

‘Cord-cutting’ in the Canadian traditional TV service market accelerated significantly in the first half of 2015, according to new research

Ottawa, August 12, 2015—Canada’s publicly traded television service providers¹ combined lost almost six times more TV subscribers in the first half of 2015 compared to the same period in 2014 and almost double what they lost in all of 2014, according to new research from Ottawa-based research and consulting firm Boon Dog Professional Services Inc.

The big TV service providers combined lost a record 113,700* TV subscribers in their respective fiscal 2015 first and second quarters, up significantly from 19,200* lost in the same quarters in 2014 and almost double the 65,000* lost in their entire 2014 fiscal years.

“The ongoing trend of the cable companies losing customers to the IPTV companies continued in the first half of 2015,” says Boon Dog Partner Mario Mota. “And since IPTV subscriber growth is slowing and the satellite TV companies continue to experience significant subscriber declines we are seeing overall TV subscriber losses accelerate.”

Mota notes that TV subscriber losses in the first half of 2015 included the impact of the CRTC’s decision prohibiting TV service providers from requiring customers to provide a minimum 30 days’ notice to cancel their service, which effectively resulted in an extra month of customer deactivations being counted in Q1 2015 compared to previous quarters. Mota cautions that even with record subscriber losses, given that roughly 11.6 million households subscribed to a traditional TV service at the end of the first half of 2015 (June 30), the 113,700 customers lost so far this year represents just 1% of the total market.

A full analysis of the latest TV subscriber metrics and subscriber forecasts will be published in the next report in Boon Dog’s *Canadian Digital TV Market Monitor* research series.

Canadian Publicly Traded TV Service Providers Net TV Subscriber Growth/Decline (Fiscal Q1 Ended February 28/March 31, 2015 and Fiscal Q2 Ended May 31/June 30, 2015)

TV Service Provider & Fiscal Q1 and Q2 2015 End	Net TV Subscriber Growth/Decline
BCE - March 31 and June 30	44,180
Rogers - March 31 and June 30	(73,000)
Shaw - February 28 and May 31	(60,491)
Vidéotron - March 31 and June 30	(34,600)
Shaw Direct - February 28 and May 31	(11,074)
Cogeco - February 28 and May 31	(14,709)
TELUS - March 31 and June 30	38,000
MTS (IPTV only) - March 31 and June 30	(2,011)
Total	(113,705)

¹ BCE, Rogers, Shaw/Shaw Direct, Vidéotron, Cogeco, TELUS, and MTS (IPTV subscribers only)

* Rounded numbers

About Boon Dog Professional Services Inc.

Boon Dog Professional Services Inc. is an Ottawa-based research and consulting firm offering a range of professional services and research studies to clients in a number of sectors, with an expertise in the broadcasting and media sectors. Services provided include communications/broadcasting regulatory consulting and analytics, strategic business and market intelligence, marketing communications and public relations, writing and editing, project management, graphic design, and basic website design.

About the *Canadian Digital TV Market Monitor*

Published on a quarterly basis, Boon Dog's *Canadian Digital TV Market Monitor* is the most comprehensive independent research series on the Canadian digital television distribution market. The research series tracks the growth and development of the total TV and digital TV services market, providing information such as subscriber data and forecasts, total TV and digital TV market share by technology (i.e., cable, satellite, and IPTV), estimates of households with HDTV set-top boxes, PVRs/DVRs, and those that are VOD-ready. The research series is entering its 15th year of publication.

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