



TV & Film News – CMPA unveils Prime Time lineup

Source:: Broadcast Dialogue

Date: 01/18/2024

Media Technology Monitor (MTM) has released three new reports surrounding discoverability of TV shows, movies, music and podcasts. Recommendations from friends, family, and colleagues remain the most popular way of discovering new content for both teens and adults. MTM found Francophones more likely to rely on TV and radio ads than anglophones to discover TV shows (47% vs 32%). Nearly half of music listeners (49%) say that they find new music via AM/FM radio. When it comes to promotional campaigns or marketing, teens are more likely to mention social media than advertising. A third of teens (32%) say they find out about new content via social media.