



THE MEDIA TECHNOLOGY MONITOR (MTM) RELEASES A NEW REPORT EXPLORING THE MEDIA HABITS OF ANGLOPHONE FAMILIES

March 14, 2019 – The Media Technology Monitor (MTM) releases a brand new report focused on how Anglophone families are consuming both traditional and online media. Media technologies have shifted drastically in the last decade alone, giving rise to innovative new ways to access content. It is vital to understand how mediums like OTT services and the dominance of smartphones has had a broader impact on media usage in families

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, via TV My Way. 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. You are more likely to find all of computers, smartphones, tablets, Internet-connected TV, and smart speakers in households with kids.
- Game consoles are much more common in households with children, particularly those with teenagers at home. Households with teens are nearly 80% more likely to own a game console than the average Anglophone household.

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 www.mtm-otm.ca or call: 1-855-898-4999.