



# Streaming Media on Smartphones

## Analysis of the Anglophone Market

October 1, 2015



**For Internal Distribution Only**  
See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Uses

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# Introduction

- + Smartphones allow owners to not only communicate via telephone, text and email, but to consume online media such as audio and video content. This report looks at the consumption of audio, video and TV content via smartphones.
- + 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 +.