



Cell Phone Revolution

Analysis of the English-Language Market

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Introduction



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As mobile continues to experience growth, the narrative of its expansion is becoming almost universal in the Canadian market. Today, the cell phone landscape is leading the way in a world full of technology allowing us to stay connected and informed at all times.

This report examines the use of mobile phones with a focus on the increasing ownership of smartphones, exploring market trends, smartphone activities and the companies that provide wireless service.

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 phone portion of the survey unless otherwise noted.*