

The Innovative Future of TV in Canada

A discussion on the changing state of, and the new innovation, coming to Pay TV in Canada. Industry and customer viewpoints on: viewing habits moving to apps and streaming; user experience expectations growing; new content discovery and recommendations ecosystems; evolving features like voice commands and unique Canadian elements.

From a customer perspective, viewing habits continue to evolve towards non-broadcast content (web content and podcasts) while some hours of linear live viewing shifts towards PVR, TV Everywhere apps and on-demand viewing. Sports, events, and first-run hit programming, appointment viewing for Pay TV are strong differentiators to subscription streaming services.

From an operator and content owner perspective, exciting new features, content experiences and new revenue models are being opened up to satisfy the market demands. The future points to app based TV, more customer choice, and new, innovative features as consumption patterns evolve.