



WHICH SCREEN WILL CONSUMERS CHOOSE WHEN THEY HAVE MULTIPLE?

June 7th, 2018 - The Media Technology Monitor is pleased to announce the release of a new report called **Four Screen Anglophones**. This report looks at the multi-screen world that Anglophones are living in. Currently 35% of Anglophone Internet users own four screens connected to the Internet: a computer, smartphone, tablet and a TV set. 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 **Four Screen Report** highlights include:

- Four screen Anglophones tend to be more affluent and have some post-secondary education, the combined cost of all four screens could be a deterrent to many.
- The smartphone has become a very popular screen for all types of media activities among four screen Anglophones. Smartphones are either the most popular or second most popular screen for most activities.
- The TV set is a key device for watching online TV among 4-Screen Anglophones – even when Netflix is factored in, four screen Anglophones are more than twice as likely to be watching Netflix on a TV screen than any other screen.

About our survey: The Media Technology Monitor is the highest quality media survey in Canada. The results reported here are based on the Fall survey, which has 4,156 respondents located across all regions of Canada excluding the territories, conducted September 27th to December 8th, 2017.

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