

CANADIAN  
TV & STREAMING SERVICES  
MARKET REPORT



2023 EDITION

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ASSOCIATES INC.

[www.nbicanada.com](http://www.nbicanada.com)

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MARKET REPORT, 2023 EDITION*

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## **About this Report**

As the video entertainment industry continues its evolution to a multi-faceted on-demand model, NBI/Michael Sone Associates' **Canadian TV and Streaming Services Market Report, 2023 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 video broadcast and streaming services market and the service providers deploying content. Also examined are the responses to a continually changing industry ecosystem by the traditional service providers as they seek to maintain relevancy in this changing environment. Section 2 discusses some current regulatory and licensing matters, including the contentious passage into law of Bill C-11, and its Canadian content requirement implications for streaming services, and the possible regulation of virtual BDUs. Section 3 provides short profiles of the 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 and three smaller traditional service providers, including details of deployment, subscribers, and revenues, and brief descriptions of service plans. (Despite the completion of Rogers' acquisition of Shaw in April 2023, we have continued to treat both companies separately for this edition.) 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).

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 illustrate subscriber & revenue estimates, market shares, and provincial segmentation for 2021 to 2025.