



## YOUTUBE STILL TOP MUSIC STREAMING SERVICE WITH ANGLOPHONE CANADIANS: MTM

Source: CARTT

Date: 26/10/2018

OTTAWA – Canadian listeners are increasingly turning to music streaming services to satisfy their appetite for curated, on-demand content, says a new report from Media Technology Monitor (MTM).

Music Streaming Services: Analysis of the English-Language Market focuses in particular on Anglophones' use of music streaming services. Highlights include their demographics, use of different services available, and devices used to access this type of content.

According to the report:

- One-third of Anglophones now listen to a music streaming service. As with other forms of online audio, Gen Zs (aged 18-28), Gen Ys (29-37) and students are the most likely to use a music streaming service;
- Smartphones (77%) have solidified their position as the mostly commonly used devices to listen to music streaming services among Anglophone listeners, ahead of computers (66%), tablets (31%) and smart speakers (16%);
- Some 93% use YouTube to stream music, up from 85% last year, but other options show more potential for growth.

MTM is a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada).

[www.mtm-otm.ca](http://www.mtm-otm.ca)