



Why Canadians Double Down: The Appeal of Both TV and SVOD Subscriptions

MTM 18+ | May 30, 2024

The MTM released a report exploring TV and SVOD services subscribers and the reasons why with all the content available via SVODs, people keep subscribing to a Paid TV service.

Over the past decade we have seen shifts in subscription video services – increased interest in SVOD services and decreased interest in linear TV subscriptions. But there remains a large segment that aren't picking one over the other, but are subscribing to both.

Highlights from The Best of Both Worlds report:

- **TV & SVODs Subscriptions:** Half of Canadian households (51%) subscribe to both linear TV and Streaming Video on Demand (SVOD) services. People who have both TV and SVOD subscriptions are also big AVOD (Ad-supported Video on Demand) and FAST channel (Free Ad-supported Streaming Television) viewers.
- **Reasons to Keep Subscribing to a Paid TV Service:** The two most cited reasons to keep subscribing to TV while subscribing to an SVOD are news and sports content. Nearly half of those with both TV and SVOD subscriptions (47%) say they keep their TV subscription to watch news content. Two in five (41%) mentioned sports.
- **Other Reasons to Keep Both:** Over a third of those with TV and SVOD subscriptions (32%) were enticed to keep TV because they got a deal on it. This was a more common reason among older Canadians than it was among younger ones (23% among those aged 18 to 24 versus 41% among those aged 65 or older).

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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.