



CORD-CUTTING CONTINUES

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TORONTO – A new report from CBC’s Media Technology Monitor released today says 20% of anglophones say they have cancelled their traditional pay TV service.

Other report highlights include:

- Cord cutters are more active online than the average TV subscriber and 71% of them subscribe to two or more SVOD services, such as Netflix or Amazon Prime Video. They also tend to be younger and well educated.
- Close to a quarter of anglophone pay TV subscribers report they are “very likely” or “somewhat likely” to cancel their existing TV service. Anglophones are more likely than francophones to fall into this category (23% versus 16%).
- 24% of anglophone pay TV subscribers can be called cord shavers as they have reduced the number of channels they subscribe to within the last year.
- 14% of the anglophone population has never had a traditional subscription TV service, a.k.a. “cord nevers”. Growth in cord nevers is the primary reason for declining TV subscriptions, says the report.