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SVOD Services Among Anglophones

The MTM releases its newest report focusing on Subscription Video On Demand (SVOD) services such as Netflix and Amazon Prime Video. SVOD services have boomed in 2020, with consumers seeking out more digital entertainment options while staying at home. With COVID-19 and stay-at-home measures, anglophones now have more time than ever to dig into the large content libraries of Netflix, Crave, Amazon Prime Video and newer offerings like Disney+ and Apple TV+.

Highlights from this report include:

- 4 in 5 (80%) anglophones subscribe to at least one SVOD service. SVOD subscribers tend to be younger, more educated and fall into higher income brackets than the average anglophone population.
- With 7 in 10 anglophones subscribing to its service, Netflix continues to lead the SVOD market. However, Amazon Prime Video saw the largest increase in subscriptions, now at 46% with the majority of subscribers watching in the past month (38%). Newer offerings such as Disney+ and Apple TV+ also continue to grow among anglophone Canadians, with 24% now subscribing to Disney+ and 11% to Apple TV+.
- SVOD stacking is becoming more popular with over 7 in 10 anglophones subscribing to 2 or more SVOD services. With ongoing lockdowns during the COVID-19 pandemic, 42% of SVOD subscribers now have 3 or more services in their home.
- Subscribing to SVOD services is a way to supplement traditional TV services, not necessarily replace them. Two thirds of SVOD subscribers also subscribe to traditional TV services, such as cable, satellite or fiber optic.

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 200,000 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.