



What is the media consumption device of choice for multi-screen owners?



August 12, 2015 –The Media Technology Monitor is pleased to announce the release of a new report from the combined Fall 2014 and Spring 2015 data called **4-Screen Anglophones**. This report looks at the multi-screen world that Anglophones are living in. Currently 27% of Anglophone Internet users own four screens connected to the Internet: a computer, smartphone, tablet and TV. As this group inevitably grows, the distinction between our TVs, computers, tablets and smartphones will blur. This raises an important question for media companies: which screen will consumers choose to access content on when they have multiple options?

The MTM's 4-Screen Report leverages the MTM's large sample sizes to provide insight on **4-Screen Anglophones**, including:

- The computer will continue to be an important device for the consumption of content, even when we have three other screen choices (smartphone, tablet and Internet-connected TV).
- Portable devices – such as smartphones and tablets – are more often used for a number of online activities like social networking, music streaming and online content creation.
- The TV set is a key device for watching online TV among 4-Screen Anglophones.

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