



Where do Canadians Tune in?



April 22, 2015 – This Media Technology Monitor (MTM) release puts the world of online audio into the spotlight. Canadian consumers have a tremendous amount of online audio choices whether it's YouTube, Personalized Online Audio Services or Online Radio Stations – the content is abundant. The MTM looks at the overall online audio trends and – in a separate report – looks at the growth of personalized online audio services in Canada. Highlights from the MTM's [Online Audio](#) report include:

- Streaming audio online continues to be a popular online activity among nearly two thirds of Anglophones, especially among the millennial set;
- Just over half of Anglophones are listening to streamed music free on YouTube and it is the most popular type of streamed audio today;
- Podcasts are more popular than ever before, over one in five Anglophones have listened to a podcast in the past month.
- Despite the popularity of online audio, Anglophones are still investing more time on AM/FM radio via a receiver.

Highlights from the MTM's [Personalized Audio Services](#) report include:

- One in five Anglophones have listened to a personalized audio service, and those that do are frequent listeners;
- While there are many options, YouTube and Songza are at the top of the list among Canadian personalized audio service streamers;
- Personalized audio services appeal to younger generations, students and those with young children living in the home.

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.