



## HOW DO YOU DISCOVER NEW TV CONTENT?

**October 3rd, 2016** –The Media Technology Monitor (MTM) is pleased to release a new report – [Discoverability: How Canadians Find TV Content](#).

Through its Let's Talk TV proceedings, the Canadian Radio-television and Telecommunications Commission (CRTC) identified that for Canadian-made content to succeed in a competitive local and global market it must be easily available and visible for consumers to find. In a media landscape where TV and video content is available from more sources and on more platforms than ever before it becomes increasingly important for us to understand how Canadians discover new content.

This past year, the MTM worked with a consortium of researchers at the Canadian Media Fund (CMF), the National Film Board of Canada (NFB) and Telefilm Canada as it asked Canadians about how they discover TV content. This new report [Discoverability: How Canadians Find TV Content](#) draws upon this research from the latest MTM survey. Highlights from this report include:

- **More screens and more content sources means that the way Canadians access TV and video content has greatly expanded over the past decade.** Linear TV is still by far the primary way that people watch TV, but time spent watching online TV has doubled in the past three years;
- **On average, Canadians use three different methods to discover new TV content.** Word of mouth and paid advertising on TV and radio are the primary means.
- **Not surprisingly, demographics play a role in how we tend to discover content.** Millennials are more likely to rely on earned media such as recommendations from friends and social media when finding TV content. Boomers and Francophones are more likely to rely on paid media like commercials and trailers when finding new shows.
- **Just over a third of all Canadians say that finding new TV content they want to watch is easy**

For further discussion on the topic of discoverability please see the latest report from the [CMF Discoverability: Toward a Common Frame of Reference - Part 2: The Audience Journey](#) which was released yesterday at the Vancouver International Film Festival Industry Exchange event. You can also [click here](#) to watch all of the sessions from the CRTC and NFB hosted Discoverability Summit in Toronto this past May.

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