



## MTM REPORT PROVIDES INSIGHT INTO NETFLIX USAGE IN CANADA

**November 17, 2016** - With the advent of Over-The-Top TV services, Canadians have seemingly limitless options for consuming TV and video content online. While Netflix was the first service unveiled to the Canadian marketplace, others have joined the market. This insightful report looks at the most current Netflix use among Anglophones, in the context of its competition.

Highlights from the MTM's [Netflix](#) Report include:

- After over half a decade in the Canadian market, Netflix continues to see major growth. Currently, 48% of Anglophones report subscribing to Netflix, a 45% increase over the past year;
- While Netflix viewers do use a variety of screens to access the service, there is an overall tendency towards bigger being better. While more than a quarter of Netflix viewers are using smartphones and tablets, the TV set remains the main screen for watching content;
- While Netflix was designed initially as a movie source, Netflix viewers now spend more than half their time watching TV content via the service. They're also more like to binge watch a TV series using the Netflix service.

To find out more about Netflix in Canada, please visit the Netflix report now available on the [MTM Portal](#).

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