



## ACCORDING TO A NEW MTM REPORT: ONE IN SEVEN CANADIANS IS CONSIDERED A CORD CUTTER

**September 26, 2019** – The Media Technology Monitor (MTM) releases two new reports: Cord Cutting and The World of Online Video.

Key findings from the **Cord Cutting report** include the following:

- 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 a variety of online sources. We call these people Cord Cutters and Cord Nevers.
- One in seven Canadians is 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 more likely to have cut the cord.
- Cord Cutting is a consideration among a segment of TV service subscribers. More than a fifth of TV subscribers say 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 the following:

- The vast majority of Anglophones watch online video in a typical month, close to 90% are watching a variety of sources such as YouTube, Netflix, Crave and more.
- Online video viewing is not confined to one screen. 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. TV content isn't being spread over as many screens as general online video content. The Internet-connected TV set is the most popular screen, likely tied to the use of OTT services.

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.