



THE MAJORITY OF CANADIANS STILL SUBSCRIBE TO A PAID TV SERVICE

March 8, 2018 - [The Media Technology Monitor \(MTM\)](#), releases its newest report on the Canadian TV distribution market. The TV Distribution report, examines the trends in the variety of ways consumers are accessing TV, what enhanced products and services they are using, and how they bundle their services. It also dives deeper in the user profiles for the various TV services.

Some highlights from the [TV Distribution Report](#) include:

- Three-quarters of Anglophones continue to subscribe to a paid TV service; it's still by far the most popular way of getting TV content. However, we're seeing growth in people preferring to get the majority of their TV content online, and foregoing TV service;
- Of the three types of subscription services, Fibre Optic (IPTV) is the only one still experiencing growth;
- Although Off-Air TV has been largely replaced by alternative service delivery methods, a small segment of Anglophones continue to use Off-Air reception

This report is now available on the Portal! For more information on the MTM, please visit our Portal at www.mtm-otm.ca or call 1-855-898-4999.