

CANADIAN
INTERNET SERVICE PROVIDERS
MARKET REPORT



2021 EDITION

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**CANADIAN ISP MARKET REPORT
2021 EDITION**

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About this Report

The **Canadian Internet Service Providers Market Report, 2021 Edition** is NBI/Michael Sone Associates' ongoing analysis of the Canadian ISP market and continues to be the most comprehensive and rigorously researched document available on the subject.

The report is divided into three main sections. The first presents an overview that discusses major issues such as fibre-to-the-home/premises deployment and the provision of broadband to all corners of the country. This overview also explores developments and technology pertinent to the industry including the renewed growth of broadband penetration – courtesy of the COVID-19 pandemic-driven increase in Work-from-Home (WFH) despite the maturation of the market – along with adoption of higher speeds to match greater Internet consumption and ends with regulatory developments surrounding wholesale pricing and its effect on independent ISP competitiveness. The section is punctuated with four figures illustrating five-year (2020– 2024) subscriber and revenue trends. The second section provides qualitative and quantitative profiles of eleven significant national and regional ISPs, including telcos, cablecos and independent providers. The third section contains three detailed exhibits, which illustrate cableco and telco broadband subscribers & revenues, business versus consumer and wholesale data, and forecasts through 2024, along with provincial subscriber distribution. Each industry segment has been explored so that the report presents services offered and planned, marketing activities, regulatory matters, and technology trends.

Please note that the mobile Internet market is examined and discussed in depth in NBI/Michael Sone Associates' **Canadian Mobile Wireless Communications Services Market Report, 2021 Edition**. ISP subscriber totals and revenues in this report's exhibits do not include mobile Internet customers.