



# Trends in Reducing Subscriptions

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Amid the current economic challenges, many Canadian households are seeking ways to cut costs, and even small savings can make a big difference. One area where Canadians can reduce expenses is through their tech subscriptions, including TV and video streaming services, audio platforms, and cellphone or home Internet packages. But are Canadians actually modifying or canceling these services to save money?

The MTM 18+ releases its latest report *Changing Lanes – Altering Service Subscriptions* which sheds light on online respondents who were asked if they had made any changes to various services in the past six months in order to save money.

Highlights from this report include:

- **Service Changes:** Video and TV services are where we see the most movement in order to save money. Nearly 3 in 10 respondents (29%) said they reduced or cancelled either a Streaming Video on Demand (SVOD) service or a Paid TV service in the past 6 months to cut costs;
- **Demographic Groups:** Household income isn't necessarily a driver in terms of changing or cancelling services, however age does seem to play a significant role. Those aged 18-34, particularly, are often among the most likely to have made changes to their services to cut costs;
- **Finding Alternatives:** People may be finding free or cheaper alternatives to some of the services they are changing or cancelling. For instance, a third (34%) of those who say they have seen ads on services like Netflix, Disney+, or Crave say they have made changes to their SVOD subscriptions in the past 6 months – perhaps including going to a cheaper ad tier.

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