

CANADIAN
DIGITAL TV & STREAMING SERVICES
MARKET REPORT



2018 EDITION

NBI / MICHAEL SONE
ASSOCIATES INC.

www.nbicanada.com

*CANADIAN DIGITAL TV & STREAMING SERVICES
MARKET REPORT, 2018 EDITION*

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About this Report

As the roles of telecommunications, Internet and electronic entertainment become increasingly intertwined, NBI/Michael Sone Associates' **Canadian Digital TV and Streaming Services Market Report, 2018 Edition** provides a single, comprehensive source of qualitative and quantitative information and analysis regarding recent and expected developments in the converging cableco, telco, Internet and satellite television sectors.

The report is divided into five sections. The first opens with a detailed discussion of the Canadian market for digital television services, the technologies that drive them, the service providers deploying them and the growing role of the Internet as a market disrupter. Section 2 discusses current regulatory and licensing matters, while Section 3 profiles the major equipment manufacturers' offerings such as middleware, set-top boxes and end-user solutions, as well as their relationships with particular service providers.

Section 4 examines in more detail so called "over-the-top" or OTT delivery of TV services via the Internet. The analysis looks at the impact that Netflix, CraveTV and Apple TV are having on the pay-TV industry. The section also profiles Zazeen and VMedia, two BDUs that deliver both linear and streamed TV over the Internet rather than via a dedicated network.

Section 5 contains 10 service provider profiles, including details of deployment, subscribers, and revenues, descriptions of service plans and terminal equipment offered. The marketing strategies of each company are discussed, especially as they relate to the competition between the telcos and cablecos. Finally, a series of six exhibits illustrates subscriber & revenue estimates, market shares, provincial segmentation and forecasts for 2017 to 2022.