

October 2022

Home ISPs & Bundled Services - Canada

“Home internet is now a necessity for Canadian households. Its importance has created a very stable industry, and most customers are happy with their service. However, that stability comes with low consumer engagement and a static market. Stakeholders will need to focus on targeted opportunities for growth, like rural Canada ...

September 2022

Mobile Network Providers - Canada

“Mobile networks are a vital part of Canadians’ lives – illustrated by the disruption of a one-day outage. And while the market is competitive, it is very stable with little consumer interest in switching.

Looking ahead, the next step is to tactically drive demand for 5G by illustrating its day-to-day ...

July 2022

Gaming Trends 2022 - Canada

“2022 has been an eventful year for gaming so far. The development of ‘live service’-style games permeates all aspects of the industry as brands try to find their own ‘Fortnite’ or ‘GTA Online’. The launch of Valve’s Steam Deck in February marks one of the most innovative developments in ...

June 2022

Sports Gambling - Canada

“With the launch of the iGaming Ontario market, the sports betting landscape in Canada has fundamentally changed. Third-party sportsbooks are now legally able to register with the AGCO and operate in the province, with other provinces eyeing the move and likely aiming to follow suit. In Ontario, the government-run PROLINE ...

April 2022

The Modern Sports Fan - Canada

“Modern sports fandom is evolving rapidly. Fans have been empowered by digital innovations and now have control over where, when and how they consume sports content.

The result is an industry full of opportunities, but also threats for the current leaders that will be forced to adapt to keep up ...