



Now, Then or Never - Cord Cutting 2022

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The MTM released a report exploring the phenomenon of Cord Cutting. The majority of Canadians continue to subscribe to Paid TV services like cable, fiber optic and satellite TV, however, there is a certain portion of the population that are choosing to forgo their paid TV and opt to cut the cord. Paid TV services have been impacted by an ever-increasing selection of Subscription Video On Demand (SVOD) services and the array of free video content online. People that previously paid for conventional TV, are opting out, and people that have never had a paid TV service don't see the value of subscribing to it.

This report takes a deep dive into those who have cancelled their TV service (Cord Cutters), and those who have never had a paid TV subscription (Cord Nevers).

Key findings from the Cord Cutting report include:

- The majority of anglophones continue to subscribe to a paid TV service. Currently, 69% of anglophone households have a paid TV service such as cable, fibre optic or satellite.
- Almost 1 in 5 anglophones have cancelled their paid TV service, or "cut the cord". Cord Cutters tend to be younger, well-educated and often have young children in the home.
- Watching Subscription Video on Demand (SVOD) content and subscribing to multiple SVOD services is higher among Cord Cutters. Cord Cutters report spending more time watching SVOD and YouTube content than traditional TV subscribers.

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