



Canadians and Content Discoverability

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The Media Technology Monitor (MTM) releases three new reports that discuss the diverse methods through which Canadians explore new content for both viewing and listening.

In an ever-evolving landscape, content producers are consistently seeking innovative avenues to connect with fresh audiences. While certain methods remain firmly rooted in tradition, such as advertisements on conventional media like TV or radio, others embrace a more contemporary approach. This includes leveraging social media campaigns and personalized recommendations from online platforms. Additionally, the timeless strategy of word-of-mouth continues to play a significant role. It's worth noting that diverse content types may require distinct methods to effectively connect with new audiences.

In our most in-depth analysis surrounding discoverability yet, the two reports from the MTM 18+ So What is There to Watch? and So What is There to Listen To? look at TV shows, movies, music and podcasts among Canadians aged 18 years and older. The third report Finding Something New to Watch examines the discoverability of TV and video content among teens aged 12 to 17.

Highlights from the features three reports include:

- **Word of Mouth:** Recommendations from friends, family, and colleagues remain the most popular way of discovering new content for both teens and adults. This is true for all 4 types of content we asked about in our survey – TV, movies, music, and podcasts.
- **TV & Movies:** There is a lot of overlap in the way people find new TV shows and movies. Francophones are more likely to rely on TV and radio ads than are anglophones to discover TV shows. Just under half (47%) of francophone video viewers say they find new TV content via ads on TV and radio, while only 32% of anglophones cited that method.
- **New Music:** Nearly half of music listeners (49%) say that they find new music via AM/FM radio. While radio might be considered a more traditional way of listening to music, it still provides people with a window into new content.
- **Podcasts:** Podcast listeners use fewer methods to discover new content than what we see amongst users of other media. More than half of podcast listeners mentioned 2 or fewer of the methods listed in our survey. More than half cited 3 or more for TV, movies, and music.
- **Social Media:** When it comes to promotional campaigns or marketing, teens are more likely to mention social media than they are advertising. A third of teens (32%) say they find out about new content via social media. Social platforms can support a number of ways to promote content.

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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.