



THEY WANTED IT, AND THEY GOT IT, BUT ARE CANADIANS SUBSCRIBING TO STARTER TV SUBSCRIPTIONS OR PICK AND PAY TV?

August 17, 2017 - The Media Technology Monitor's (MTM) newest report follows our release on cord cutting. This brand new report focuses on Starter TV packages, as well as Pick & Pay offerings available to Canadians. Starter TV packages, also called Skinny Basic TV packages, are subscriptions that offer a small package of TV channels for a maximum cost of 25\$. Pick and Pay TV refers to the possibility of adding individual channels to a TV subscription on a per basis cost. Both were recently mandated by the CRTC for all TV service providers in Canada. The question remains however, how do Canadians feel about these new options for TV subscriptions? This report explores awareness, interest and adoption.

Highlights from the MTM's [Skinny Basic and Pick & Pay](#) report include:

- Over half of Canadians are now aware of Skinny Basic/Starter TV packages, but just over 1 in 10 TV subscribers have taken advantage of this type of subscription.
- Pick & Pay options have found greater success, with 29% of TV subscribers now adding individual channels or bundles to their packages.
- Potential cord cutters, a group of Canadians who report being "Very Likely" or "Somewhat Likely" to cancel their TV subscription, show far more interest in Starter TV Packages and Pick & Pay than other Canadians

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