

# MARKETING

## More Than Half of English Canadians are ‘Second Screeners’: MTM

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By: Chris Powell

More than half (54%) of Anglophone Canadians 18+ have used a second screen device such as a tablet or laptop while watching TV, according to a new study from **Media Technology Monitor** (MTM).

The most popular second-screen activities include looking up something about a TV show while watching (36%), “liking” a show on Facebook (23%), and researching a product seen in a commercial (19%). Of this latter group, 73% have made an online purchase in the past month.

Less common forms of second-screen interaction include watching TV-related webisodes (11%), downloading an app for a TV show (7%) and Twitter-related interaction (6%).

The study says second screen activity helps encourage viewer loyalty and community, extends and enhances the viewing experience, and promotes social content through word of mouth.

The phenomenon is most popular among younger Canadians, with 74% of people 18-34 – and 71% of students – engaged in second screen activities.

Second screeners are also 21% more likely than the average Anglophone to create online content. For example, 60% have posted photos online compared to only 46% of the general population, while 29% have uploaded a video, compared to 21% of Anglophones.

The study says second screen viewers are also “significantly more likely” to post content to a blog, post a video online, write an online review for a movie, hotel, restaurant, etc. or comment on a news article.

“Social TV,” a form of second screen interaction specifically focused on social networks, also shows promise, says MTM, with 31% of Anglophones now chatting about a TV show on Facebook or Twitter, following a TV show’s Twitter feed, liking a show on Facebook or joining a Facebook group dedicated to discussing television.

In addition, 9% of Anglophones have chatted about a TV program on Facebook or Twitter while watching TV, while 64% of Twitter users and 46% of Facebook users are identified as social TV viewers.

Second screeners are also likely to be users of technologies that allow them to watch what they want, when they want, with 71% owning an internet-connected TV, 70% using Netflix and 68% owning Apple TV.

Second screeners spend an average of 25.5 hours online in a typical week, though they watch similar amounts of TV on a TV set (13.2 hours, versus 13.3 hours for Anglophones 18+).

They are also avid social media users, with 92% using Tumblr, 87% using Reddit, 85% using Instagram and 82% using Twitter.

The results are based on a telephone survey of 6,043 Anglophone Canadians conducted by Forum Research, and are considered accurate within plus or minus 1.2% 19 times out of 20.