



## THREE QUARTERS OF ANGLOPHONES HAVE TVS CONNECTED TO INTERNET, MTM SAYS

Source: CARTT

Date: 12/16/2021

OTTAWA – Media Technology Monitor (MTM), a division of CBC/Radio-Canada, today released a report on connected TV, which says almost three quarters of anglophones have TVs that are connected to the Internet.

“As Subscription Video on Demand services (SVODs) have become more prevalent, so have Internet-connected TVs,” says an MTM press release.

“Younger anglophones and households with children are the most likely to be connecting their TV sets,” the release says.

MTM found growth in connected TVs mirrors growth in SVODs and that “half of YouTube viewers with a connected TV watch content on that screen.”

The new report also highlights that media devices are even more popular than Smart TVs for making the connection. “Devices such as the Apple TV, Chromecast, or Roku are used by half of those who connect their TV sets to the Internet. Game consoles are also popular to connect the TV and are used by one quarter of anglophones,” the press release says.