

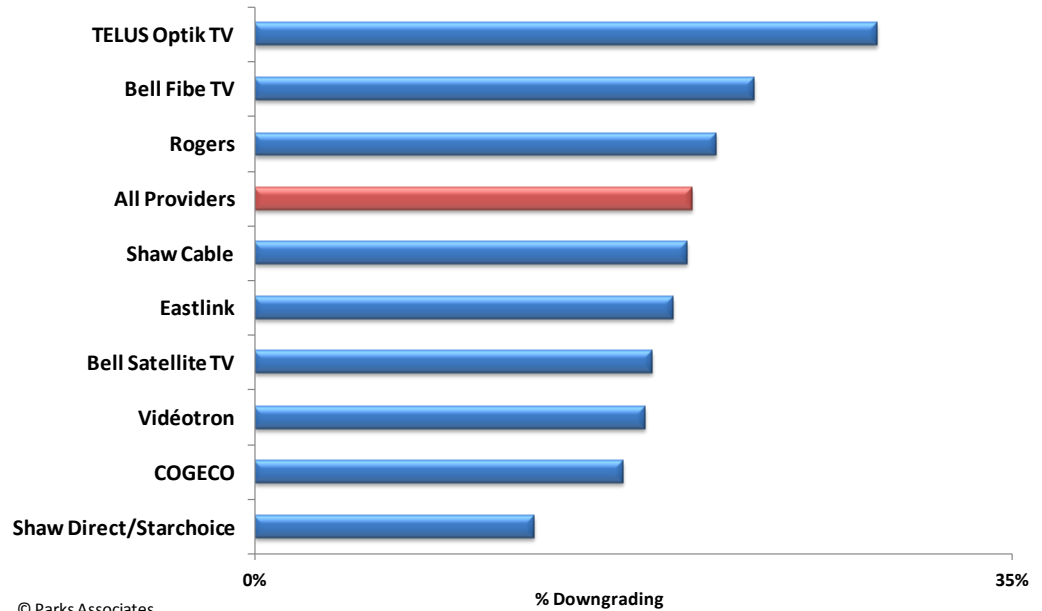
By **John Barrett**, *Director, Consumer Analytics*; **Yilan Jiang**, *Manager of Consumer Research*, **Parks Associates**; and **Ruby-Ren Dennis**, *Researcher*, **Parks Associates**

## 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 electric programming guide.

## Downgrading TV Service

"Over the past 12 months, has your household downgraded to a less expensive TV package with fewer channels or features?"  
 (Among Subscribers of Specified TV Service)



## 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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