



READY. SET. GAME! – GET THE LATEST ON ANGLOPHONES, GAMING AND E-SPORTS WITH THE MTM

September 13, 2018 - In their latest report, the Media Technology Monitor (MTM) hones in on gaming. As this medium has changed rapidly and is reaching wider audiences than ever, it's important to take a detailed look at this complex phenomenon. Video gaming has become so widespread that it has now led to the development of e-sports, a new billion dollar industry focused on gaming at a competitive level and live broadcasts or streams of these events.

This report looks at several groups; game console owners, those who play video games online, those who watch video game content and e-sports. Key insights from our newest data on **Gaming** include:

- Gaming is more prevalent than ever before for Anglophones with 51% of households owning a home game console.
- Interest in this pastime has been strong enough to generate a distinct subsets of gamers – those who watch gaming content online. They now represent nearly 1 in 5 Anglophones.
- Among game console owners, 8% are now watching e-sports. They are tuning into competitive video gaming events, often hosted via YouTube or Twitch.tv.

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at <http://www.mtm-otm.ca> or call: 1-855-898-4999.