



NEW CANADIANS ARE SMARTPHONE OWNERS AND ONLINE TV WATCHERS, SAYS MTM

Source: CARTT

Date: 03/16/2021

OTTAWA — Almost all new Canadians own smartphones and watch YouTube videos, but they're not so big on subscribing to traditional TV services, according to a new report from CBC/Radio-Canada's Media Technology Monitor (MTM).

MTM's newly launched report product, MTM Newcomers, focuses on the media consumption habits of new Canadians who have come to Canada within the past five years.

Based on MTM 18+ data, the report includes the following findings:

- 99% of those who report arriving in Canada in the past 10 years say they have a smartphone, with 57% owning an iPhone, compared to 49% of those who were born in Canada.
- More than half of survey respondents who arrived in Canada within the last 10 years say they choose to watch "TV My Way" (i.e., they watch TV content via the Internet) — "As a younger group, they are less interested in subscribing to a traditional service and (are) embracing Subscription Video On Demand (SVOD) services such as Netflix or Amazon Prime Video," reads an MTM press release highlighting some of the report's findings.
- Newcomers to Canada are big fans of YouTube, both for video and music content: 95% of those who arrived within the last 10 years say they watch videos on YouTube, and 93% stream music via the site. This compares with three-quarters among the rest of Canadians who watch videos on YouTube and less than two-thirds who use YouTube for music content.

For more information about the MTM Newcomers report, please click [here](https://cartt.ca/new-canadians-are-smartphone-owners-and-online-tv-watchers-says-mtm/).