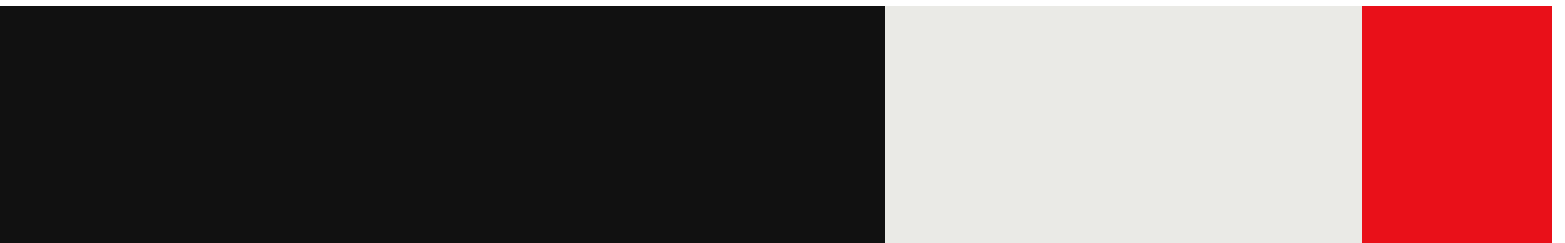


Around the World with ... Digital Video: Overtaking TV, SVOD services, and live sports

Audio



On today's episode, we discuss digital video: Where has video ad spending overtaken TV, what do the streaming wars look like in different countries, and how much has live sports

migrated to digital platforms? Tune in to the discussion as eMarketer senior analyst Bill Fisher hosts principal analyst Karin von Abrams, senior analyst Paul Briggs, and research director at Insider Intelligence Matteo Ceurvels.

Digital Video Services Used* by Internet Users in Canada, by Language, Q3 2020

% of respondents

	English	French
Netflix	68.3%	52.7%
Amazon Prime Video	34.2%	17.9%
Disney+	23.6%	13.4%
Crave	16.8%	7.1%
YouTube Premium	11.8%	13.4%
Apple TV+	10.3%	6.0%
CBC Gem	8.8%	1.7%
iTunes	8.6%	9.5%
DAZN	4.5%	2.8%
Vimeo	4.0%	3.8%
NBA League Pass	2.7%	2.7%
BritBox	2.1%	0.7%
Crackle	1.9%	0.4%
NFL Game Pass	1.2%	1.1%
Club Illico	1.0%	15.3%
Tou.TV Extra	0.7%	17.3%
YouTube Kids	0.1%	3.5%

Note: ages 16-64; *to watch or download TV shows, films, or videos

Source: GlobalWebIndex as cited by Canada Media Fund (CMF), "Pause and Rethink: Annual Trends Report in the Audiovisual Industry," Feb 2021

263176

eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Neustar Fabrick™ is a next generation customer identity platform that powers identity management, cross-channel planning, marketing activation, audience syndication, and analytics in a post-device ID world. This integrated set of identity management and marketing solutions connects Neustar's unique identity assets and capabilities with brand, publisher, and technology-partner data to provide a sustainable means of managing and mobilizing customer data across marketing, technology, and analytics use cases. [Learn More.](#)