



MTM releases two new reports: *Cellphone Revolution* and *The Rise of Tablets*



September 15, 2015 – The Media Technology Monitor (MTM) releases two reports on the topic of mobile technologies. Clients will find all they need to know about the cell phone market in the *Cell Phone Revolution* report which examines the smartphone boom, market trends and wireless providers. A second report, *The Rise of Tablets*, looks at the rise of this relatively new technology and how Canadians have readily accepted them into their lives for both work and pleasure. This report takes an in-depth analysis of the Anglophone tablet market.

Some of the highlights from the [*Cell Phone Revolution*](#) report include:

- Smartphone penetration continues to climb – three quarters of Anglophones now own one;
- Apple's iPhone continues to hold the top spot; however, Android smartphones have made great strides over the past couple of years;
- Smartphone owners are increasingly using advanced functions on their phones such as streaming audio and watching video content.

Highlights from [*The Rise of Tablets*](#) report include the following:

- Since their introduction in 2010, over half of Anglophones have acquired a tablet;
- Income is the driving force behind the adoption of tablets: 84% of high income Anglophones are tablet owners;
- In terms of brands, Apple continues to be the biggest player in the market; however, Android devices have carved out some market share;
- Streaming videos on tablets is extremely popular among tablet owners, over 9 in 10 have watched a video, and more than half have watched an entire full-length movie.

These reports are now available on the Portal!

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