



The Shift in TV Distribution

Explore the latest insights on how Canadian households are accessing video content

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The Media Technology Monitor (MTM) has released its latest report, *The Signal Out of the Static*, which takes a deep look at paid TV subscriptions, the growing influence of streaming services, and how different demographics are navigating their entertainment options. While traditional TV remains a staple for many, the rise of “Streaming Only” households and the stability of fibre optic services are reshaping the industry.

Top findings from this report include

Fibre Optic Leads Paid TV

While overall paid TV penetration has declined since 2015, fibre optic has emerged as the most common subscription type, used by 1 on 3 anglophone households. Its growth is bolstered by service providers bundling TV with high-speed home internet;

The Rise of Streaming Only

Nearly a third of anglophone households have moved away from traditional signals entirely. These “Streaming Only” homes rely exclusively on online services like SVODs, YouTube, and FAST channels for their video entertainment;

Generational Divide in Ownership

While 9 in 10 anglophone households own at least one TV set, younger audiences (18-34) are the least likely to own one. This group relies more heavily on smartphones and computers, often waiting until they are more settled before investing in large-screen devices.

Access the Full Report - The complete report, *The Signal Out of the Static*, is available to all MTM clients.

[ACCESS THE MTM PORTAL](#)

Not a client?

If your organization is not yet a client but is interested in gaining a deeper understanding of how this growing segment of the population interacts with media and technology throughout their settlement journey, we invite you to [contact us](#) for more information on how to access our full data set and industry intelligence.



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 300,000 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.