



## CANADIANS WANT SMARTER, PRETTY PICTURES, SAYS REPORT

Source: CARTT

Date: 19/03/2020

TORONTO – The latest Media Technology Monitor report shows Canadians are increasingly opting for higher definition and web-connected televisions. According to its latest release (subscription required), over a third of Anglophone households have Ultra HD TV sets and those folks report spending more time watching video content than those who don't own them, says MTM. Also, more than 62% of Anglophone households have Internet-connect TV sets. Francophones report less. While the majority of Anglophone households have smart TVs, “a fifth of smart TV owners don't connect it to the Internet and only 40% of them use its built-in connection,” says the MTM.