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The State Of Paid TV

The MTM releases a new report on how anglophones are using and paying for television. While many have speculated that SVOD services like Netflix and Prime Video could lead to a mass exodus from regular paid TV services, this isn't the case. This report considers how these different content types presently co-exist and the current state of paid TV services (cable, satellite and fibre optic).

Highlights from this report include:

- Although paid TV subscriptions have been in decline for over a decade, they still remain fairly high with 69% of anglophone households having a paid TV service. Cable remains the most popular type of paid TV service (33%), followed by fibre optic (23%) and satellite (13%).
- Despite the growing popularity of SVOD services, such as Netflix or Amazon Prime Video, anglophones report spending more time watching traditional TV than SVOD services. SVODs rather supplement TV subscriptions, with more than half of anglophones having both a paid TV service and an SVOD subscription.
- Bell, Rogers and Telus represent close to three-quarters of the anglophone TV market. Bell leads the way, providing their services to 27% of paid TV subscribers, followed by Rogers (17%).
- Most TV subscribers are bundling it with other services offered by their provider. Regardless of their service provider, few anglophones are opting in for just a paid TV service. A majority of Bell, Telus, Rogers, Videotron, Eastlink and Cogeco customers have 3 or even 4 services from the same provider.

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 200,000 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.