



# Watching TV in a Language other than English or French

Analysis of the Canadian Market

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# Introduction



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Canada is a very diverse country. While we often talk a lot about the English and French languages, Canada has many people who are fluent whose mother tongues are other languages. With so many languages being spoken, there is interest for media content in some of these other languages.

This report looks at Canadians who watch TV and movie content in languages other than English and French.

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 Fall 2018 survey unless otherwise noted.\*\*