

January 2020

Digital Video - Canada

"Canadians are keen consumers of video entertainment with most using cable/satellite pay TV, as well as on-demand streaming services and free streaming services. Free trials motivate consumers to subscribe to paid video streaming services, but at the same time, they may be using such a service to only watch ...

December 2019

Attitudes Toward Technology and the Digital World - Canada

"With how quickly the technology and digital world has evolved over the last few decades, it is worth taking a step back to assess how consumers feel about it. Not only have consumers adapted over time as they have gotten more comfortable with technology in their day-to-day lives, but there ...

November 2019

Fintech and the Canadian Consumer - Canada

"Trust is a major barrier for Fintech companies to overcome even if Open Banking becomes a reality in Canada as consumers are much more likely to trust established financial institutions."

– **Sanjay Sharma, Senior Financial Services Analyst**

Pay TV and Bundled Communication - Canada

"As Canadians move away from traditional pay TV like cable/satellite and towards video streaming services, competition is ramping up in this arena providing more choice than ever. Cost savings is top of mind among consumers when it comes to bundling, and thus will come to be expected. An expansion ...

Digital Trends (Hardware) - Canada

"The digital hardware market's overall performance is typically balanced, since it sees growth of new devices at the same time as others become less relevant. For instance, the growth of smartphones and tablets meant the decline of eReaders and digital cameras; DVD/Blu-ray players have declined while streaming devices have ...