

Digital Content Consumption - Canada - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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This report looks at the following areas:

- Cost is an issue among younger consumers
- Older cohorts are less likely to use most video services
- Leading sentiment reveals it is easy to find paid content for free online

"The vast majority of consumers who have performed online activities have done so at least once per month. This displays Canadians' inclination towards digital content consumption and marks positive market conditions for brands in the category. Furthermore, consumers prefer streaming services over traditional services such as pay TV (television) cable/satellite and individual songs/albums."

- Andre

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Many are accessing content for free

Investment into original video content

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A third agree that it is easy to find paid content for free online

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