



MTM releases sneak peek at new data; includes insight into Northern Canadian media habits

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OTTAWA – Media Technology Monitor (MTM) today released a sneak peek report for its Spring 2021 data analysis of Canadian media habits.

The report “explores our top findings on how Canadians are redefining their media habits as we slowly emerge from the pandemic,” a press release says.

MTM, a division of CBC, included data for Northern Canada (Yukon, Northwest Territories and Nunavut), which shows satellite television “is more than twice as common in the North than in the average Canadian household,” although cable television is the primary way Northern Canadians receive television signals, according to the release.