



TV My Way

Analysis of the Anglophone Market

Issued: March 27, 2018



Introduction



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Online TV is more accessible than ever before. Canadians have access to an unprecedented amount of TV content through online sources and are able to watch on nearly any Internet-connected device. While many are utilizing some combination of traditional and online sources, some are only accessing content through the latter.

This report looks at Anglophones who do not have any paid TV service (like cable, satellite or fibre optic) or own an antenna, but instead watch TV content online. We now call this group “TV My Way.”

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 survey unless otherwise noted.**