

October 2023

Paid Streaming Services: Audio & Video - Canada

“Uncertain financial times and looming recession has hit paid streaming services relatively hard, resulting in policy crackdowns on things like account sharing and ad-support for lower-tier subscriptions as alternate monetization streams. Other challenges face video streaming brands as well, like the SAG-AFTRA strike, which pushes the timeline for new original ...

August 2023

Smartphones: Plans and Hardware - Canada

“Despite some monumental developments in the tech space over the past few years, like the widespread adoption of 5G and exciting developments in the AR/VR space, there really hasn’t been much disruption in the smartphone space. The “Big 3” still dominate market share under their brand umbrellas that include ...

Families and Tech - Canada

“Who doesn’t want to make their children happy? Parents across the nation are willing to spend what it takes. Between tech for school, tech for fun and a list of on-demand video content subscriptions, parents are shelling out dollars on their kids’ tech and digital media needs. Families (and consumers ...

Upcoming Reports

Smart Homes - Canada - 2023