



## HOW ARE CANADIANS TUNING IN?

**July 20, 2017** - 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, music streaming services, podcasting or online AM/FM radio stations - the content is widely available and accessible on nearly any internet-connected device. This MTM report looks at overall online audio trends, the popularity of various platforms and how Anglophones use them.

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

- Streaming audio continues to be a popular online activity among seven in ten Anglophones, especially among the millennial set, students and those with young children living in the home;
- When it comes to streaming audio, YouTube is the most popular way to listen. While the service is intended primarily for video hosting, 57% of Anglophones use YouTube to stream music;
- Despite the popularity of online audio, Anglophones are still investing more time on AM/FM radio via a receiver.

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