



Anglophone Internet users embrace all four screens: MTM

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OTTAWA – With more ways to connect to the Internet than ever, which screen do Canadians use to consume media when they have multiple screens?

According to a new report from Media Technology Monitor (MTM), the answer is all of them, depending on what specifically it is they wish to do. **4-Screen Anglophones: A Glimpse into Multi-Screen Media**

Behaviour says that portable media devices like smartphones and tablets are used most often for streaming music and social networking, while the TV screen is a key device for watching online TV and Netflix. The computer remains the go-to device for online activities.

Other highlights from the report include:

- 27% of Anglophone Internet users have four screens at their disposal: a computer, tablet, smartphone and TV connected to the Internet. Three years ago, only 3% of Canadian Internet users had all four screens;
- While 18-34 year olds are more likely to have any particular Internet device, 35-49 year olds are more likely to have all four. The cost of owning all four may still hinder younger Anglophones from owning all the devices;
- Households with children under 12 are more likely to have all four screens, as are households with teenagers; and
- Anglophone Internet users are twice as likely as Francophones to have all four screens.

MTM is the research arm of the CBC.

www.mtm-otm.ca