



AVODs, Connected TVs and News Avoiders - Find out the Latest MTM Trends!

The latest season of the MTM 18+ data has arrived!

MTM 18+ | February 23rd, 2023

The MTM releases its Fall 2022 Sneak Peek report which comes with new insights on Internet-Connected TVs, the polarization of social media, Ad-based Video on Demand (AVOD) and much more. This report provides a brief overview of the top five new and interesting findings of media activities and technologies to help you better understand Canadians' habits. It also highlights some of what's to come from the upcoming season of reports.

Top findings from the Sneak Peek report include:

- More than 4 in 5 Canadians have watched some form of AVOD content in the past month, with most of the viewing coming from YouTube.
- Close to three quarters of all Canadians access the Internet on their TV set. The most common ways to connect the TV to the internet are: Smart TVs (51%), media streaming devices (43%), computers (22%) and game consoles (19%).
- For many Canadians, news can be overly negative and stressful. Almost one third (29%) say that they actively avoid news content. Anglophones, women and young people are more likely to be news avoiders.
- Three quarters of all Canadians have used a social network in the past month – but many are feeling that it has become more divisive as a platform; 7 in 10 Canadians think that social media is becoming more toxic, but at the same time, 1 in 5 believe that they should be able to say anything they want online.
- Persons with a disability tend to be less likely to own a cell phone than the average Canadian - 89% report owning one, compared to 94% of total Canadians.

[VIEW SNEAK PEEK](#)

Adoption Reports | Fall 2022

The English and French-language Media and Technology Adoption reports, the most recent Fall 2022 data set as well as the 2022 Sneak Peek are available now. If you are not yet registered for an MTM user account, [click here](#).

[VIEW ADOPTION REPORT](#)

Webinar

Please join us on March 30th at 1:30 PM EDT for an exciting webinar as we share some of the new findings from our Sneak Peek Spring 2022 report.

After registering, you will receive a confirmation email containing information about joining the webinar.

[REGISTER FOR WEBINAR](#)

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.