



## SMARTPHONE, COMPUTER TOP CHOICES FOR CONSUMING ONLINE VIDEO: MTM

Source: CARTT

Date: 06/26/2019

OTTAWA – Almost two-thirds (64%) of Canadians say that they watch video on a cell phone, and those who do are much more likely to have a newer model of phone purchased with the past two years, according to new research from the Media Technology Monitor (MTM).

Key topics this year, according to its free Sneak Peak report, include growth in OTT subscriptions, smart speakers, and online audio listening.

### Highlights from the Sneak Peek Report include:

- Some 65% of Canadians now subscribe to an OTT service. This growth is partly coming from the smaller, more recent offerings, such as Crave and Amazon Prime Video, as Canadians begin to stack their OTT subscriptions.
- The smallest screen (smartphones) and the computer are now the two top devices for watching online video, at 64% and 66% respectively. Half (50%) use their TV set and 36% opt for their tablet.
- Smart speaker penetration has doubled over the past year and 19% of Canadians now own one. Google remains the top smart speaker brand among Canadians, and streaming music remains the top activity among owners (77%), followed by checking the weather (57%).
- Canadians are increasingly listening to audio online across many platforms and devices, especially during their commutes. Over the past five years, online audio listening has grown from 63% to 72%.

The MTM's Sneak Peek Report, as well as the English- and French-language Media and Technology Adoption Reports and the most recent Spring 2019 data set, are all available to subscribers on the MTM Portal.