



## From Netflix to YouTube: How Anglophones are Using Internet-Connected TVs

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There are many screens available to Canadians to access the Internet, but one of the most common devices for Internet access is the TV screen. As Subscription Video on Demand services have become more prevalent, so have Internet-connected TVs.

The report Big functionality, bigger screens gives an overview of the use of Internet-connected TV sets in the anglophone market.

Key findings from this report include:

- Nearly three-quarters of anglophones (74%) use Internet-connected TV sets. The use of the TV screen for online content has more than tripled over the past decade. This could be using any one of a variety of devices as intermediaries.
- The growth of Internet-connected TV sets mirrors the growth of Subscription Video on Demand services (SVODs). This screen is the most commonly used among viewers of each of the SVOD services included in the survey.
- Different age groups use different intermediaries for making the connection. Two-fifths of 18-34-year-olds use a game console as an intermediary, which is much higher usage than other age groups. They are also the most likely to connect via a computer or laptop.

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