



Change The Channel! The State of Paid TV (and more)

The Media Technology Monitor (MTM) releases its new report focusing on the state of paid TV services.

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When it comes to television content, there are more choices than ever before. Television has evolved from a small set of localized channels to an unlimited pool of content between paid TV services, SVOD services and a variety of other watching content.

This latest report examines paid TV subscriptions, cord cutting, those who have never had a paid TV service, as well as the influence and overlap of SVOD services, paid TV service providers and much more.

Key findings from the Change The Channel! report include:

- Paid TV Services have been mostly stable over the last 5 years. Currently 71% of anglophones subscribe to a paid TV service. While cable remains the most popular paid TV service type (32%), fibre optic TV saw more year over year growth than ever before this year (21% in 2021 to 28% in 2022). Satellite TV continues to slip, now reaching 11% of anglophones households.
- SVOD services have complemented paid TV services. After surpassing paid TV services in 2019, SVOD subscriptions are at an all time high among anglophones at 83%.
- Only 19% of anglophones subscribe exclusively to SVOD services however, with 59% reporting a subscription to SVOD services as well as a paid TV service.
- Key demographics show significant variations in their preferences for different types of services. Cable TV subscriptions, for instance, are more prevalent among older anglophone viewers. Racialized Canadians are more likely to have fibre optic TV subscriptions compared to the national average. Persons with disabilities and New Canadians, on the other hand, tend to have higher rates of cable TV subscriptions.

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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.