



51% OF CANADIAN TV STREAMERS ARE REGULAR AVOD USERS, SAYS ROKU REPORT

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TORONTO — It is no surprise to anyone the pandemic has seen an increase in streaming among Canadians, but a new report from Roku reveals just how ubiquitous streaming services have become.

Based on its own research conducted in collaboration with Fuse Insights, as well as estimates using Media Technology Monitor (MTM) data up to fall 2020, as cited by CBC, Roku says in its report 77% of Canadians were watching streaming TV services by the end of 2020.

In the last 12 months, 46% of Canadian TV streamers have signed up for a new streaming service, and 60% of Canadians surveyed say streaming offers “the only TV service they really need,” according to Roku’s study.

In addition, more than half (51%) of Canadian TV streamers regularly use ad-supported video-on-demand (AVOD) streaming services, Roku says.

Other findings from Roku’s study include the following:

- An estimated 70% of the Canadian population older than 55 are now streaming, which is the age group that has seen the largest growth in adoption in the last year.
- Almost three-quarters (72%) of surveyed TV streamers have a smart TV in their home, up from 62% in 2020.
- Two-thirds of the TV streamers have a streaming device such as a Roku player, Google Chromecast or Amazon FireTV Stick, which represents a 4% increase over last year.
- An estimated 90% of parents with kids under 18 have TV streaming services, and more than three-quarters (76%) of TV streaming parents surveyed said streaming keeps their children entertained.