



IT'S NOT JUST NETFLIX ANYMORE

SEE HOW ANGLOPHONES ARE CONSUMING OVER-THE-TOP STREAMING SERVICES IN THE NEWEST MTM REPORT

December 4th, 2018 – The Media Technology Monitor (MTM) takes an in-depth look at online TV streaming services in their newest iteration of this report. After the launch and success of Netflix in Canada, a number of other similar streaming services were launched. As a whole, these services are becoming a major part of online TV consumption.

This report looks at the popularity of several OTT services among Anglophones, the demographics of different subscribers and how they consume media as a whole.

Key findings from our newest data on [Over-the-Top](#) report include:

- OTT services have grown rapidly over time. 65% of Anglophone households subscribe to an OTT service. In 2011, shortly following the launch of Netflix in Canada, only 12% of Anglophone households subscribed to OTT services.
- Among several OTT services measured by the MTM, including CraveTV, Amazon Prime Video and Sportsnet Now, Netflix is the most popular by far.
- OTT subscribers have a strong appetite for TV content in generally. Roughly 4 in 5 consume TV from over the air broadcasts or have a paid TV subscription.

This report is now available on the MTM Portal!

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.