



ONLINE AUDIO REDEFINED

FIND OUT WHICH MUSIC STREAMING SERVICES ARE MOST POPULAR IN THE MTM'S LATEST REPORT RELEASE

October 25, 2018 – 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. In this release the MTM focuses specifically on music streaming services and the Anglophone Canadians who use them.

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

- One-third of Anglophones now listen to a music streaming service. As with other forms of online audio, Gen Zs (18-29), Gen Ys (29-37) and students are the most likely to use a music streaming service;
- Smartphones have solidified their position as the mostly commonly used devices to listen to music streaming services among Anglophones (77%) ahead of computers (66%), tablets (31%) and smart speakers (16%).
- YouTube is the most popular music streaming service, but other options show more potential for growth. Though 93% of music streaming service listeners are using YouTube, a slight increase over 85% last year.

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 or call: 1-855-898-4999.