



TV TECHNOLOGIES

Ottawa – March 19, 2020 - The MTM releases its *TV Technologies* report highlighting ultra HD TVs, smart TVs and Internet-connected TVs.

This report explores Canadians' use and ownership of TV technologies. In addition to high resolution screens, TVs can also be connected to the Internet via various means. As a result, Canadians now have access to additional content over and above what traditional TV offers.

Highlights from the *TV Technologies* report include:

- Over a third of Anglophone households have Ultra HD TV sets. They report spending more time watching video content than those who don't own them.
- Five in eight Anglophone households have Internet-connect TV sets, which makes them more likely than Francophones to own this technology.
- The majority of Anglophone households have smart TVs. However, a fifth of smart TV owners don't connect it to the Internet and only 40% of them use its built-in connection.

During this time of change and uncertainty please be assured that the MTM team will remain accessible and will continue to provide the full professional support and service to clients. Our clients remain our top priority and we will continue to provide the latest on media and technology research as our team works remotely.

[VIEW REPORT](#)

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 cell phone only sample), the MTM has spoken with over 150,000 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 toll-free: 1-855-898-4999 or locally 613-288-6231 | Jenny.Meadows@cbc.ca