



Music Streaming Services: A Game Changer for Online Audio

Analysis of the English-Language Market

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Introduction



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The demands of the Canadian listener are more challenging to pin down than ever before. They have a strong desire for curated, on-demand content. This appetite is fulfilled through music streaming services (MSS). Major companies including Apple and Google have created their own services and now Canadians are taking notice.

This report focuses in particular on Anglophones use of music streaming services. Highlights include their demographics, use of different services available and devices used to access this type of content.

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 unless otherwise noted.*

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