



## THE NEW MTM SEASON IS HERE! CHECK OUT OUR NEW ADOPTION REPORT, NOW AVAILABLE!

**February 4, 2016** - The Media Technology Monitor (MTM) is pleased to announce the release of the Media Technology Adoption Report, which is now posted in the [Reports](#) section of the MTM portal. The [Adoption Report](#) provides an overview of the latest trends in media technology adoption and use, taking a high-level look at the penetration of technologies, including traditional, Internet and mobile platforms for audio and video. This tracking report organizes technologies based on their stage of consumer adoption: these include innovative, emerging, expanding, maturing and declining technologies.

Some Adoption Report highlights include:

- The majority of Anglophones still subscribe to television services, even though the TV subscription market has experienced declines due to pressure from new competitors and online TV services;
- The number of Anglophones who connect their TV to the Internet continues to grow – now over four in ten (44%) do so;
- Going hand in hand with the growth of Internet-connected TVs is the continued growth of Netflix – close to half (47%) of Anglophones now have a Netflix subscription.
- Mobile devices have taken hold. Over half of all Anglophones own a tablet and nine in ten own a cell phone, the vast majority of which are smartphones.

In the coming weeks, the MTM will be releasing our newest data which will all be available on the Data Analysis Tool for our subscribers.

For more information on the MTM please visit our Portal at [www.mtm-otm.ca](http://www.mtm-otm.ca) or call: 1-855-898-4999.