



THE STATE OF CANADIAN TV STREAMING: 2021 FINDINGS AND OPPORTUNITIES

Source: Roku

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As TV streaming continues to gain traction and popularity amongst Canada's population, it has become important for marketers to understand how to reach and connect with these audiences. Simply put, as more Canadians become cord-cutters, TV streaming is a logical way to engage these users.

In this white paper you'll learn more about the landscape and demographics driving Canada's TV streaming evolution, and insights into how streamers engage with content to guide how you connect with the right audiences for your brand.

Key highlights include:

- Streaming is ubiquitous: 77% of Canadians were watching streaming content by the end of 2020*
- The pandemic accelerated streaming consumption: 46% of Canadian TV streamers have signed up for a new streaming service in the last 12 months
- Streaming is where Canadians are: 60% of Canadian TV streamers surveyed say that streaming offers "the only TV service they really need"
- AVOD consumption is rising: More than 50% of Canada's TV streamers, or around 15 million people regularly use AVOD
- To view the full report, fill out the form below to download our 'The State of Canadian TV Streaming 2021' white paper.

**Source: Estimate using MTM data up to Fall 2020, as cited by CBC, Media in Canada*