



Over the Top Services

Analysis of the Anglophone Market

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Introduction



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Over-the-Top (OTT) services are here to stay. Since Netflix launched in Canada in 2010, various other video streaming services have arrived, hosting libraries of original and licensed film and TV content available for an annual or monthly fee. These services have shifted Canadians perception and consumption of visual content.

This report looks at several OTT services available to Anglophones, including Netflix, CraveTV, Amazon Prime video and Sportsnet Now. Penetration, demographics, overlap between services, other TV consumption and more are all reviewed.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the phone portion of the Spring 2018 survey unless otherwise noted.**