



## Canadians Sharing SVOD Accounts

MTM 18+ | September 15th, 2022

The Media Technology Monitor (MTM) released a report on how Canadians are borrowing and lending their Subscription Video on Demand (SVOD) accounts. The vast majority of Canadian households have access to at least one SVOD service. With inflation throughout the various markets, some Canadians are choosing to share services rather than purchasing their own. How is this affecting the Canadian market and what onus does this put on the services?

This report looks into who is sharing their SVOD services, which services are shared, and whether people lend or borrow these services.

Highlights from this report include:

- Just under half (45%) of Subscription Video on Demand (SVOD) households share their account with another household. While francophones are less likely than anglophones to subscribe to SVODs, they are more likely to be sharing their subscriptions with others.
- Disney+ and Netflix are the two most shared SVOD services - 45% of Disney+ subscribers and 44% of Netflix subscribers report sharing their services.
- The most common way of sharing a service is to lend out your subscription to someone else. Nearly three-fifths of subscribers say they lend out at least one service, while two-fifths say that they borrow someone else's account.

**Discover our new sign up page! Not yet registered for an MTM user account? Create your own enterprise [account here](#).**



**ACCESS 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 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](http://www.mtm-otm.ca) or call: 1-855-898-4999.