



The Spring 2015 Adoption, Top 5 Sneak Peek Reports and New Survey Data Have Been Posted!



June 25, 2015 – The Media Technology Monitor (MTM) is pleased to announce the release of two exciting Spring 2015 reports: the **Adoption Report** and the **Top 5 Sneak Peek Report**, both of which are now available in the **Reports** section of the MTM portal. As in years past, the Adoption Report takes a high-level look at the penetration of technologies, including traditional, Internet and mobile platforms for audio and video. The **Top 5 Sneak Peek Report**, as the name suggests, highlights five of the newest and most interesting findings from the Spring 2015 data and lets readers know some of what they can expect from the upcoming season of reports and online data. From Ultra HD to Apple Watch to Podcasting, this short report will give our top 5 trends. To access your free version of this report, visit the MTM Portal at www.mtm-otm.ca.

Some exciting **Adoption Report** highlights include:

- The adoption of Smart TVs continues with over a third of Anglophones owning one – up 20% since the Fall;
- The move towards smart mobile media devices continues to grow. Over half of Anglophones own a tablet and 85% of cell owners have smartphones;
- Netflix continues to grow its market share – two in five of Anglophones now subscribe;
- While few Canadians watch TV online exclusively, 49% of Anglophones watch some TV online;
- The penetration of cable, satellite and analog subscriptions continues to decline among

Anglophones - notably, only 2% subscribe to analog cable.

Data Analysis Tool

To access the new Spring 2015 data, subscribers can visit the [Data Analysis Tool](#) section of the MTM Portal. For a complete list of questions and to find out more about our spring survey, you can visit the [Resources Page](#) section of the site and download a copy.

For more information on the MTM, please visit www.mtm-otm.ca or call: [1-855-898-4999](tel:1-855-898-4999).



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