



YouTube – Who and How?

An Analysis of the Canadian Market

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YouTube – Who and How? – Canadian Market



Introduction

- + Since its launch in 2005, YouTube has become one of the biggest online video sharing platforms ever. The site now has over 1 billion users and has 300 hours of new content uploaded every minute*. This report outlines how Canadians are making use of the ever expanding site.
- + 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 phone portion of the survey unless otherwise noted.**

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

