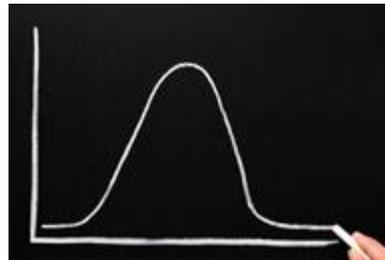




## Big Data Has Landed! The MTM launches a new site, new reports and the latest data

**February 17, 2015** – Today, the Media Technology Monitor (MTM) is launching its newly redesigned Portal which will provide people with more data, more tools and more usability options than ever before. Visit [www.mtm-otm.ca](http://www.mtm-otm.ca) to see all of these new changes first hand. In addition to the new Portal and all of the new data now available, the MTM is also launching two reports today: **The Adoption Report** and the **Top 5 Sneak Peek Report**



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 number of Anglophones who connect their TV to the Internet continues to grow – now close to four in ten (38%) do so.
- Going hand in hand with the growth of Internet-connected TVs is the continued growth of Netflix – 38% of Anglophones now have a Netflix subscription.
- Mobile devices have taken hold with half of all Anglophones owning a tablet and just under seven in eight owning a cell phone. The vast majority of cell phone owners have smartphones.

The **MTM Top 5 Sneak Peek Report** is also available. This report highlights five of the newest and most interesting findings from the Fall 2014 data and lets readers know some of what they can expect from the upcoming season of reports and online data. From second-screen activities to online content creators to accessing American content online, this short report - available to everyone - previews it all! Download your free copy [here](#).

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](tel:1-855-898-4999).



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