Video in Canadian Households

SYNOPSIS

Video in Canadian Households analyzes the market for subscription home video services. It assesses consumption patterns, service changes, and the emerging role of online services and connected consumer electronics. It also investigates the search-and-discovery process for video and consumer attitudes toward potential improvements to the electronic programming guide.

ANALYST INSIGHT

“The growing use of online video, including both licensed and unlicensed sources, is putting pressure on the low end of the Canadian home video market. For middle- and high-end customers, online video provides an over-the-top alternative to premium channels and higher-tier packages.”

— John Barrett, Director, Consumer Analytics, Parks Associates

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