



The Rise of Connected TVs

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TV sets, with their long and storied history, are now more multifunctional than ever—rivaling or even surpassing many computers, laptops, tablets, and smartphones. With more choices than ever, what does the future hold for connected TVs?

The latest reports from the MTM 18+ explore connected TV usage among the anglophone and francophone populations.

Key highlights from these reports include:

- **Ownership:** Just over three quarters of anglophone households (76%) and nearly four fifths of francophone households (78%) have a connected TV set. Canadians aged 35-49 are the most likely to have a connected TV, while these devices are less common in lower-income households.
- **Usage:** Connected TVs are the primary screen for SVOD content, regardless of the platform, and are two to three times more popular than smartphones or computers. While YouTube is more often watched on other devices, over two-fifths of anglophone and francophone viewers (41% and 40%, respectively) still use connected TVs.
- **Intermediaries:** Smart TVs with integrated wi-fi are the most common way to connect to the internet, slightly more popular than streaming devices like Apple TV or Roku (36% vs 34%). Game consoles are a more popular connection intermediary for younger anglophone connected TV owners (31%), while we find older ones are more likely to rely on a digital box from a TV service provider (27%).

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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.