



Discover how Canadians use media and technology from coast to coast!



October 26st, 2015 - The Media Technology Monitor (MTM) releases a new series of reports on media and technology use in several different Canadian markets, highlighting the similarities and differences across regions, provinces and major cities. The advantage of MTM's large and robust samples sizes is that it can provide reliable information and insights for particular markets of interest in Canada.

These reports provide readers with in-depth information on their respective markets – and contrast them with the Canadian marketplace as a whole - detailing variables from digital TV penetration and Internet service to smartphone and tablet usage. These reports also look at ownership of media devices like HDTV's and Apple TV, as well as usage of social media and online TV services such as Netflix.

Eleven different markets across Canada are included in this series: city-level reports for Toronto, Vancouver, Quebec City and Montreal (with separate Anglophone and Francophone reports); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba / Saskatchewan. An additional report, comparing the highlights of Francophones in the province of Quebec to those outside Quebec is also available.

Some of the highlights from the [Market Report Series](#) include:

- Alberta leads the country in the ownership of a number of internet-connected technologies: from smartphones and tablets to Smart TVs.
- Those who live in urban centres – like Toronto, Vancouver and Montreal – use LinkedIn more than other Canadians.
- Vancouverites like their podcasts – nearly one third of residents listen to them.
- Netflix is popular in Alberta and Atlantic Canadian provinces – nearly half of these regions’ residents subscribe to the service.
- Residents of Quebec City like their newspapers. They are much more likely to have a paid newspaper subscription – and to have a paper subscription – than other Francophones.
- Francophones in Quebec subscribe to digital cable in greater numbers than other Canadians.

These reports are now available on the Portal!

Visit www.mtm-otm.ca for all the latest in new technologies in the Canadian media landscape.



[Website](#)



[1-855-898-4999](tel:1-855-898-4999)



[Twitter](#)

To unsubscribe to the MTM Email Alert at any time, please reply to this email and indicate “unsubscribe” in the subject category.