

December 2022

Home Entertainment Technology - Canada

“Despite flashy new home entertainment tech innovations, consumers are hesitant to make any major upgrades. While ultra-high-definition televisions and newest generation gaming consoles are imagined to be the ultimate desire for Canadians, this is not necessarily the truth. When it comes to buying new tech for the home, cost and ...

October 2022

Digital Trends: Consumer - Canada

“As the digital market continues to evolve, Canadian consumers are largely unaware of how it is actually changing. As a result, it’s important for brands to speak to consumers in a language they understand, focusing on promoting the real-life implications of new tech, rather than on a catchy new name ...

Video Content Consumption - Canada

“Canada likes consuming video content. While linear TV once reigned supreme, on-demand streaming services now corner the market. When deciding what to subscribe to, Canadians are motivated by two major factors: cost and content. Consumers are drawn to quality content and appreciate the choice of tiered subscription models.”

– ...

September 2022

Attitudes towards Tech: Gen Z vs Millennials - Canada

“Both Millennials and Gen Z are heavily plugged-in generations, but there are a few differences between them when it comes to their approach to technology. First, it’s worth pointing out that while Gen Z are digital natives, most Millennials are not, and this informs the speed at which each generation ...