

## Telecom - Media Usage - Canada - August 2016

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"Operators in the telecommunication industry in Canada face a changing environment of evolving technology and consumer preferences. To retain customers and preserve an excellent reputation, service providers will need to focus on providing services of high quality, that are reliable and affordable to consumers."

-Andrew Zmijak, Research Analyst, Consumer Behaviour

This report looks at the following areas:

- Nearly half of consumers feel they are over-paying for their Internet plan
- Data plans for smartphones are too costly
- A third of consumers are very interested in the ability to choose their own channels

This Report focuses on consumer usage, interest, and attitudes towards telecommunication services and products, as well as the providers in this category. Macroeconomic factors affecting the telecom industry, and market sizes and forecasts are also explored. Categories of services covered spread across the following: Internet, pay television (cable and satellite), mobile phone, streaming video, home phone (landline), home monitoring and bundled media. The Report also looks at marketing and advertising campaigns from this category.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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