



CANADIAN CONSUMING TV CONTENT

May 30, 2019 – The Media Technology Monitor (MTM) releases a report that examines how Canadians are watching TV and movie content in a Language other than English or French. Canada is a very diverse country. While we often talk a lot about the English and French languages, Canada has many people who are fluent in languages beyond these. With so many languages being spoken, there is interest for media content in some of these other languages. This report looks at Canadians who watch TV and movie content in languages other than English and French.

Highlights from [this report](#) include:

- With all the TV content options available, Canadians are able to watch content in languages other than just English or French. A fifth of Canadian TV viewers say they have watched content in a language other than English or French.
- Visible minorities and those born outside of Canada are among those most likely to be watching other language content.
- Those who watch other language content report doing so frequently. Three out of eight other language viewers say that they watch content at least weekly. Three-quarters watch this type of content on a monthly basis.

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.