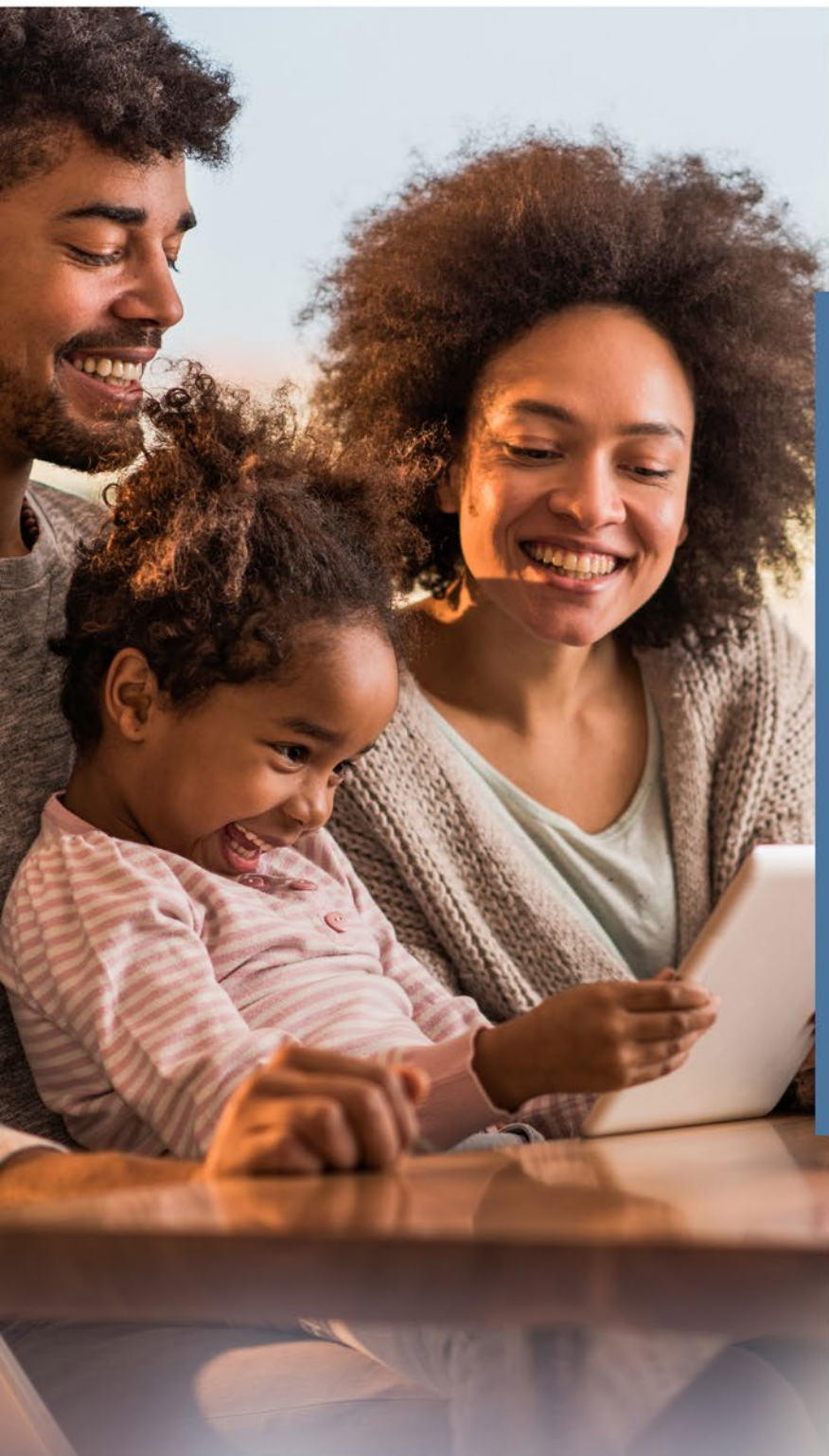




# ADOPTION REPORT



## 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 Fall 2018 survey unless otherwise noted.\*

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




Please visit the MTM portal to access other MTM reports, data summary tables and our interactive data analysis tool.

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