



Who and Where? How Canadians Share Content Online

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Media Technology
Monitor
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For Internal Distribution Only
See Appendix for permissible uses

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Appendix 1: Survey Methodology and Permissible Uses



Introduction

- + With the rise of social media, and the prominence of Internet-connected devices, sharing content online is easier than it has ever been before.
- + This brief report provides a look at two types of content Canadians share online: videos and news articles. More specifically, it reviews who is sharing this content and where (i.e. social networks, text message or emails) they are sharing it.
- + 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 online portion of the survey.

