



Multitasking – TV and the Internet

Analysis of the English-Language Market

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See Appendix for permissible uses

Table of Contents

+ Introduction.....	3
+ Executive Summary	4
+ Multitasking: TV and the Internet	6
+ Homes Designed for Multitasking.....	17
+ Are Heavy Multitaskers more interested in Online TV than TV on a TV set?.....	23

Appendix 1: Survey Methodology and Permissible Uses

Appendix 2: Demographics



Introduction

- + With the increasing prominence of Internet-connected devices it's easier than ever to get online and to do more while using these devices. One of the ways Canadians can multitask with the Internet is when they are watching television.
- + This report looks at Anglophone Canadians who use the Internet while they are watching TV.
- + 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 online portion of the survey unless otherwise noted*.

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