



Streaming Video

Analysis of the English-Language Market

Issued: April 26, 2016



**Media Technology
Monitor**
www.mtm-otm.ca

For Internal Distribution Only
See Appendix for permissible uses

Table of Contents

- + Introduction 3
- + Executive Summary 4
- + Choices are Expanding 5
- + Internet Video 7
- + Internet TV..... 23

Appendix 1: Survey Methodology and Permissible Use

Appendix 2: Demographics

Introduction

- + This report outlines trends in the use of Internet video and TV in Canada, including what sources are used and how much time is invested.



- + 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 +.