



# ***Adoption Report***

Analysis of the Anglophone Market

# Introduction

This report is a summary of penetration trends for many of the technologies measured by the MTM.

The report covers audio and video technologies delivered over traditional, Internet and mobile platforms.

The technologies are presented in relation to the different stages of technology adoption, starting with the Innovation stage and ending with the Decline stage.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the telephone portion of the Spring 2023 survey.



NOTE: The Spring 2020 survey used a different methodology and as a result. Is not included in this report.

