



# Exploring Canadian Habits: A Deep Dive into SVOD Subscriptions and Viewership

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Over the past decade or so, Streaming Video on Demand services (SVODs) have become the pre-eminent way of subscribing to video content – even more popular than traditional TV. These services offer vast libraries of content available at the subscribers' fingertips. While Netflix was the trailblazer, we have seen a lot of new services join the market, offering a vast array of content options.

The MTM 18+ launches a new report which delves into SVOD subscriptions and viewership among anglophones and francophones in Canada, giving insight on the SVOD landscape.

Highlights from the report *Gauging Demand For On Demand* include:

- **Penetration:** Nearly four out of five anglophone households (78%) and more than seven out of ten francophone households (72%) subscribe to at least one SVOD service. Although Netflix remains the most popular service, its share has declined, dropping to 52% from 59% among anglophones and to 60% from a peak of 72% among francophones in the fall of 2022;
- **TV & SVOD Subscriptions:** Most SVOD subscribers also have a linear TV service subscription. Among anglophone households, 59% of those with SVOD services also subscribe to a paid TV service such as fiber optic, cable, or satellite, while the figure is 71% for francophone households;
- **Advertising:** Advertising is increasingly being integrated into SVOD content. Around 21% of anglophone and 26% of francophone Crave viewers choose a cheaper subscription option that includes ads. Similarly, 17% of both anglophone and francophone Netflix viewers see ads, as do 13% of anglophone and 10% of francophone Disney+ viewers;

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.