



DISCOVER HOW CANADIANS USE MEDIA AND TECHNOLOGY FROM COAST TO COAST!

December 7, 2017 – The Media Technology Monitor (MTM) releases a new series of reports on media and technology use in several different Canadian markets, highlighting the similarities and differences across regions, provinces and major cities. The advantage of MTM’s large and robust samples sizes is that it can provide reliable information and insights for particular markets of interest in Canada.

These reports provide readers with in-depth information on their respective markets – and contrast them with the Canadian marketplace as a whole - detailing variables from digital TV penetration and Internet service to smartphone and tablet usage. These reports also look at ownership of media devices like Apple TVs and wearables, as well as their usage of social media and online TV services such as Netflix.

Eleven different markets across Canada are included in this series: city-level reports for Toronto, Vancouver, Quebec City and Montreal (with separate Anglophone and Francophone reports); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba / Saskatchewan. An additional report, comparing the highlights of Francophones in the province of Quebec to those outside Quebec is also available.

Some of the highlights from the [Market Report Series](#) report include:

- Alberta, Manitoba and Saskatchewan residents lead the country in the ownership of smartphones, particularly iPhones.
- Those who live in urban centres – like Toronto and Montreal – use LinkedIn more than other Canadians.
- Netflix is popular in Atlantic Canada, Alberta and British Columbia, and these regions’ residents are more likely to subscribe to the service.
- YouTube is the most popular service among Montreal’s Anglophones, especially when it comes to streaming music.
- British Columbian residents are the most likely to be TV My Way viewers, which is those who only watch TV via online streaming services such as Netflix and Amazon Prime.
- Montreal and Quebec City residents are more likely to watch a TV News Channel as well as reading online news than the rest of Canadians.

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