, 42% of SVOD subscribers now have three or more services in their home.
- Also, subscribing to SVOD services is a way to supplement traditional TV services, not necessarily replace them. Two thirds of SVOD subscribers also subscribe to traditional pay-TV services.