

2019



ADOPTION REPORT
Anglophone Market



Introduction

This report is a summary of penetration trends for many of the technologies measured by the MTM.

The report covers audio and video technologies delivered over traditional, Internet and mobile platforms.

The technologies are presented in relation to the different stages of technology adoption, starting with the Innovation stage and ending with the Decline stage.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the telephone portion of the surveys conducted between the Fall of 2014 and the spring of 2019.* Further data is available via the Trending Tool on the MTM-OTM Portal.

*Data in this report coming from the online portion of the survey will be identified with this symbol +.