



## TV & FILM NEWS – MTM SAYS ONE IN SEVEN CANADIANS HAS “CUT THE CORD”

Source: Broadcast Dialogue

Date: 10/03/2019

The Media Technology Monitor (MTM) has released two new reports: Cord Cutting and The World of Online Video.

Key findings from the Cord Cutting report include that the majority of Canadians still have a paid TV subscription such as satellite, cable and fibre optic. However, one quarter of Canadians are forgoing their TV subscription and opting to get their video and TV entertainment from off-air TV signals or online sources. MTM says one in seven Canadians is now a “Cord Cutter” – someone who has had a paid TV service in the past, but no longer subscribes. Canadians aged 35-49 and those with children under 12 are most likely to have cut the cord. More than a fifth of TV subscribers also told MTM they are either very likely or somewhat likely to disconnect their service sometime in the next 12 months. Key findings from the

The World of Online Video report include that the vast majority of Anglophones (close to 90%) are now watching a service like YouTube, Netflix, and Crave. While computers remain the most popular way to watch internet video, smartphones are a close second. Over two in three Anglophones watch TV content online with the internet-connected TV set identified as the most popular screen, likely tied to the use of OTT services.