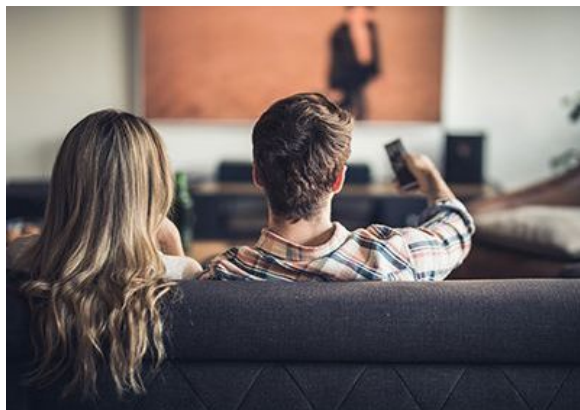


## Content Consumption: TV and Movies - Canada - August 2018

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

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"With the growing importance of the internet in regards to content consumption, the landscape for TV shows and movies has shifted."

**Scott Stewart, Senior Technology and Media Analyst**

This report looks at the following areas:

- Streaming TV subscriptions have caught up to cable/satellite TV
- Price is a bigger concern for cable/satellite than streaming TV
- Consumers are waiting for the movies they really want to see

Traditional ways of accessing content, such as cable/satellite subscriptions and movie theatres, are now threatened by the low-priced convenience that is offered by online, in-home competitors. The result is a market that is not only different than what it was a decade ago, but one that continues to change every day.

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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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Government establishes mandatory basic cable/satellite packages

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Introduction of 4K TVs is having a domino effect

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Most channels have made streaming options available

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Abbreviations

Terms

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