

# Full Stream Ahead 2026

The Streaming ADvantage

2025/2026 Research Study Update

ROGERS Sports & Media

20  
26

Full Stream  
Ahead



# 25/26 Full Stream Ahead Highlights

1

A total of **26.6M Canadians** are now reachable **with streaming ads**, that's nearly 4 in 5 people

2

Streaming with ads is now a habit, **75% of streamers opt for ads** when subscribing to a new service

3

We're stream-hopping less, **changes / downgrading subscriptions dropped 8% year-over-year**

4

Close to 50% of Canadian streamers rate **comedy, drama, crime** and **action** as their top genres

5

Live streaming had a breakout year, **13M Canadians live streamed** an event in the last year

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20  
26

Full Stream  
Ahead 

# Update of the Canadian streamscape

The ad-supported streaming market has reached peak scale, adoption, and engagement

> **26.6M**

**Canadians 18+ can be reached with streaming ads**  
That's 78% of all adults 18+ and up 1% year-over-year

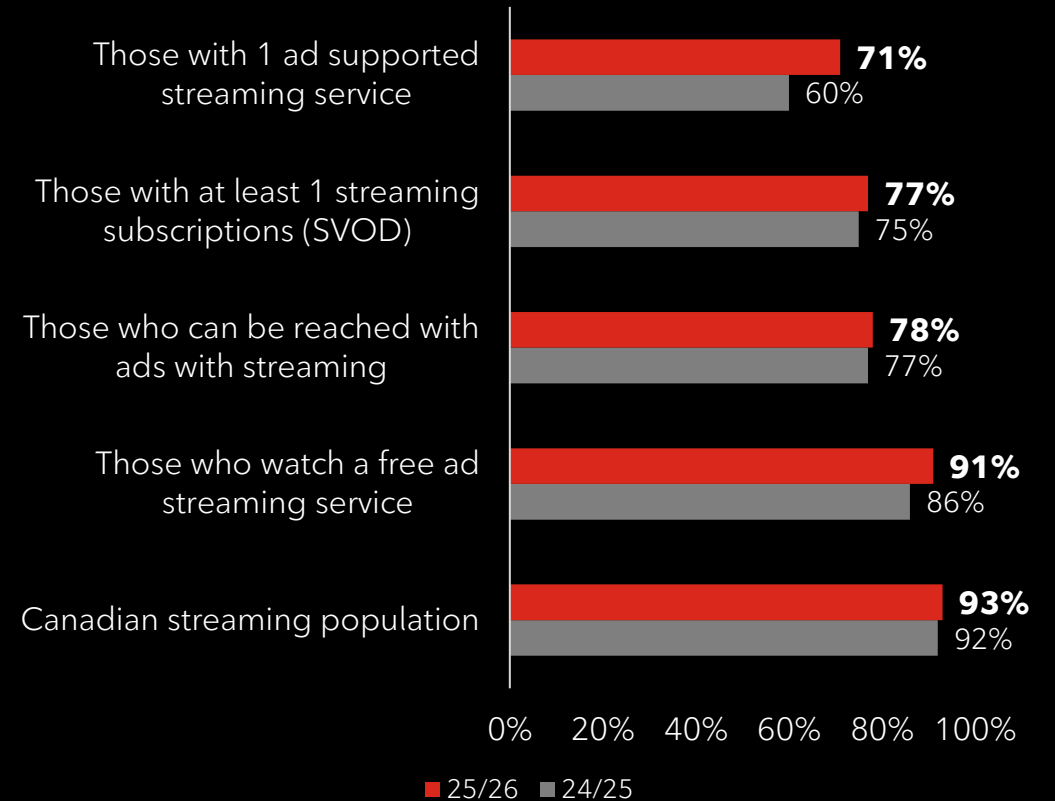
> **71%**

**of streamers now have at least 1 streaming service with ads**  
Up 11% year-over-year

> **2:38hrs**

**the average time Canadians spend on Connected TV daily\***  
That's almost 1hr more than the average 1:44hrs we spend with social networks!

## Percentage of Canadians 18+



# Ad-supported streaming has become our habit

Ad-supported tiers made it possible for consumers to bundle more services – they are here to stay

## Full Stream Timeline

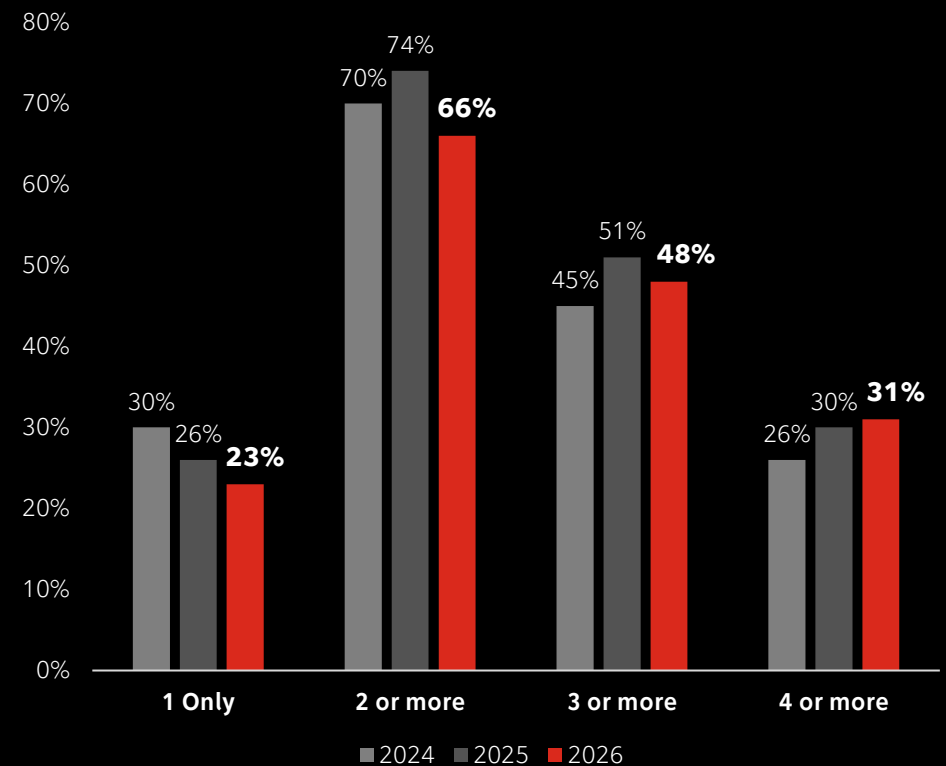
**2024:** Canadians stream-hopped: we switched between services to keep costs low

**2025:** We bundled streaming subscriptions with ads to get more content and keep costs low

**NOW:** Bundling with ads is the norm - we're stream-hopping less and we're saving modestly on streaming spending year-over-year

- > **-8%**  
**YoY decline in downgraded or canceled subscriptions**  
20% in 25/26, compared with 28% in 24/25
- > **75%**  
**of streamers opted for ads when adding a new service**  
compared with 70% in 24/25
- > **-6%**  
**YoY decline in average household spend on streaming**  
\$517 in 25/26 compared to \$547 in 24/25

## The average household continues to maintain 3+ streaming subscriptions



# Canada's streaming sweet spot

What genres of content we're watching across the streaming universe

> **#1**

**genre among all Canadian streamers is comedy**

58% of RSM streamers indicate comedy as their top genre

> **43%**

**of Canadian streamers prefer drama, action, and adventure**

Compared with nearly 50% of RSM Streamers

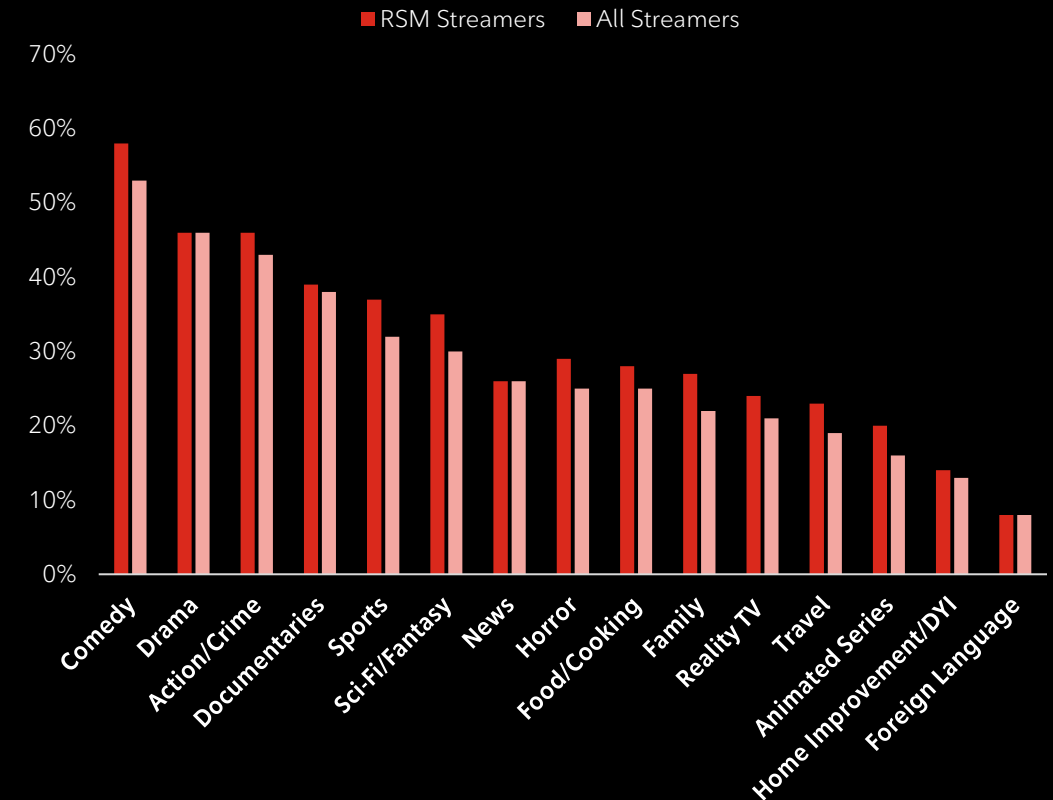
> **32%**

**of Canadian streamers indicate sports as their #1 content genre**

Compared to nearly 40% of RSM Streamers

Top ranked monthly streaming genre preference

% of Canadian streamers and RSM Streamers



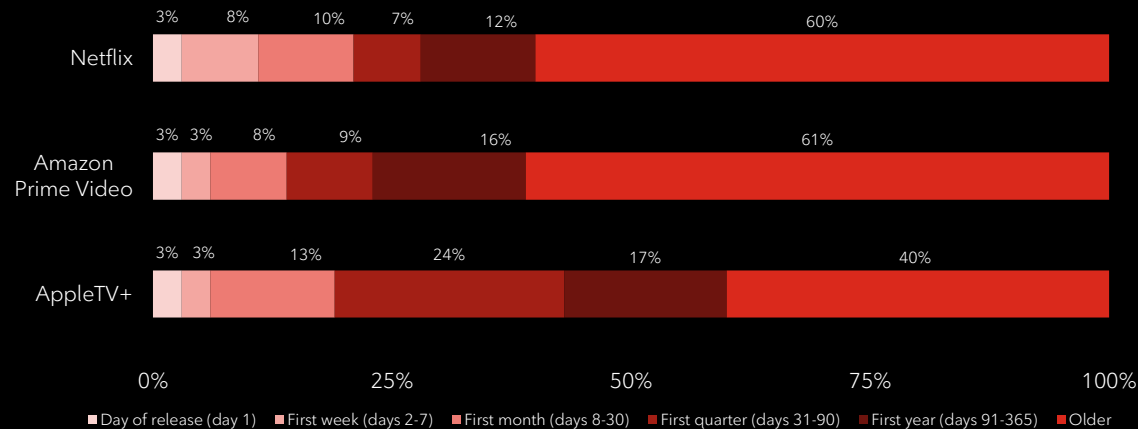
# Back catalogues drive significant streaming engagement

## Comparative snapshot: Canada and UK

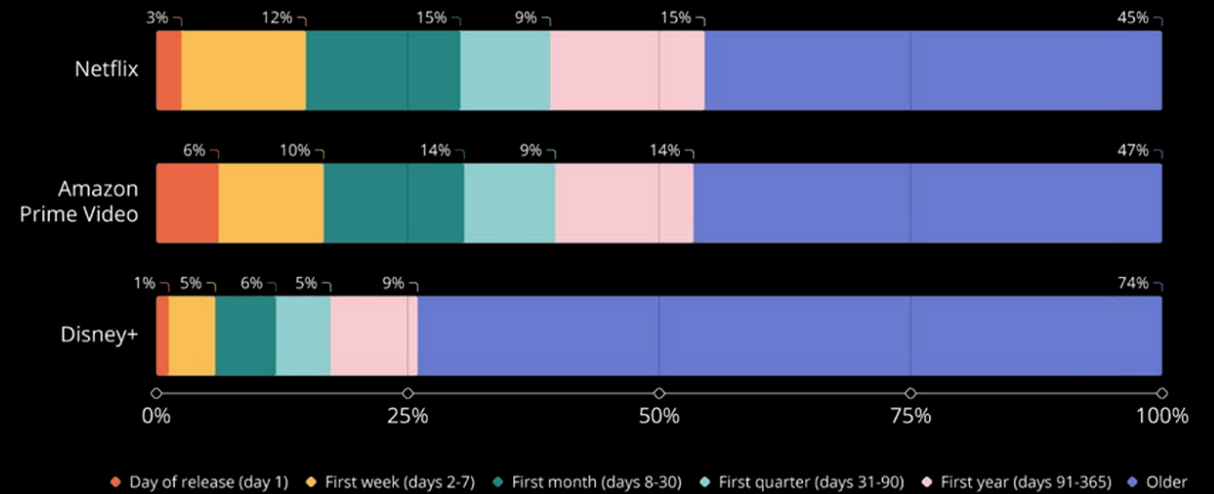
V **60%**

**Of Canadian viewing on top streamers is driven by content on the platform for longer than a year**  
Compared to 45-47% in the UK

### Content viewing by proximity to release, 2025 (Canada)\*\*



### Content viewing by proximity to release, 2025 (United Kingdom\*)



< **3%**

**Of Canadian viewing on top streamers is on release-day**  
Compared to 5% in the UK, which has grown from 2% in 2022

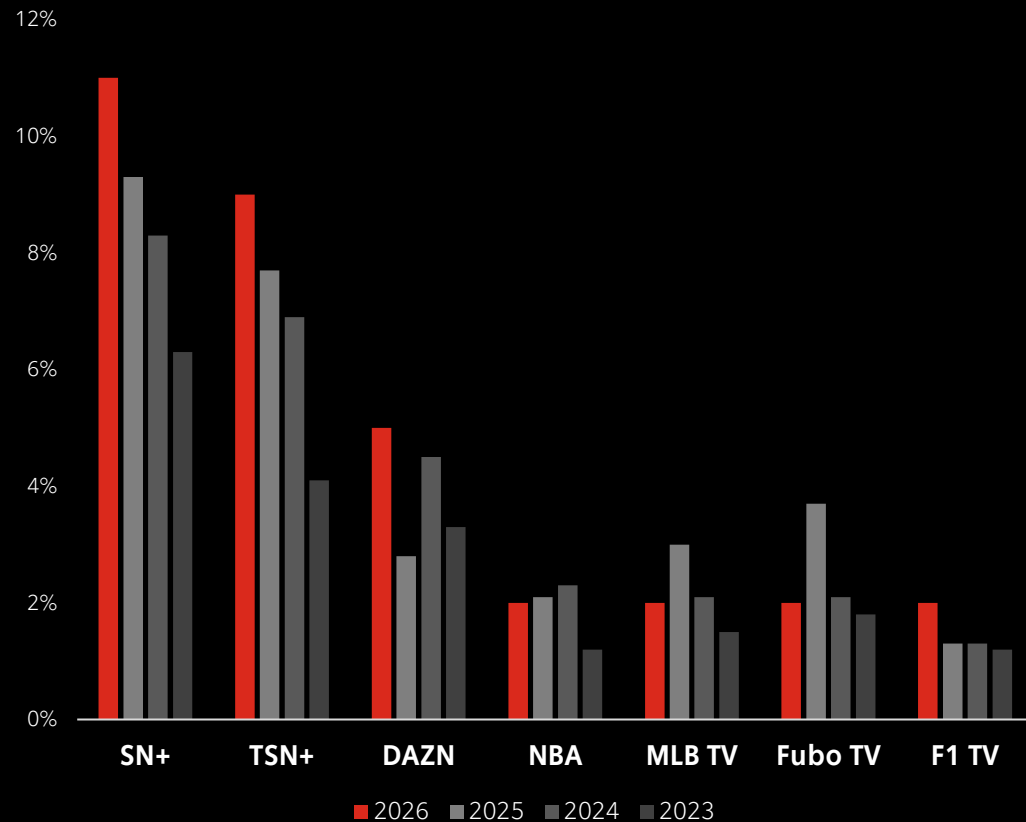
Full Stream Ahead 2026, A18+ Canada, \*BARB, What People Watched in 2025. \*\*YouGov, 2025/2026 Behavioural Viewership.

# Live sports streaming continues its winning streak

A record year in live sports helped grow the live sports subscription universe in Canada

## Top ranked live sports subscription streaming platforms

% of Canadian subscription streamers



> **#1**

**Sportsnet+ is Canada's top live sports subscription platform**

For the 4<sup>th</sup> year in a row

> **+4%**

**YoY growth among Canadians 18+ who subscribe to any live sports streaming platform**

That's over 4.5M Canadians 18+ (a Full Stream Ahead record high)

> **11.4M**

**Canadians streamed a live sporting event in the last year**

This is the first time we've asked this question in Full Stream Ahead

# 2025 was a breakout year for live streaming

Live sports and award shows were must-stream TV

Live Event	% of streamers who viewed
<i>*The 2026 Winter Olympics</i>	41%
<i>*The Stanley Cup Playoffs</i>	29%
The Super Bowl	24%
<i>*The MLB World Series</i>	22%
The Academy Awards (Oscars)	20%
<i>*The Grammy Awards</i>	15%
WWE Events	14%
NASA Space Launches	11%
<i>*UFC Pay-Per-View Events</i>	10%
NFL Christmas Day Games	10%
<i>*The Golden Globe Awards</i>	10%

> **13M**

**streamers watched a live-streamed event in the past year**  
That's 2 out of every 5 streamers in Canada!

> **90%**

**of streamers who watched a live event watched live sports**  
The Olympics and Stanley Cup Playoffs were the most live-streamed events of the past year

> **3**

**of the most live-streamed events were award shows**  
The Grammy Awards, Oscars & Golden Globes were also big draws for live streaming audiences

\*Available on Rogers Sports & Media

Full Stream Ahead 2026, A18+ Canada

# Our Biggest Streaming TV Year Ever

From the **Taylor Swift Eras Tour (Taylor's Version)** and **The Grammys to the Stanley Cup Playoffs and the Blue Jays World Series run**, this year marked a defining moment for our Streaming TV offering, driven by an unprecedented lineup of must-watch events.

As a result, **our streaming ecosystem now reaches 7 in 10 Canadians who stream with ads** - delivering advertisers unmatched access to audiences during the moments that matter most.

## 2026 Full Stream Ahead Highlights RSM Streaming TV Network

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2026 Full Stream Ahead ▶

# 19M

Total Canadians  
18+ reached

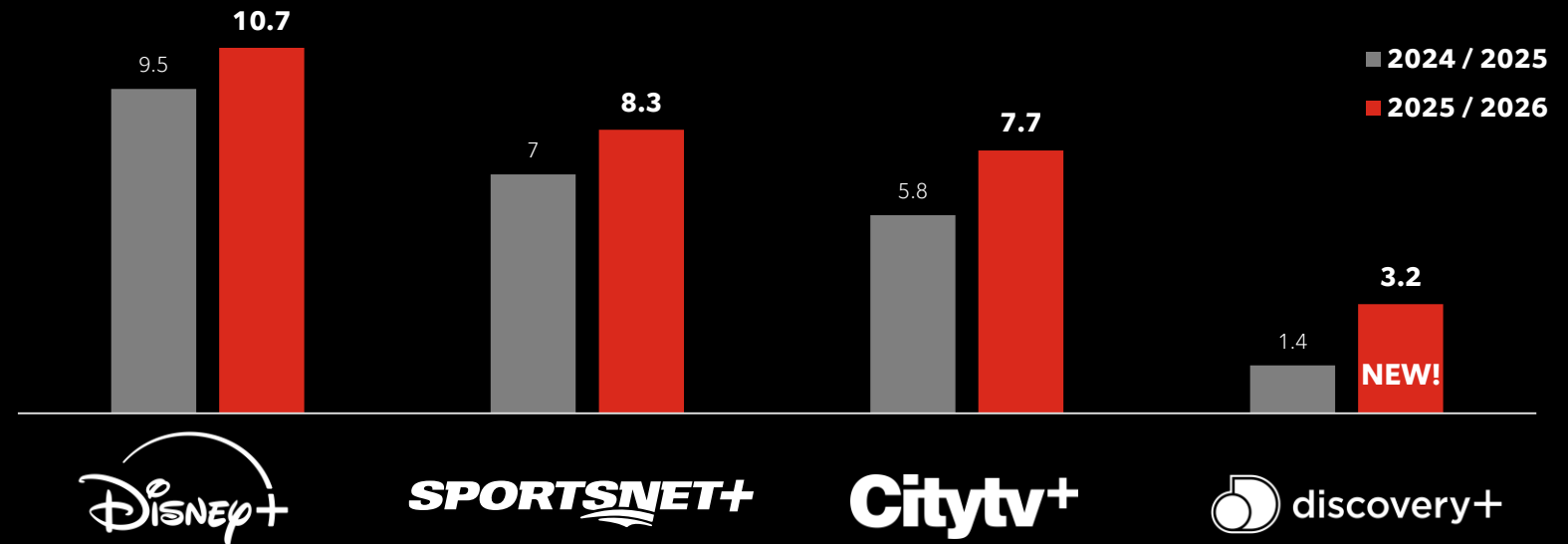
# 71%

Reach of all  
ad-supported streamers

# 2.2

Average co-view factor per  
RSM Streaming impression

Our core brands saw **significant year-over-year reach growth** and the addition of Discovery+ to our portfolio brought **new audiences** into to our Streaming TV footprint



# 4 ways to leverage Full Stream Ahead insights on your next campaign with RSM

## 1

### Activate broadly across all inventory

RSM Streaming TV reaches 7 out of every 10 Canadians streaming TV with ads. Activating across our entire **Streaming TV Network** helps your brand maximize reach and scale

## 2

### Own live cultural and sports moments

With 13M Canadians live streaming events in the past year, **Sportsnet+** and **Citytv+** give your brand access to the biggest moments in live streaming

## 3

### Align with the most popular genres

Nearly 50% of streamers prefer comedy, drama, and crime programs. Leverage collection and genre targeting across **Disney+** and **Citytv+** to find fans streaming their favourites

## 4

### Lock in an always-on presence

With -8% less subscription changes, you'll find consistent and reliable audiences across **Discovery+**, **Citytv+**, **Disney+** and **Sportsnet+** all year round



# A note on methodology

Rogers Sports & Media (RSM) commissioned the Full Stream Ahead 2026 study through Harris Poll using their Blue Sample panel. It was an online study conducted in March 2025 with sample size of n=3,497.

The sample was representative of the Canadian population of A18+.

**Contact your Rogers Sports & Media team to learn more about our Total TV and Streaming TV offering today.**



**ROGERS Sports & Media**

**Drive impact, make an impression**