

CTAM MARKETING / RESEARCH TRACK
APRIL 4, 2017 • 1-4PM
MISSISSAUGA CONVENTION CENTRE
SALON E

- 1. Millennial and the adoption of OTT in Canada**
Gord Hendren, Charlton Insights
- 2. Time Shifted TV Viewing**
Scott Meyer, Innovative Systems
- 3. Demand for “skinny bundles” and MVPD’s entrants/trends in the U.S.**
Jonathan Hurd, Altman Vilandrie & Company