

October 2023

Paid Streaming Services: Audio & Video - Canada

“Uncertain financial times and looming recession has hit paid streaming services relatively hard, resulting in policy crackdowns on things like account sharing and ad-support for lower-tier subscriptions as alternate monetization streams. Other challenges face video streaming brands as well, like the SAG-AFTRA strike, which pushes the timeline for new original ...

August 2023

Smartphones: Plans and Hardware - Canada

“Despite some monumental developments in the tech space over the past few years, like the widespread adoption of 5G and exciting developments in the AR/VR space, there really hasn’t been much disruption in the smartphone space. The “Big 3” still dominate market share under their brand umbrellas that include ...

Families and Tech - Canada

“Who doesn’t want to make their children happy? Parents across the nation are willing to spend what it takes. Between tech for school, tech for fun and a list of on-demand video content subscriptions, parents are shelling out dollars on their kids’ tech and digital media needs. Families (and consumers ...

July 2023

Accessing the Internet - Canada

“Internet is an essential service that’s integral to the lives of nearly all Canadians. COVID-19 had highlighted the importance of affordable access to unlimited home internet, a service that most consumers report is crucial to maintaining their lifestyle. In recent years, the government has made great strides towards its goal ...

June 2023

Gaming Trends - Canada

“Gaming is a mainstream hobby in Canada, and as more consumers engage, they expect more out of the industry. As Canadian demographics shift, the majority of gamers are expecting developers to adapt and adopt diversity, equity and inclusion so that they can see themselves reflected in the games they play ...

April 2023

Gambling - Canada

“The launch of the iGaming market in Ontario has been a resounding success, both bringing new business and breathing new life into the gambling landscape in the province, while also encouraging existing players – like casinos and OLG – to innovate and adapt. While other provinces are still hesitant to ...

March 2023

Digital Trends: Hardware - Canada

“Over the course of 2022 and early 2023, the tech hardware industry faced barriers in the form of supply chain issues and recession that have impacted the ability to move product and generate sales. Still, there has been much innovation in the space, with developments in AI revolutionizing smart home ...

Social Media Trends: Spotlight on Content Creators - Canada

“The social media landscape is ever evolving. No longer is social media simply a place for connecting with friends and family. Now, it has emerged as a place where business gets done. With the days of Myspace a distant memory and ‘content creator’ and ‘influencer’ now legitimate job titles, brands ...

Upcoming Reports

Digital Advertising - Canada - 2023

Attitudes Towards Tech: Baby Boomers - Canada - 2023

Digital Trends: Consumer - Canada - 2023

Smart Homes - Canada - 2023