



## Online TV viewing is now greater than linear TV

Source: Media in Canada

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Many Anglophones no longer rely solely on traditional TV services, but 69% of households still have a paid TV service.

That's from the latest Media Technology Monitor report, which looks at how the cord cutting trend is progressing in the Anglophone market.

When it comes to TV viewing, 97% of Anglophones watched TV on any platform in the past month, but in a given week, 82% watch online and 74% watch linear TV. They are more likely to watch online (82%) than through a paid service (69%), with 81% viewing via any SVOD subscription.

Roughly one in eight Anglophones are "Cord Nevers," meaning they've never had a paid TV service. That's only slightly fewer than the 18% of Canadians who are "Cord Cutters," those who have cancelled a paid TV. Cord cutting is most prominent among younger groups – 25% of those aged 35 to 49 and 23% of 18-to-34-year-olds.

Cord cutting is also prominent with "Cell Phone Only" adults, those that do not have a traditional landline service. CPO households tend to be younger and those with young children, possibly as a money saving measure, with 29% having children under seven and 29% of households with children seven-to-12 years old.

Cord cutters and "Cord Nevers" are more likely than average Anglophone adults to watch online TV, newsclips or program, full length films and content on YouTube. Cord cutters are most likely to watch SVOD content (89%), while 79% of TV subscribers and 79% of "Cord Nevers" watch SVOD. Netflix still accounts for the majority of SVOD subscriptions among all three groups 79% of Cord Cutters followed by Amazon Prime (67%) of Cord Cutters. Disney+ comes third and is popular among Cord Cutters (45%), likely because this group tends to have younger children.

Three-quarters of cord cutters connect their TV sets to the internet and are more likely than average Anglophone adults and Cord Nevers to own a computer, smartphone, tablet, game console, or an internet-connected TV.