



More Anglophones stream audio online but radio holds its own: MTM reports

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OTTAWA – Despite the growing amount of online audio choices and personalized audio services available in Canada, Anglophones are still investing more time on AM/FM radio via a receiver, according to new reports from Media Technology Monitor (MTM).

The **Online Audio** report outlines trends in the use of online audio in Canada.

Highlights from the report include:

- Streaming audio online continues to be a popular online activity among nearly two thirds of Anglophones, especially among the millennial set;
- Just over half of Anglophones are listening to streamed music free on YouTube and it is the most popular type of streamed audio today; and
- Podcasts are more popular than ever before, over one in five Anglophones have listened to a podcast in the past month.

Personalized Audio Services examines data regarding the utilization of personalized audio services.

Highlights from that report are:

- One in five Anglophones have listened to a personalized audio service, and those that do are frequent listeners;
- While there are many options, YouTube and Songza are at the top of the list among Canadian personalized audio service streamers; and
- Personalized audio services appeal to younger generations, students, and those with young children living in the home.

MTM is the research arm of the CBC.