

Pay TV and Bundled Communication - Canada - October 2019

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- Cable/satellite is threatened by streaming services
- Low pricing and flexibility will draw non-subscribers
- Top consumer sentiment points to cost-sensitivities
- Younger groups inclined towards non-traditional pay TV
- Most bundle pay TV with home internet
- Consumers are attracted to specific content

This Report explores home internet usage, pay TV usage, bundled services, subscribing cord-nevers and cord-cutters, TV satisfaction and pay TV and bundling attitudes. This Report also examines the challenges the pay TV and internet service provider market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.



"As Canadians move away from traditional pay TV like cable/satellite and towards video streaming services, competition is ramping up in this arena providing more choice than ever. Cost savings is top of mind among consumers when it comes to bundling, and thus will come to be expected."

- Andrew Zmijak, Research Analyst

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- **Fast and reliable internet is in demand**

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- Increasing pay TV subscription costs
- Infrastructure projects ramping up reach of high-speed internet

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