

### 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.”

– ...

#### Home ISPs & Bundled Services - Canada

“Home internet is now a necessity for Canadian households. Its importance has created a very stable industry, and most customers are happy with their service. However, that stability comes with low consumer engagement and a static market. Stakeholders will need to focus on targeted opportunities for growth, like rural Canada ...

### 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 ...

#### Mobile Network Providers - Canada

“Mobile networks are a vital part of Canadians’ lives – illustrated by the disruption of a one-day outage. And while the market is competitive, it is very stable with little consumer interest in switching.

Looking ahead, the next step is to tactically drive demand for 5G by illustrating its day-to-day ...

### July 2022

#### Gaming Trends 2022 - Canada

“2022 has been an eventful year for gaming so far. The development of ‘live service’-style games permeates all aspects of the industry as brands try to find their own ‘Fortnite’ or ‘GTA Online’. The launch of Valve’s Steam Deck in February marks one of the most innovative developments in ...

### June 2022

#### Sports Gambling - Canada

“With the launch of the iGaming Ontario market, the sports betting landscape in Canada has fundamentally changed. Third-party sportsbooks are now legally able to register with the AGCO and operate in the province, with other provinces eyeing the move and likely aiming to follow suit. In Ontario, the government-run PROLINE ...

#### Digital Health - Canada

“Amplified by the pandemic, many consumers are welcoming of digital health solutions, ranging from booking a virtual appointment and health-related research, to taking online classes to improve their health. Moving forward, industry, government, healthcare providers, patients and consumers will need to work collaboratively to realize the benefits of digital tech ...

### April 2022

#### The Modern Sports Fan - Canada

“Modern sports fandom is evolving rapidly. Fans have been empowered by digital innovations and now have control over where, when and how they consume sports content.

The result is an industry full of opportunities, but also threats for the current leaders that will be forced to adapt to keep up ...

#### Digital Advertising - Canada

“As the COVID-19 pandemic has led to greater digital media consumption, it has never been more important for brands to have a robust, comprehensive and efficient digital advertising strategy to succeed in the market. With digital activities on the rise, brands will need to utilize the extensive array of media ...

### March 2022

#### Digital Trends: Hardware - Canada

“It has been a relatively tough year for the tech hardware industry. The COVID-19 pandemic drove many consumers to purchase hardware during the initial stages of the lockdown but, after that initial spike, tech purchase rates declined. To top it off, component shortages and shipping issues have made stock sporadic ...

### Upcoming Reports

#### Home Entertainment Technology - Canada - 2022