

# Video Content Consumption - Canada - 2022

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## This report looks at the following areas:

- On-demand video content platforms used by Canadians.
- Types of video content platforms accessed by Canadians.
- Consumers' attitudes towards video content consumption.
- Consumers' reasons for (un)subscribing to linear TV and live digital TV.
- Consumers' content consumption behaviours

Consumers in Canada like their video content. With over half (52%) of Canadians still subscribing to linear television and a whopping 80% watching on-demand streaming, the video content consumption market in Canada is thriving. Leading the on-demand pack is original streaming service, Netflix, with four fifths (80%) of the on-demand streaming market. Not far behind Netflix is Amazon Prime Video (64%) and Disney+ (43%). While the majority of on-demand consumers subscribe to these three services, it is notable that these are not the only three on-demand streaming services. When deciding where consumers want to watch video content, they have options!

Both the COVID-19 pandemic and steep increases in inflation have had effects on the video content arena. First, consumers were spending more time at home watching television. Furthermore, COVID-19 and inflation have spurred Canadians to reduce their spending on larger items such as televisions or concerts. Nearly three quarters (70%) of Canadians are considering cutting down on on-demand streaming subscriptions to lower their household costs. Furthermore, consumers are considering switching from linear TV to live digital TV or simply getting rid of linear TV altogether in attempt to balance their budgets.

While rising costs of living indirectly affect the video consumption market, a perhaps more direct concern that Canadians have has to do with what content is being offered. On-demand streaming platforms continue to create original content for consumers. From Amazon Prime Video's *The Rings of Power* to Disney+'s *Andor* to Netflix's *The Umbrella Academy*, on-demand streaming



"Canada likes consuming video content. While linear TV once reigned supreme, on-demand streaming services now corner the market. When deciding what to subscribe to, Canadians are motivated by two major factors: cost and content. Consumers are drawn to quality content and appreciate the choice of tiered subscription models."

– Candace Baldassarre,  
Research Analyst

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companies are pumping out new titles. With so many different platforms producing so much content, there is a risk that the market will become oversaturated and consumers may have the opposite problem of nothing to watch: too much to watch. On-demand subscribers are faced with the paralyzing choice of unlimited options. Advertising new content helps to remedy this buffet of options by streamlining which new shows are on the societal radar.

Despite Canadians' desire to cut costs and mitigate increased costs of living, they are not willing to fully give up their video content consumption. Whether it means reducing the number of subscriptions they hold or accepting watching advertisements, consumers are considering different means to cut back while still consuming content. For stakeholders, this means that there will be ongoing interest in video consumption as long as they host desirable content.



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