



Virtual Reality

Analysis of the Canadian Market

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Introduction



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One of the “newest” media technologies in the Canadian marketplace is Virtual Reality. New developments both in content and hardware and a greater marketing focus aimed at individual consumers have created opportunities for more Canadians to experience VR either through owning a headset or via in-store demonstrations. Major companies like Google and Facebook are getting involved in with VR products and software.

This mini-report provides an early look into the use and ownership of VR headsets.

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 +.*