



CANADIAN VIEWING PROFILES

January 17, 2019 – The Media Technology Monitor (MTM) releases its Segmentation Analysis report.

There is interest in the industry to understand how various audiences connect and interact with media content. This report looks at the different viewing profiles of Canadians based on self-reported MTM TV/video viewing data. It identifies and describe five different viewing profiles based on their demographics, their viewing habits, and their subscription to various services: Traditionals, Testers, Hybrids, Have It Alls and Online First.

Key findings from the [Segmentation Analysis report](#) include:

- Nearly half of all Canadians watch a combination of traditional and online content.
- The Traditionals spend 90% or more of their time viewing TV and video content on a TV set through a paid TV subscription service (e.g. cable, satellite).
- The Testers still rely heavily on traditional platforms but are starting to access some of their content through OTT services and online - 60% to 90% of their viewing time is spent with traditional platforms.
- The Hybrids split their viewing time evenly (40%-60%) between traditional and new platforms choosing the one that best suits their needs for the occasion.
- The Have it Alls have started to rely more heavily on digital platforms for their TV and video content (60% to 90%), but traditional platforms aren't gone completely from their viewing habits.
- The Online First segment spends 90% or more of their time viewing TV and video content through online platforms and OTT service like Netflix.

This report is now available on the MTM Portal!

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.