



MTM RELEASES TWO REPORTS LOOKING AT THE TOP MUSIC STREAMING SERVICES AND PODCASTING IN CANADA

December 8th, 2016 - Canadians actively engage with audio and radio content and deeply value convenience, as well as a wide variety of different content. It should come as no surprise then that many use music streaming services. In part one of this release the MTM focuses specifically on music streaming services and the Anglophone Canadians who use them. In a part two of this release the MTM looks at the growth of Podcasting in Canada.

Highlights from the MTM's [Music Streaming Services](#) report include:

- Almost one-fourth of Anglophones listen to music streaming services - students and Millennials are among the most likely to listen;
- Music streaming services are a part of daily life for their listeners, more than 2 in 3 music streaming service listeners use these services either "Several Times a Day" or "Once a Day or Almost Every Day"
- While YouTube is the most popular option in terms of music streaming services, within the last year, Spotify and Google Play Music have seen unparalleled growth.

Highlights from the MTM's [Podcasting](#) report include:

- Podcasting continues to grow as a medium for listening to online audio, once thought to have plateaued, penetration has grown by more than 50% over the past three years;
- Podcast listeners love the portability of the medium, half have used their smartphone to tune in;
- Podcast listeners tend to be avid audiophiles, they tend to be heavier users of other forms of audio online, however, the use of podcasts doesn't take away from the use of traditional AM/FM radio.

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