



Indigenous Peoples' Media and Technology Usage Across Regions

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The Media Technology Monitor (MTM) releases its comprehensive report, Indigenous Peoples and Their Use of Media and Technology From Region to Region. Representing a significant portion of Canada's population, the Indigenous Peoples (First Nations, Métis, and Inuit) remain a dynamic yet understudied component of the Canadian mosaic, especially regarding their usage of media and technology.

In a commitment to enhancing our comprehension of media consumption patterns within the Indigenous community, the MTM continues its dedicated efforts to oversample among Indigenous communities, particularly in the North. This report takes a deep dive into the intricate tapestry of how Indigenous Peoples interact with media and embrace evolving technologies.

Highlights from this report:

- **Regional Disparities in Subscription Services:** Subscription service usage varies across regions for Indigenous Peoples. While three in five Indigenous individuals have a paid TV subscription, such as cable, fibre optic, or satellite, the prevalence is higher in Atlantic Canada (79%), Quebec (71%), and the North (75%). Conversely, it is lower in British Columbia (53%).
- **Diverse Device Ownership:** Device ownership among Indigenous Peoples shows regional variations, except for smartphones, which are nearly ubiquitous. Four out of five Indigenous individuals own a connected TV set, with smart TVs being the primary means of internet connectivity.
- **Shifting Media Consumption Patterns:** The time spent with media differs among Indigenous Peoples in various regions. Linear TV remains the dominant form of viewing, reaching its peak in the North at nearly five hours above the average. Radio also achieves its highest levels in this region. However, online video viewing has surged, constituting over half of all TV/video viewing, driven largely by the use of subscription video-on-demand (SVOD) services.

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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.