



Four Screens

Analysis of the English-Language Market

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Introduction



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As technology continues to evolve, Canadians are able to access the Internet on a variety of devices. With a number of options for Internet screens, many Canadians are not limiting themselves to only one. Many will engage in certain activities on a particular screen and others on other screens.

This report profiles Anglophones who own the four primary devices for Internet usage – the computer, smartphone, tablet, and Internet-connected TV.

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 survey unless otherwise noted.*



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