



## THE MTM LAUNCHES ITS LATEST REPORT SERIES

-- TECHNOLOGY ADOPTION BY GENERATION -- TO DISCUSS HOW DIFFERENT AGE COHORTS ENGAGE WITH TECHNOLOGY. FIRST UP, MILLENNIALS.

**October 26th, 2016** - The Media Technology Monitor is proud to announce its newest report series: **Technology Adoption by Generation**. Each report will focus on a different age cohort, and our first takes an in-depth look at Millennials (Canadians aged 18 to 34). While the Internet is a vital tool for most Canadians, this is especially true of this age cohort. For Millennials, the Internet permeates every aspect of their lives from watching TV, to listening to music, to socializing with friends and shopping.

Some of the highlights of the Millennials Report include:

- In a typical week, Millennials invest more time online than any other age group
- They love TV and Radio content as much as other cohorts, but are more likely than others to get it from online platforms
- Almost three in four are Second Screen Viewers who are actively interacting with TV content through second screen activities
- Perhaps more than any other cohort, Millennials value convenient communication, as social networking and smartphones are both ubiquitous among them

This report is now available on the Portal! Stay tuned for other reports in this series including Generation X, Boomers and Seniors which will be release over the coming months. For more information you can visit [www.mtm-otm.ca](http://www.mtm-otm.ca) for the latest and most reliable data on new media technologies in Canada.