



HOUSEHOLDS WITH TEENS MORE LIKELY TO HAVE PAID TV SUBSCRIPTION: MTM

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OTTAWA - A new report by the Media Technology Monitor (MTM) seeks to understand how mediums like OTT services and the dominance of smartphones has had a broader impact on media usage in families.

Modern Families and Modern Technologies: An Overview of Canadian Households profiles Anglophone families and their ownership of media technology.

Key findings from the Families Report include:

- There is a notable difference between different family composition groups in terms of household TV reception. Households with children under 7 are more likely to be getting their TV content online. On the other hand, households with teens are more likely to have a subscription service such as cable, satellite, or fibre optic than the typical Anglophone household.
- Households with children are more likely to own any and all Internet-connected devices. It is more likely to find all of computers, smartphones, tablets, Internet-connected TV, and smart speakers in households with kids, as well as game consoles.