



THE MTM'S LATEST RELEASE EXAMINES A CHANGE IN TV SUBSCRIPTIONS

July 25, 2019 – More than ever, Canadians have a wide array of content competing for their attention. Canadians are continually navigating and assessing different ways to access television content across a range of platforms. This report, *Special Analysis: The Shift in TV Subscriptions* examines a recent uptick in TV subscriptions that is contrary to the trend witnessed over the last several years.

The MTM's Shift in TV Subscriptions report highlights include:

- TV subscriptions among Canadians have increased for the first time in several years.
- This increase was driven primarily by the Anglophone market, as subscription levels remained stable in the Francophone market.
- Some reasoning for this shift includes a cultural phenomenon, in the form of several recent “must-see” shows, as well as increasingly competitive service bundles from TV providers.

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ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.