

# **The Battle for the Canadian Couch Potato: Bundling, Television, Internet, Telephone, Wireless**

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# Contents

<b>COMMENTARY .....</b>	<b>6</b>
<b>SECTION ONE: CANADIAN TV MARKET BATTLE .....</b>	<b>8</b>
Estimated Canadian Total TV Subscribers by Cable, Satellite, Telco, 2024-2028 .....	8
Canadian Cable Versus Satellite Versus Telco Subscribers: Estimated TV Market Share, 2024-2028 .....	8
Estimated Canadian Cable, Satellite, and Telco TV Net Subscriber Additions and Growth, 2024-2028.....	9
Estimated Canadian TV Subscribers by Bell (by IPTV & Satellite), Cogeco, EastLink, Rogers, SaskTel, Shaw (by Cable & Satellite), Telus, Videotron, 2024-2028 .....	10
Estimated Canadian TV Access Revenue by Cable, Satellite, Telco, and ARPU, 2024-2028.....	11
Estimated TV Access Revenue by Bell IPTV, Bell Satellite, Telus, Rogers, Shaw Cable, Shaw Direct, Videotron, Cogeco, EastLink, 2024- 2028 .....	11
Estimated TV ARPU by Bell IPTV, Bell Satellite, Telus, Rogers, Shaw Cable, Shaw Direct, Videotron, Cogeco, EastLink, 2024-2028.....	12
Canadian Cord Cutter/Nevers: Growing .....	13
Canadian Cord Cutter/Never Household Model, 2013-2028 .....	13
The Canadian Regulatory Environment: Limits On Vertically Integrated Players' Competitive Advantage...Amendments to the Broadcasting Act & Sales Tax .....	14
Canadian Cable, Satellite, Telco TV: TV Sub Decline, Telco Market Share Gains, ARPU and Revenue Declines.....	21
Bell Satellite TV & Rogers' Shaw Direct: Subscriber Declines, High ARPU, Offers, Rate Increases .....	22
Canadian Cable TV: Annual Cable TV Subscriber Losses, Telco Market Leader Reckoning.....	24
Rogers, Shaw, Videotron, Cogeco, EastLink: Subscriber Trajectories, Rate Increases, Offers .....	25
Canadian Telco TV: Bell, SaskTel, Telus.....	27
Estimated Canadian Telco TV Subscribers Broken Out by Bell, SaskTel, Telus, Other, 2024-2028 .....	27

Bell Fibe: Ontario, Quebec, Atlantic, MB Offers, FTTP .....	28
SaskTel MaxTV: Offers, FTTP .....	30
Telus Optik: Offers, FTTP .....	31
<b>SECTION TWO: CANADIAN INTERNET ACCESS BATTLE.....</b>	<b>32</b>
Estimated Canadian Residential Internet Subscribers by Cable, Telco, Other Broadband, and as Percentage of Canadian Households, 2024- 2028 .....	32
Canadian Residential Cable Versus Telco Versus Other Broadband Subscribers: Estimated Market Share, 2024-2028 .....	33
Canadian Residential Cable Versus Telco Internet Subscribers: Estimated Market Share, 2024-2028.....	33
Estimated Canadian Residential Cable, Telco, Other, and Total Internet Subscriber Additions and Growth, 2024-2028 .....	34
Estimated Share of Canadian Residential Internet Subscriber Additions by Cable, Telco, Other, 2024-2028.....	34
Estimated Residential Internet Subscribers by Rogers, Shaw, Videotron, Cogeco, Bell, Telus, SaskTel, 2024-2028 .....	35
Estimated Non-Residential Internet Subscribers by Bell, SaskTel, Telus, Cogeco, Rogers, Shaw, Videotron, 2024-2026 .....	35
Estimated Canadian Residential Internet Access Revenue by Total Internet, Cable, Telco, Other Broadband, and ARPU, 2024-2028 .....	36
Estimated Residential Internet Access Revenue by Rogers, Shaw, Videotron, Cogeco, Bell, SaskTel, Telus, 2024-2028 .....	36
Estimated Residential Internet Access ARPU by Rogers, Shaw, Videotron, Cogeco, Bell, SaskTel, Telus, 2024-2028 .....	37
Canadian Cable Versus Telco Broadband: Subscriber Additions, Revenue/ARPU Growth, Other Providers, Market Maturation/Population, Out of Territory .....	38
Bell (Ontario, Quebec, Atlantic, MB), Telus, SaskTel: Prices, Speeds, Caps, Bundle Offers, Network & Subscriber Trajectory .....	40
Rogers (Ontario, Atlantic), Shaw, Videotron, Cogeco, EastLink: Prices, Speeds, Caps, Bundle Offers, Network & Subscriber Trajectory .....	44
<b>SECTION THREE: CANADIAN WIRELINE TELEPHONE BATTLE ....</b>	<b>49</b>
Estimated Wireline Canadian Cable Telephone, Residential Cable Telephone, Residential Telco, Total Residential Telephone Subscribers, Cable Residential Telephone Market Share, 2024-2028.....	49

Estimated Canadian Residential Wireline Telephone Line Loss by Cable, Telco, Total, 2024-2028 .....	49
Estimated Wireline Telephone Subscribers by Cogeco, Rogers, Shaw, Videotron, Other Cable, and Percentage Loss/Gain, 2024-2028.....	50
Estimated Wireline Canadian Residential Telephone Lines and Line Loss by Bell, SaskTel, Telus, Other Telco, and Percentage Loss, 2024-2028 .....	50
Estimated Canadian Wireless-Only Household Penetration, 2024-2028 .....	51
Canadian Residential Wireline Telephone: Cable & Telco Line Loss, Telco Market Share Gain, Wireless Substitution Progresses.....	52
Rogers (Ontario, Atlantic), Shaw, Videotron, Cogeco, EastLink: Offers/Prices, Subscriber Trajectories .....	53
Bell (Ontario, Quebec, Atlantic, MB), Telus, SaskTel: Offers/Prices, Subscriber Trajectories .....	57
<b>SECTION FOUR: CANADIAN WIRELESS TELEPHONE BATTLE .....</b>	<b>61</b>
Estimated Canadian Wireless Subscribers, Net Additions, Subscriber Growth, Population, Penetration of Population, 2024-2028 .....	61
Estimated Wireless Subscribers and Market Share by Bell, Rogers, SaskTel, Telus, EastLink, Videotron, 2024-2028 .....	62
Estimated Net Subscriber Additions by Bell, Rogers, SaskTel, Telus, EastLink, Videotron, 2024-2028 .....	62
Estimated Service Revenue and Share of Total Service Revenue by Bell, Rogers, SaskTel, Telus, EastLink, Videotron, 2024-2028 .....	63
Estimated Equipment Revenue by Bell, Rogers, Telus, Videotron, 2024-2028 .....	63
Estimated ARPU by Bell, Rogers, Telus, SaskTel, EastLink, Videotron, and Total Weighted Average, 2024-2028 .....	64
Estimated Churn (Blended), by Bell, Rogers, Telus, 2024-2028 .....	64
Estimated Canadian Wireless Subscriber Smartphone Penetration, 2024-2028 .....	64
Estimated Canadian Wireless-Only Household Penetration, 2024-2028 .....	65
Wireless Pricing by Player & Region: Bell, Rogers, Telus, MTS, SaskTel, Lucky, Virgin, Fido, Chatr, Koodo, Public, Lum, EastLink, Videotron, Freedom, Fizz, Cogeco .....	66
Wireless Dynamics: Subscriber Additions, Maturation/Population, ARPU Pressure, Videotron/Fizz/Freedom, Cogeco .....	71

Auction Results: 2023 3800 MHz, 2021 3500 MHz, 2019 600 MHz, 2015 2500 MHz, 2015 AWS-3, 2014 700 MHz..... 75

    600 MHz 2019 Auction License Winners, # of Licenses Won, Price, Population Covered..... 78

    2500 MHz 2015 Auction License Winners, # of Licenses Won, Price, Population Covered, and 2018 Residual Winners ..... 79

    AWS-3 2015 Auction License Winners, # of Licenses Won, Price, Population Covered..... 80

    2015 AWS-3 Auction by Bidder, Service Area & Block ..... 81

    700 MHz 2014 Auction License Winners, # of Licenses Won, Price, Population Covered..... 82

    700 MHz 2014 Auction by Bidder, Service Area & Block ..... 82

**SECTION FIVE: PROFILES ..... 83**

BCE Inc./Bell Canada/Bell Aliant/Bell MTS ..... 84

Cogeco ..... 90

EastLink..... 93

Rogers Communications Inc./Shaw ..... 95

Saskatchewan Telecommunications..... 101

Telus Corp..... 103

Videotron/Quebecor Inc./Freedom Mobile ..... 106

## Commentary

Since 2003, we have published our Couch Potato Report series every year. **The Battle for the Canadian Couch Potato: Bundling, TV, Internet, Telephone, Wireless, March 2026**, (111 pages), contains analysis of product offers (including prices), strategy, subscriber & financial performance metrics (including forecasts) by Company & Market. In addition to Convergence analysis, sources include company interviews, annual/quarterly reports & presentations, CRTC, ISED & Statistics Canada.

**Commentary, please see Table of Contents for what is included in this Report:**

We estimate 2025 saw a decline of 4% of Canadian Cable, Satellite, Telco TV subscribers, and forecast 5% declines on average through 2028. Both Cable and Satellite continue to lose market share to Telco. At current run-rate there will be more Telco TV subs than Cable by X.

We estimate 2025 Canadian Cable, Satellite, Telco TV access (subscription) revenue declined 5% to \$6.2 billion and forecast similar declines through 2028 and negative ARPU growth.

As illustrated in our Canadian Cord Cutter/Never Household Model, as of YE2025 we estimate X million Canadian households (48.5% of HHs) did not have a TV subscription with a Cable, Satellite, or Telco TV access provider, and forecast a rise to 57% YE2028.

Canadian TV subscribers and access revenue are currently not seeing as steep a rate of decline as the US, but this could change, dependent on new or expanded OTT offers in Canada.

We forecast 2026-2028 will continue to see robust residential broadband additions (X/annum on average) as well as sustained broadband revenue growth (in the X%/annum range on average), however not as robust as 2019-2024.

Canadian residential annual wireline telephone lines continue to decline in the X range, while Cable market share continues to decline. Wireless-only household penetration continues to rise, we estimate X% of Canadian households will no longer have a landline YE2028.

2025 Canadian wireless service (weighted) ARPU growth was negative and wireless service revenue grew slightly. We forecast continued ARPU pressure through 2028 and moderate annual subscriber additions.