



Canadians are engaging with the TV they watch!



July 30, 2015 – The Media Technology Monitor is pleased to announce the release of a new report from the combined Fall 2014 and Spring 2015 data called **Second Screen Interaction**. This report puts into focus how Canadians are using electronic devices and the Internet to interact with television programs as they engage with the show, the actors, other fans and additional content. This report also delves into the ‘hot topic’ of Social TV, as it looks at how Canadians use social networking and television together as part of a Second Screen experience.

Highlights from the **Second Screen Interaction** report include the following:

- The Internet is a vehicle to build engagement with TV viewers – 54% of Anglophones have engaged in some form of Second Screen interaction. The most popular forms of Second Screen interaction are looking up something about a TV show while watching it (36%) and ‘liking’ a show on Facebook (23%);
- Despite hype in the media suggesting social networks will save live TV, this behaviour is still in its infancy with fewer than 1 in 10 Anglophones (9%) commenting on Social Networks regarding a TV show while they’re watching it;
- Social TV viewers watch a lot of TV, in particular online TV; however, this online TV watching is NOT at the expense of watching TV on a traditional set. Social TV viewers report watching the same amount of regular TV as non-Social TV viewers.

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