



ACCORDING TO NEW MTM REPORT: CRAVE, AMAZON PRIME VIDEO AND NETFLIX CONTINUED GROWTH IN 2019

Source: CISION

Date: 06/26/2019

OTTAWA, June 26, 2019 /CNW/ - The Media Technology Monitor (MTM), a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada), today announced the release of its latest Sneak Peek Report. The Report, which provides trend information in the area of technology ownership and usage, is based on the spring survey of telephone interviews with 4,000 Canadians and is released twice annually.

Key findings from the Sneak Peek include the following:

- Watching video on a cell phone has become a popular activity for many Canadians with 64% reporting doing so. Those who do are much more likely to have a newer model of phone purchased with the past two years.
- The world of audio has expanded, Canadians are increasingly listening to audio online across many platforms and devices. Over the past 5 years, online audio listening has grown from 63% to 72%.
- While just over a third of Canadians consider themselves to be well informed when it comes to current events, approximately 1 in 7 consider themselves to be poorly informed.
- Smart speaker penetration has doubled over the past year with 19% of Canadians owning one. When it comes to the activities Canadians are performing on a smart speaker, streaming music remains the number one activity among owners with 77% of them streaming music on their device.
- OTT subscriptions continue to grow with 65% of Canadians subscribing to an Over-the-Top service. This growth is partly coming from the smaller, more recent OTT offerings such as Crave and Amazon Prime Video.

The MTM's Sneak Peek Report, as well as the English- and French-language Media and Technology Adoption Reports and the most recent Spring 2019 data set, are all available to subscribers on the MTM Portal.