



Navigating the New Age of Television: Insights and Trends

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As the landscape of television consumption continues to evolve, understanding the dynamics between traditional and digital viewing options becomes increasingly vital.

The latest TV Distribution report from the MTM 18+ Channeling Our Latest Findings takes a deeper look at paid TV subscriptions, the relationship between SVOD and paid TV services, service providers and bundling, along with new data regarding reported costs of TV service.

Highlights from this report include:

- **Paid TV Services:** Two-thirds of Canadians continue to subscribe to a paid TV service. Fibre optic services now account for more than half of subscriptions (37%), surpassing both cable (20%) and satellite (9%) combined. Francophones are more likely to subscribe to a paid TV service than anglophones (76% vs 63%).
- **SVOD Services:** While still ahead of paid TV subscriptions, SVOD services saw a slight decline for the first time this year. Overall subscriptions among Canadians declined from 81% to 78%, and the number of households opting in for more than one service has also dropped. Many still use SVOD and paid TV subscriptions in tandem however, with 51% of Canadians opting in for both.
- **Average Costs:** The average Canadian TV subscriber pays roughly \$76 a month for their paid TV service (cable, satellite or fibre optic). Costs do vary across different demographics. Middle-aged individuals (35-64) pay more than younger or older Canadians. Average costs are also higher than average in more affluent households (\$150K). Anglophones also tend to pay more than francophones.

Along with the Canadian TV Distribution report, separate anglophone and francophone versions are also available.

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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.