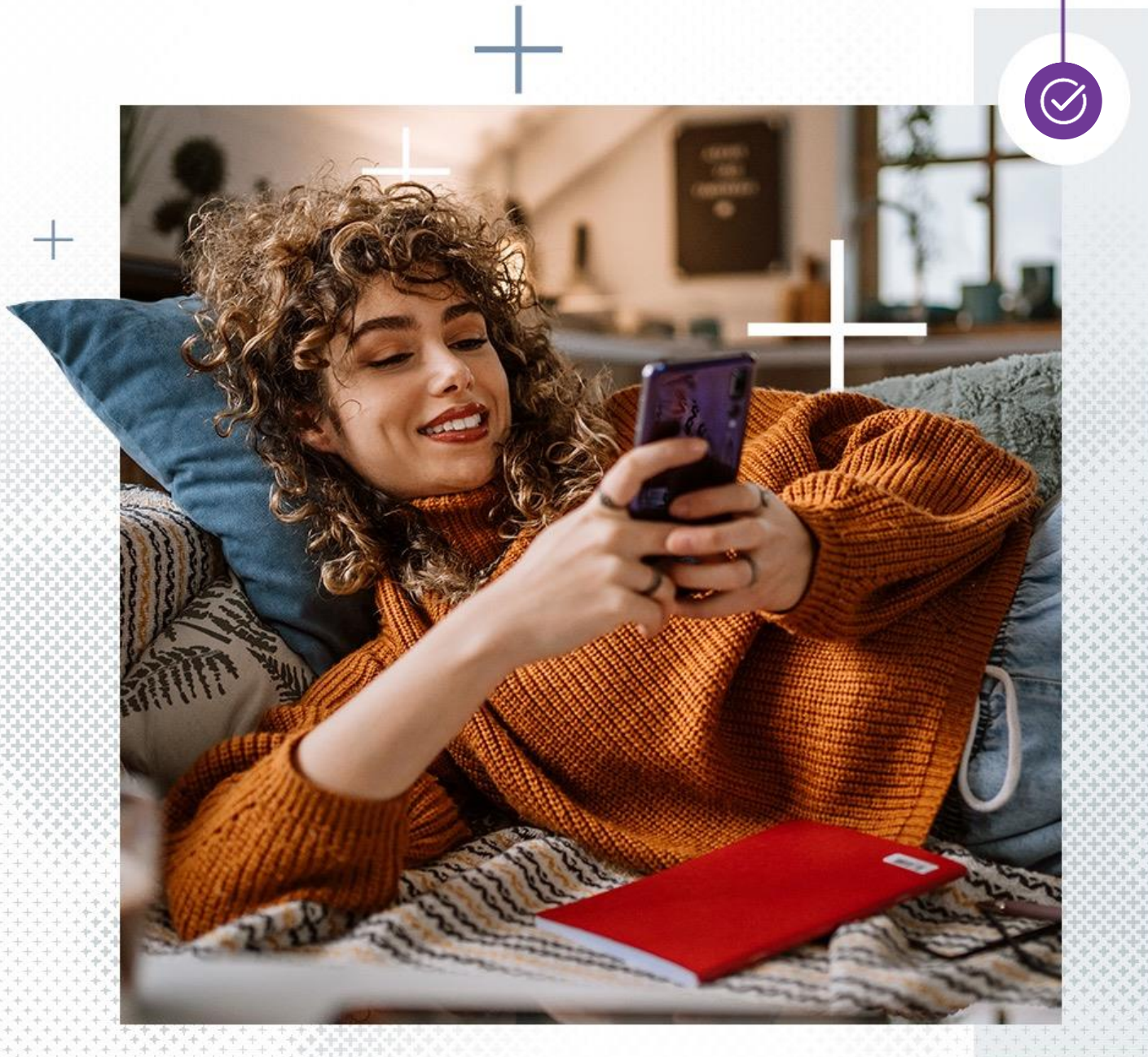




Adoption Report

Analysis of the Anglophone Market
March 7, 2023



Introduction

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

For the latest data on how key technologies have shifted over time, look no further.

All technologies presented fall into one of five stages, beginning with innovation and ending with decline.

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 Fall 2023 Survey.