



MEDIA TECHNOLOGY SURVEY

Source: NLogic

Date: 03/28/2022

The Media Technology Monitor (MTM) is Canada's leading survey in the area of technology ownership and use.

The ever-changing shift in technology continues to impact how consumers behave, not just in what they buy and how they use it, but also their intentions and expectations. Keeping up with these shifts has never been more important. History has shown just how quickly a shift in technology can bring a brand to the top (Netflix) and just as quickly make them disappear (Blockbuster).

Staying on top of these shifts and what they mean for you and your brand is a constant challenge.

With Media Technology Monitor, we can give you the latest data on Canadians behaviours and brand preferences around technology filtered by demographic, language or region, for areas such as:

1. OTT (over-the-top video content)
2. Smart devices including mobile and smart speakers
3. Online audio and streaming
4. Social Networks
5. News and sports content

The fall 2021 release explores our top findings on how Canadians are redefining their media habits as we continue to emerge from the pandemic.

Highlights from the fall 2021 survey

- Despite the new options available, SVOD subscribers still say that Netflix is their favourite service, followed by Amazon Prime Video and Disney+. However, Canadians aren't just subscribing to one service anymore and SVOD stacking is more common than ever.
- With rising costs across the board, how are Canadians feeling about what they can afford when it comes to media and technology subscriptions? Concern about rising costs isn't just among lower income households, even affluent households are feeling the pinch with nearly three in five concerned about the rising costs of media services.

- Gaming continues to play an important role in entertainment as more than half of online Canadians play some sort of video game. While game consoles are typically more used by males than females (30% vs 15%), females are significantly more likely to play games on their smartphone or tablet than males (66% vs. 35%).
- The majority of Canadians (70%) continue to subscribe to a traditional TV service; however, SVODs now also hold a large piece of the market with 77% of Canadians subscribing. That same trend is seen among diverse Canadians who are less likely to be subscribing to a traditional TV service and much more likely to have SVOD subscriptions - this includes racialized Canadians, newcomers, Indigenous Peoples and Canadians with disabilities.
- With a multitude of TV and video options at their disposal, how are Canadians discovering what to watch? Recommendations from friends and family is the most common way of discovering new TV and video content. Personalised suggestions through algorithm based software and social media are increasingly also among the top ways Canadians are discovering.