

Video Content Consumption - Canada - 2021

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This report looks at the following areas:

- The impact of COVID-19 on the video entertainment industry.
- How the video entertainment market will fare post-COVID-19.
- Usage of video entertainment sources, subscription to on-demand video streaming services, reasons for not using an on-demand video streaming service and video entertainment behaviours. Additionally, attitudes towards video entertainment are explored.
- The challenges the video entertainment market faces, market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends in the market.

Despite the rise of video streaming services over the past decade, over half of Canadians are still using cable/satellite TV. However, usage of on-demand video streaming services is nearly on par with these traditional channels of video entertainment. Netflix has maintained its leading position in the market and has built upon its first-mover advantage with its investment in original content and popular classics that continue to draw subscribers.

Key factors for not subscribing to an on-demand video streaming service among consumers include perceived high cost of such services and belief that they would not use it enough to justify a subscription. Binge watching has become fairly common, with this behaviour likely magnified during the current COVID-19 pandemic. However, cost concerns are present, with a third of consumers agreeing that if the cost of video services continues to rise, they will have to revisit what they pay for. Along the same lines, many cite that if their favourite streaming services offered an annual subscription at a discount, they would purchase that option.

In terms of content, half of consumers agree that they would prefer a smaller library of high-quality content rather than a large library of lower-quality programs. Overall, consumers can pick and choose from more video streaming



“Traditional channels of video entertainment such as cable and satellite continue to steadily decline, as they struggle to compete with the convenience and cost of on-demand internet-based streaming services. However, as consumers expand the repertoire of video streaming services they subscribe to, cost concerns arise.”

– **Andrew Zmijak, Research Analyst, Consumer Behaviour**

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services than ever before, therefore having the best library of content at competitive price points will be critical to success.

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