



HOW ARE ANGLOPHONES CONSUMING OTT SERVICES, AND, IS NETFLIX STILL ON TOP?

August 22, 2019 – The Media Technology Monitor (MTM) and MTM JR. take an in-depth look at online TV streaming services (OTT) in two new reports. For the first time since launching, Netflix's growth has slowed; instead, its competitors have experienced double-digit growth over the past season. With rumours of more OTT services coming to Canada, find out how the current OTT market sits prior to the windfall of services coming to your screens this Fall. As a whole, these services have become a major part of online TV consumption for children and adults alike. These reports look at the popularity of several OTT services among Anglophones (2+), the demographics of different subscribers and how they consume media as a whole.

Key findings from our latest *Over-the-Top reports* include:

- Among Anglophones households, Netflix is still the most popular OTT service by a large margin, although growth has slowed more recently. In contrast to Netflix, competing services such as Crave and Amazon Prime Video have both seen a significant increase in subscriptions since last season, Crave from 10% to 16% and Amazon Prime Video from 15% to 23%.
- Traditional TV content remains popular among OTT subscribers, 72% of OTT subscribers have a paid TV service such as Cable, Satellite or Fibre optic TV.
- Most adult OTT subscribers (18+) report spending more time online overall compared to the average Anglophone (27.5 hours in a typical week). Additionally, Amazon Prime Video subscribers beat the average by over 10 hours in a typical week.
- 72% of Anglophone children (2-17 years) have watched an OTT service in the past month with boys between the ages of 2-6 and teenage girls between 12-17 being the most likely to consume.

These reports are now available on the MTM and MTM JR. Portals!

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ABOUT THE MTM AND MTM JR.

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.

MTM Junior is the first annual youth media survey study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 1,660 households split equally among Anglophones and Francophones. Of the 1,660 households surveyed, data for 2,270 children was collected.

For more information on the MTM and MTM JR. please visit our Portals at www.mtm-otm.ca and www.mtmjunior.ca/ or call: 1-855-898-4999.