



Online & Digital Media News – MTM finds Indigenous Canadians are bigger social media and SVOD users

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Media Technology Monitor (MTM) has released a report on media and technology usage by Canada's Indigenous population (First Nations, Métis, and Inuit). Encompassing survey participation in Cree and Inuktitut, in addition to English and French, key findings from the Indigenous Peoples and Media Technology report include that Indigenous Peoples are more likely to own internet-connected TV sets, game consoles, and smart speakers. However, their adoption of other technologies such as smartphones, tablets or computers/laptops remains similar to the general population. Subscription video on demand (SVOD) services are more common among Indigenous Peoples. Just under nine in 10 Indigenous Peoples subscribe to an SVOD service, compared to 78% of the general population. Past month social media usage is also higher among Indigenous Peoples, driven largely by higher use of Facebook, Instagram, TikTok and SnapChat. While many have a home internet connection, just over a quarter of those living in the North report that their ability to access content is "always" or "often" affected by the quality of their home internet service.