



# MOBILE PHONES TURNED FROM A LUXURIOUS TECHNOLOGICAL TOOL TO BECOMING A NECESSITY IN THE LIVES OF MOST CANADIANS

THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES A NEW REPORT EXPLORING THIS REALITY

**May 9, 2017** – As mobile continues to experience growth, the narrative of its expansion is becoming almost universal in the Canadian market. Today, the cell phone landscape is leading the way in a world full of technology allowing us to stay connected and informed at all times and more than ever before. This report provides an insight by examining the use of mobile phones with a focus on market trends, the increasing ownership of smartphones, exploring smartphone activities, the demographics of its users, and companies that provide wireless service.

The MTM's [Mobile Phones](#) report highlights include:

- Almost nine in ten Anglophones have a cell phone today, 80% of them own a smartphone;
- While iPhone and Samsung are the most popular phones, BlackBerry's place in the English- language market is continuing to dwindle with only 6% of smartphone owners having one;
- Smartphone owners report spending around 3 hours more online per week than the average Anglophone;
- Streaming media, such as audio and video content, is becoming increasingly popular. Half of Anglophone smartphone owners listen to audio content, and more than three in five report watching video on their devices.

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