



Canadian Anglophones cozy up to Netflix as subscriptions top 38%: MTM

February 20, 2015

OTTAWA – Nearly four in ten Canadian Anglophones now connect their TV to the Internet, a trend that continues to grow, says a new report from Media Technology Monitor (MTM).

The **Media Adoption Report for Fall 2014** provides an overview of the latest trends in media technology adoption and use, offering a high-level look at the penetration of technologies, including traditional, Internet and mobile platforms for audio and video. This tracking report also organizes technologies based on their stage of consumer adoption, from innovative, emerging, expanding, maturing and declining technologies.

Highlights from the report include:

- Mobile devices have taken hold with half of all Anglophones owning a tablet and just under seven in eight owning a cell phone;
- The vast majority of cell phone owners have smartphones; and
- Going hand in hand with the growth of Internet-connected TVs is the continued growth of Netflix – 38% of Anglophones now have a Netflix subscription.

A second MTM report, **Fall 2014: Top 5 Sneak Peak**, highlights five of the newest and most interesting findings from its Fall 2014 data, including online newspaper subscriptions, online content creator, second screen, Google Chromecast and American IP address usage.

MTM is the research arm of the CBC.