



The Media Technology Monitor releases two new reports about TV



March 5, 2015 – The Media Technology Monitor (MTM) releases two new reports about traditional television. The first report, **TV Distribution**, examines the trends in the variety of ways consumers are accessing TV, what enhanced products and services they are using, and how they bundle their services. It also dives deeper in the user profiles for the various TV services.

Some highlights from the TV Distribution Report include:

- While still the most common method for receiving TV signals, cable fell from 46% of the market share to 43% over the past year. This is a decline of 26% from what it was 5 years ago;
- Telco TV service continues to grow at the expense of cable and satellite, 18% of Anglophones now subscribe;
- A segment of the population isn't interested in a paid TV service, 12% of Anglophones are experiencing a phenomenon we call "Tuned Out."

In a second report about high definition and Smart TVs, the MTM looks at just some of the features that many TV sets today are equipped with including a review of penetration rates and factors influencing adoption.

Highlights from the **High Definition & Smart TVs Report** include the following:

- The HDTV market is nearing maturity - close to three-quarters of Anglophones own one;
- Francophones are more likely to own an HD receiver than Anglophones (64% vs 54%)

respectively);

- Smart TV ownership grew by 25% year over year – now 3 in 10 Anglophones have one in the home. Close to 4 in 10 owners don't actually connect them to the Internet, however.

For more information on the MTM, please visit our Portal at www.mtm-otm.ca or call: [1-855-898-4999](tel:1-855-898-4999).



[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