

# Connected TVs are leaping into Canadian households

Nearly three quarters of Anglo Canadians are watching Connected TV

-Media Technology Monitor.

## Why this matters...

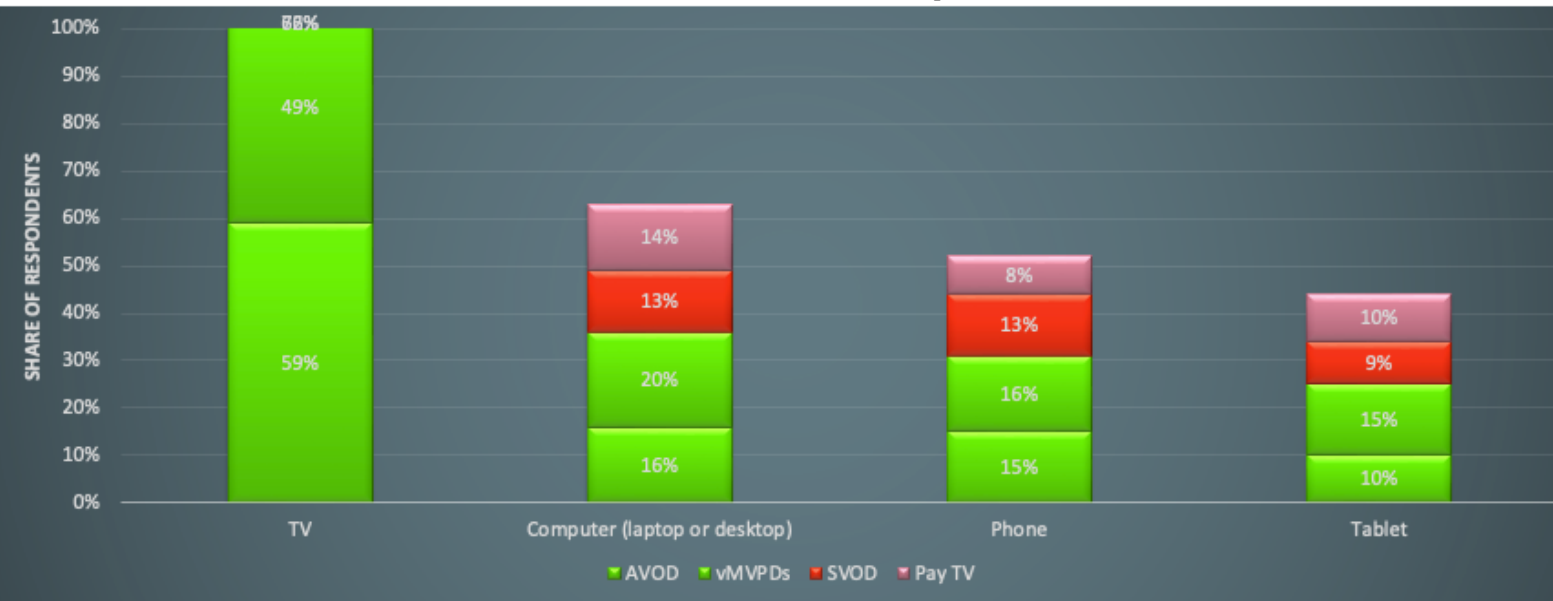
Number of subscription over-the-top (OTT) video viewers in Canada from 2019 to 2025 (in millions)



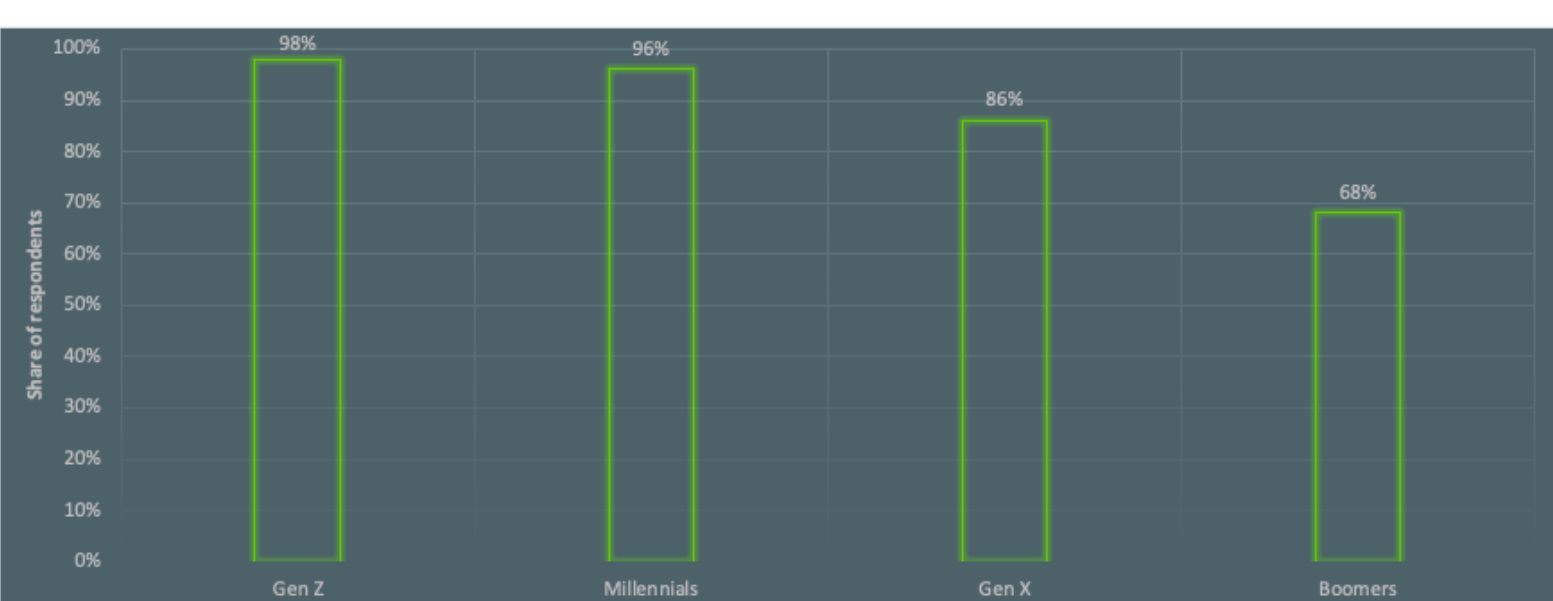
Number of digital video viewers in Canada from 2019 to 2025 (in millions)



Screens for streaming AVOD, SVOD, vMVPDs and pay TV in the United States and Canada in 4th quarter 2021



Share of video streaming viewers in Canada as of July 2021, by generation



Data sourced from: STATISTA dossier Video-on-demand in Canada