



Second Screen Interaction

Analysis of the Anglophone Market

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For Internal Distribution Only

See Appendix for permissible uses

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Second Screen Interaction – English-Language Market

Introduction

- + Anglophones are using electronic devices and the Internet to interact with television programs in new and exciting ways. This report explores the many “Second Screen” activities people perform as they engage with the television they watch.
- + This year the Media Technology Monitor (MTM) incorporated a mixed-methodology approach which included 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 +.