



A NEW MTM REPORT PROVIDES INSIGHT INTO OVER-THE-TOP TV USAGE IN CANADA

October 19, 2017 - The Media Technology Monitor (MTM) releases a brand new report on Canada's Over-The-Top TV (OTT) services. With the advent of OTT services, Canadians have seemingly limitless options for consuming TV and video content online. While Netflix was the first service unveiled in the Canadian marketplace, others have joined the market.

This report looks at the adoption of OTT in the Anglophone market. We explore the people who have turned to these services, including CraveTV, Amazon Prime Video and of course the first-to-market Netflix.

Highlights from the MTM's [Over the Top TV - The Newest Frontier](#) Report include:

- Since the launch of Netflix in 2010, OTT services have reached more than half of the Canadian Anglophone marketplace.
- Netflix was the first in the market, and they are still the dominant player. However, there have been some competitors who have joined in. CraveTV, Amazon Prime Video, Sportsnet Now and other subscription services allow Anglophones to stream TV content outside of the traditional TV model.
- The majority of OTT subscribers haven't abandoned watching traditional TV, but they are supplementing it with these services. Between the traditional TV set, content on Netflix and other TV content available online, OTT subscribers report spending more time watching TV content than do non-subscribers. They just split their time over a number of sources.

To find out more about OTT services in Canada, please visit the [Over the Top TV - The Newest Frontier](#) report now available on the [MTM Portal](#).

For more information you can visit www.mtm-otm.ca for the latest and most reliable data on new media technologies in Canada.