



## WATCHING WHAT THEY WANT, WHERE THEY WANT, WHEN THEY WANT – TV MY WAY CANADIANS

**March 27th, 2018** – [The Media Technology Monitor \(MTM\)](#) releases a new report that provides insight into how Canadians are living without paid TV subscriptions. Most consumers receive TV from cable, satellite or Fibre Optic, but in this evolving industry there are more ways of accessing TV content without a paid TV subscription than ever before: Off-Air, Netflix, Internet etc.

### TV MY WAY

The Internet has opened up new opportunities to consume media and one of the forms of entertainment that is growing online is Television. This report looks at Canadian Anglophones who have opted to not subscribe to any TV service and consume TV almost exclusively online. The MTM has coined this unique group of Canadians as “TV My Way.”

Highlights of the [TV My Way report](#) include:

- Living without a paid TV service is nothing new – currently 27% of Anglophones live without a paid linear TV service (cable, satellite or fibre optic);
- 14% of the Anglophone population fall into the TV MY Way (TMW) lifestyle. These are people who don't pay for a traditional TV service nor do they have an antenna, but they're still avid TV consumers. For this TMW group, they've chosen the Internet to consume their TV content;
- TV My Way Anglophones tend to be younger, students and living in Cell Phone Only households;
- A third of TV My Way Anglophones watch online TV via their smartphones, and over half do so with their computers.

This report is now available on the Portal! 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.