



ACCORDING TO NEW MTM REPORT: ONE IN SEVEN CANADIANS HAVE PIRATED TV OR MOVIE CONTENT ONLINE, PLUS OTHER KEY FINDINGS

Ottawa, June 21, 2018 – [The Media Technology Monitor](#) a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada), today announced the release of its latest Sneak Peek Report. The Report, which provides trend information in the area of technology ownership and usage, is based on telephone interviews with 4,000 Canadians and is released twice annually.

Key findings from the [Sneak Peek](#) include the following:

1. One in seven Canadians (13%) have pirated TV content or movies in the past month. Canadians who don't have a paid TV service (e.g. cable or satellite) are twice as likely to engage in this behavior compared to those who have a paid TV service.
2. After an incredible marketing push, the 1st quarter of 2018 saw Canadians adopting smart speakers quite rapidly. Currently, 8% of Canadians report owning one and the Google Home speaker ranks first in popularity.
3. Watching others play video games online has become a multi-million dollar industry—one in five online Canadians have taken part.
4. How receptive are Canadians to adopting new technologies? 1 in 10 Canadians consider themselves to be “Early Adopters”, meaning they're the first in their circle of friends to invest in new gadgets or technology.
5. Close to three in five Francophones are watching English-language TV and movie content—half of those are doing so weekly.

The MTM's Sneak Peek Report, as well as the English- and French-language Media and Technology Adoption Reports and the most recent Spring 2018 data set, are all available to subscribers on the MTM Portal.

To access a free version of the Sneak Peek Report, [click here](#).

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.