



ARE YOU A SPORTS ENTHUSIAST?

FIND OUT HOW THIS UNIQUE GROUP IS CONSUMING SPORTS CONTENT WITH THE MTM'S LATEST RELEASE!

October 11, 2018 - The Media Technology Monitor (MTM) is pleased to release the Sports Enthusiasts Report.

Canadians love their sports, and with the abundance of options available to them, where do they go to watch? Whether it's checking the scores online, watching a sporting event on TV, reading the sports section of the newspaper or streaming sports online, sports enthusiasts have any number of ways they can access the content they love.

The latest Sports Enthusiasts Report draws on this unique group of heavy sports consumers as it looks at who they are, where they go for content and what platforms they are using to enjoy the sports they love.

Highlights from the [Sports Enthusiasts Report](#) include:

- Sports play a prominent role in the media consumption habits of Anglophone Canadians. Nearly half of all Anglophones consume sports content at least once a week;
- Francophone Canadians are heavier consumer of sports content than Anglophones;
- Television remains the primary source for sports content with sports enthusiasts being more likely to subscribe to a TV service – but mobile devices are becoming increasingly popular for checking sports on the go.

To access the full report or for more information on the MTM, please visit our Portal at www.mtm-otm.ca. Stayed tuned in the Winter of 2019 for more data on how Canadians consume sports content, including OTT services that specifically host this kind of content.