



## THE MTM MAKES A SURPRISING DISCOVERY ABOUT PUBLIC PERCEPTION OF OTT SERVICES LIKE NETFLIX, CRAVETV AND SHOMI

**August 18th, 2016** - The Media Technology Monitor (MTM) is releasing a special new report titled [How OTT Services Blur the Line for Internet Video and TV Viewing](#).

OTT services like Netflix, CraveTV and Shomi are getting more and more popular among Canadians as they offer viewers an easy way to watch TV content online from a wide range of platforms. This past season, the MTM made an interesting finding. Specifically, that some OTT viewers still don't understand that they are watching online video or TV content when they use these services.

This report recalculates our data to account for these viewers and provides an overview of who was confused about OTT services as a form of online video.

Highlights from this report include the following:

- Approximately 1 in 10 Canadians aren't aware that Netflix is a form of online TV
- Proportionally, confusion is most prominent among older Anglophones

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.