



**MEDIA
TECHNOLOGY
ADOPTION**

'16
FALL



Introduction

- + Consumer adoption models are typically designed to forecast the adoption of technologies. The consumer adoption model in this report considers new technologies, maturing technologies and also considers the decline of older technologies measured by the MTM and presents them in relation to the different stages of technology adoption, starting with the Innovation stage and ending with the Decline stage.
- + Plotting new and old technologies within an adoption model is informative because it allows companies to think strategically as they connect audiences and customers through traditional and new platforms.
- + 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 Fall 2016 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 +.*