



# MEDIA TECHNOLOGY ADOPTION

# '17 SPRING

ANALYSIS OF THE ENGLISH-LANGUAGE 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 Spring 2017 survey unless otherwise noted.\*

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