

# Subscription Media: Incl Impact of COVID-19 - Canada - April 2020

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behaviour and the subscription media market
- How the subscription media market will fare the post-COVID-19
- Explores consumer usage, behaviours and attitudes towards paid video subscription services, music/audio streaming services, live sports streaming and cloud gaming services
- Examines the challenges the subscription media market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing

The majority of Canadians are subscribers to some sort of video or audio subscription service, a percentage that has increased given the fact that many are stuck at home due to COVID-19 restrictions. Users of paid audio services in particular will be motivated to subscribe to an operator that offers flexibility such as the ability to play music any time they want, downloads for offline use and playback on a variety of devices. Artist compensation is an issue that catches consumer attention and that will need to be addressed by music streaming providers. Video streaming is in a positive state, with half of subscribers planning to keep all their services for at least the next year. Adding to this, consumer sentiment reveals that most are happy with the content available to them on video streaming services they subscribe to.



“Consumers have become accustomed to streaming services with the majority having some form of subscription media. With millions of Canadians staying home due to the COVID-19 pandemic, many with additional time on their hands and kids at home, will likely sign up for streaming services if they haven’t already done so.”

– **Andrew Zmijak, Research Analyst**

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- Consumer sentiment reveals a positive state for video streaming

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