

September 2021

Video Content Consumption - Canada

“Traditional channels of video entertainment such as cable and satellite continue to steadily decline, as they struggle to compete with the convenience and cost of on-demand internet-based streaming services. However, as consumers expand the repertoire of video streaming services they subscribe to, cost concerns arise. For operators in the video ...

July 2021

Streaming Audio - Canada

“Most consumers are using major music streaming services for free, presenting a challenge for operators, but an opportunity for advertisers to reach a wide audience through such platforms. Several factors will drive consumers to subscribe to a music streaming service, including early releases, exclusive content and information about artists. Brands ...

June 2021

Gaming: Mobile - Canada

“Mobile gaming may not be the quintessential video game experience in the same way that Nintendo or PlayStation are – but it represents a billion-dollar category that is used by half of the adult population in Canada. And that broad appeal makes it a particularly useful tool for advertisers to ...

May 2021

Gaming: Consoles and PCs - Canada

“The past year has been unique for this industry – with increased demand as a result of the COVID-19 pandemic and more time spent at home. With so many Canadians playing PC/console video games, it is increasingly important to understand them at a more granular level; gaming PC users ...