



STREAMING MEDIA AND STREAMING MUSIC: CHECK OUT THE MTM'S LATEST REPORTS

August 30, 2017 - The Media Technology Monitor's (MTM) releases two new reports: Streaming Media on Smartphones and Music Streaming Services.

The first report focusses on the topic of audio, video and TV consumption via a smartphone. With larger data plans, Wi-Fi access and faster Internet speeds - smartphones allow owners to not only communicate via telephone, text and email, but to consume online media as well.

Highlights from the MTM's [Streaming Media on Smartphones](#) report include:

- As smartphone penetration continues to increase, it's no surprise that the streaming of audio (43%), video (51%) and TV (23%) has also grown among Canadian Anglophones.
- Brands of smartphones affect streaming of media - iPhone and LG owners are the biggest consumers of streamed media on their phones.
- Among Anglophones who have both a smartphone and a tablet, more choose the tablet for streaming TV than choose the smartphone likely favouring a larger display.

In the second report released, the MTM examines Anglophones use of Music streaming services. The demands of the Canadian listener are more challenging to pin down than ever before. They have a strong desire for curated, on-demand content. This appetite is fulfilled through music streaming services. Major companies including Apple and Google have created their own services and now Canadians are taking notice.

Highlights from the MTM's [Music Streaming Services](#) report include:

- One third of Anglophones listen to music streaming services - students and those aged between 18-34 are among the most likely to listen;
- Unlike other types of online audio, smartphones surpass computers as the mostly commonly used devices to listen to music streaming services.
- While YouTube is the most popular option in terms of music streaming services, within the last year, Spotify and Apple music have experienced double digit growth.

For more information on the MTM, please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999