



Millennials embrace two-screens-at-once, OTT: MTM

WEDNESDAY DECEMBER 9, 2015

OTTAWA – With the vast majority of Millennials owning portable media devices, some 90% simultaneously go online and watch TV, says a new report from Media Technology Monitoring (MTM).

The report, A Profile of Millennials' Media Technology Adoption and Use: Analysis of the English-Language Market, profiles Millennial Anglophones and their ownership and use of media technology. It separates Millennials (18 to 34 year olds) into two groups, with Gen Z defined as those aged 18-25, and Gen Ys defined as those aged 26-34 years old.

Highlights from the report include: -

- Anglophone Millennials report spending more than 30 hours online weekly; -
- Over nine in ten Anglophone Millennials are social networkers. Of those, about four in five do so on their smartphones;
- Though the majority of Millennials still have a paid TV service, one in three do not (no paid TV subscription or off-air). Millennials are also twice as likely as older Anglophones to watch Netflix on a weekly basis;
- Close to three in five Millennials use a computer to watch TV content online, rather than their smartphone, tablet or connected TV;
- Three in four millennials use a second electronic device – typically a smartphone or a tablet – to interact with a TV program that they're watching.

MTM is the research arm of the CBC. www.mtm-otm.ca

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