



How are Canadians using their smartphones to stream media? The MTM releases a new report



October 1st, 2015 – This week, the Media Technology Monitor (MTM) releases a new report on the topic of audio and video consumption via a smartphone, aptly named: *Streaming Media on Smartphones*. Portable media devices have evolved – smartphones allow owners to not only communicate via telephone, text and email, but to consume online media such as audio and video content. This new report looks at Canadian Anglophones' consumption of audio, video and TV media via their smartphones.

Highlights from the [*Streaming Media on Smartphones*](#) report include:

- As smartphone penetration continues to increase among Canadian Anglophones, it's no surprise that the streaming of audio, video and TV has also grown;
- Streaming video on a smartphone has seen the greatest rise over the past two years. Three in five smartphone owners streamed video from their phones – up 77% from 2013;
- Brands of smartphones affect streaming of media – iPhone owners are the biggest consumers of streamed media on their phones.

For more information on the MTM, please visit www.mtm-otm.ca or call: 1-855-898-4999.



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