



# Streaming Video and Online TV

## Analysis of the English-Language Market

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# Introduction



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There is an endless amount of video content hosted online and anyone with an Internet connection has the ability to post or view it. TV content has also made its way online and is hosted through a wide range of streaming sites/apps.

This report examines how Anglophones are consuming these types of content.

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.\*



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