



Media Technology Monitor (MTM) has released Indigenous Peoples and Their Use of Media and Technology From Region to Region

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Media Technology Monitor (MTM) has released Indigenous Peoples and Their Use of Media and Technology From Region to Region. Highlights of the report include the finding that subscription service usage varies across regions. While three in five Indigenous individuals have a paid TV subscription, such as cable, fiber optic, or satellite, the prevalence is higher in Atlantic Canada (79%), Quebec (71%), and the North (75%), and conversely, lower in British Columbia (53%). Four out of five Indigenous individuals own a connected TV set, with smart TVs being the primary means of internet connectivity. Linear TV remains the dominant form of viewing, reaching its peak in the North at nearly five hours above the average, however online video viewing has surged, constituting over half of all TV/video viewing, driven largely by the use of subscription video-on-demand (SVOD) services. Radio also achieves its highest levels in the region.