

Digital Video - Canada - December 2019

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This report looks at the following areas:

- Cable and satellite face stiff competition
- Most recognize subscription services are becoming costlier
- Consumers can be critical of video streaming

Many consumers feel that subscription services are becoming more expensive, and some will deal with ads if it means that they have access to the service for free. Furthermore, leading sentiment suggests that video streaming provides many appealing features such as higher levels of customization and hosting better content than cable TV.



"Canadians are keen consumers of video entertainment with most using cable/satellite pay TV, as well as on-demand streaming services and free streaming services. Free trials motivate consumers to subscribe to paid video streaming services, but at the same time, they may be using such a service to only watch a specific program."

- Andrew Zmijak, Research Analyst

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- The video streaming landscape continues to expand
- Positive consumer attitudes towards video streaming
- Consumers are experiencing subscription overload
- Price concerns are still there
- Competition ramping up between video streaming brands

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