



c-Ahead: Over-The-Top (OTT) Service Trends in Canada

LYA COMMENT – June 1, 2011

On May 25, 2011, the CRTC began a fact finding mission on over-the-top (OTT) programming services in the Canadian broadcasting system. If you need facts surrounding Canadian usage, perspective and trends regarding over-the-top (OTT) services, please order our new c-Ahead Strategic Research report entitled "Canadian Over-The-Top (OTT) Service Trends" now available until June 10, 2011 at a special pre-publication price. This 25-pages Report provides quantified answers to many key questions concerning Canadian OTT usage and trends in total and along demographic lines and regions of the country:

1. How many homes have devices that can deliver OTT - and which ones: iPads, Playbooks, Playstation, Xbox, Internet connected TVs, etc.?
2. How many Canadians watch TV on tablets and Smartphones?
3. How many Canadians plan to watch Netflix on their tablet in the next six months?
4. How many Canadians are watching TV on their Smartphones instead of on TV?
5. What is the rate of cable disconnection to be substituted with Netflix, AppleTV, etc.?
6. To what extent are Canadians reducing their cable bills by using over-the-top services?
7. How many Canadians are using their laptops while watching TV?
8. Are teens different and is there a rising tide that could impact OTT in the future?
9. How are these trends different in key Canadian markets - Toronto, Montreal, Vancouver, Calgary, Edmonton, Ottawa, Quebec City?
10. Is there a difference between the English and French markets?
11. What are Canadians planning to buy and planning to do? What will be the portrait of the Canadian OTT consumer in 2012?

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To answer these questions, as part of our c-Ahead Strategic Research program LYA conducted primary research among more than 2,000 Canadian adults and teens during May 2011. We are in the process of analyzing the extensive dataset from the research and are working towards releasing the "Canadian Over-The-Top (OTT) Service Trends" Report on June 10, 2011. This will provide the opportunity to assess OTT trends with key facts and figures as they are shaking out now and in the near term.

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