

CANADIAN
TV & STREAMING SERVICES
MARKET REPORT



2021 EDITION

NBI / MICHAEL SONE
ASSOCIATES INC.

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*CANADIAN DIGITAL TV & STREAMING SERVICES
MARKET REPORT, 2021 EDITION*

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About this Report

As the COVID-19 pandemic continues to impact all aspects of daily life, the importance of telecommunications, Internet and electronic entertainment have become increasingly necessary in maintaining some semblance of normalcy. NBI/Michael Sone Associates' **Canadian TV and Streaming Services Market Report, 2021 Edition** provides a single, comprehensive source of qualitative and quantitative information and analysis regarding recent and expected developments in this vital sector.

The report is divided into seven sections. The first opens with a detailed discussion of the Canadian television services market, the delivery platform technologies that drive it, the service providers deploying content and the growing role of the Internet as a market disrupter. Also discussed are the responses to a continually changing industry ecosystem by the traditional service providers as they seek to maintain relevancy. Section 2 discusses some current regulatory and licensing matters, including the arrival of virtual BDUs, while Section 3 profiles the major equipment and platform providers' role in the provision of set-top boxes (STB), gateways and middleware, and their relationships with the service providers.

Section 4 contains profiles of the eight major traditional service providers, including details of deployment, subscribers, and revenues, and brief descriptions of service plans. The marketing strategies of each company are discussed, especially as they relate to the competition between providers. This is followed by Section 5 that profiles Distributel, TekSavvy and VMedia, three OTT BDUs that deliver both linear and streamed TV over the Internet rather than via a dedicated network (as do the traditional service providers).

Thereafter, Section 6 examines in detail the five most popular streaming TV services in Canada. The analysis looks at the types of programming offered by Netflix, Prime, Disney+,

Crave and Apple+. Also examined is the likely disruptive impact of each of these players as they jockey for position in this increasingly crowded market segment.

Finally, a series of six exhibits and one figure illustrate subscriber & revenue estimates, market shares, and provincial segmentation for 2019 to 2024.