



## SATELLITE TV PENETRATION HIGH AMONG INDIGENOUS HOUSEHOLDS, MTM SAYS

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OTTAWA – Media Technology Monitor (MTM), today released its Indigenous Peoples and Media Technology report, which looks at how Indigenous Peoples of Canada (First Nations, Métis, and Inuit) are consuming media and adopting technology.

This report builds on an MTM report released last week on the media habits of Canadians in the north. This is the first time “MTM has added an oversample among Indigenous communities, and in the North,” a press release reads.

The report released today seeks “to improve our knowledge of the media and consumption patterns among the Indigenous community.” It shows Indigenous Peoples are “as likely to have a smartphone, tablet, or smart speaker as do other Canadians,” but “are less likely to own a computer or laptop,” the release says.

The report also highlights that “Indigenous Peoples are slightly more likely to watch content on SVODs or on YouTube than the average Canadian. Music on YouTube is also more prevalent with this group.”

MTM further found Internet service penetration is high among Indigenous Peoples, but it can be dependent on where people live. “Whether it be remote or more urban settings, they may not have the same access to high-speed internet or fibre optic TV. Satellite TV penetration is much higher among Indigenous households for this reason.”