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The Connected TV

The MTM releases its Connected TV Report. There are many screens available to Canadians to access the Internet, but one of the most popular devices for Internet access is the TV screen. As Subscription Video on Demand services have become more prevalent, so have Internet-connected TVs. This report gives an overview of the use of Internet-connected TV sets in the anglophone market.

Highlights from this report include:

- Nearly three quarters of anglophones have connected their TV sets to the Internet. Younger anglophones and households with children are the most likely to be connecting their TV sets.
- The growth in Internet-connected TV mirrors the growth in Subscription Video on Demand services. In addition to SVODs, we find that half of YouTube viewers with a connected TV watch content on that screen.
- While Smart TVs are popular devices for making the connection, media devices are even more popular. Devices such as the Apple TV, Chromecast, or Roku are used by half of those who connect their TV sets to the Internet. Game consoles are also popular to connect the TV and are used by one quarter of anglophones.

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 200,000 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.