



MAJORITY OF ANGLOPHONES STREAM AUDIO ONLINE: MTM

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OTTAWA – With a tremendous amount of choices at their fingertips, YouTube is the most popular way that Canadian consumers listen to online audio, says a new report from Media Technology Monitor (MTM).

Streaming Audio: Analysis of the English-Language Market outlines trends in the use of streaming audio among Anglophones, with a focus on high level data about streaming audio overall, through YouTube and AM/FM radio streams.

Highlights from the report include:

- Streaming audio online continues to be a popular online activity among two thirds of Anglophones, especially among the millennial set, students, and those with young children living in the home;
- While YouTube is intended primarily for video hosting, 55% of Anglophones use YouTube to stream music; and
- Despite the popularity of online audio, Anglophones are still investing more time on AM/FM radio via a receiver.