



MORE CANADIANS CONSUME TV CONTENT IN LANGUAGE OTHER THAN ENGLISH, FRENCH: MTM

Source: CARTT

Date: 06/03/2019

OTTAWA - A growing segment of TV viewers is seeking out content in a language other than Canada's two official languages, says a new report from Media Technology Monitor (MTM).

Watching TV in a Language other than English or French: Analysis of the Canadian Market looks at Canadians who watch TV and movie content in a third language.

Highlights from the report include:

- One fifth of Canadian TV viewers say they have watched content in a language other than English or French.
- Visible minorities and those born outside of Canada are among those most likely to be watching other language content.
- Those who watch other language content report doing so frequently, with three out of eight saying that they watch other language content at least weekly. Three-quarters of these viewers report watching this type of content on a monthly basis.