



Navigating the Changing Media and Tech Landscape in Canada

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The Media Technology Monitor (MTM) releases a series of reports on media and technology penetration as well as usage in select geographic markets across Canada, highlighting similarities and differences across regions, provinces, the North and major cities. With a focus on ownership and use of media devices, services and online activities, these reports provide in-depth information on their respective markets and contrast them with the anglophone or francophone marketplace.

Twelve different markets across Canada are included in this series: city-level reports for Vancouver, Toronto, Quebec City and Montreal (with separate Montreal anglophones and francophones reports); provincial-level reports for Ontario, British Columbia and Alberta; and regional-level reports for the Atlantic provinces and Manitoba/Saskatchewan as well as an exclusive report highlighting anglophones living in the North. Lastly, an additional report comparing the highlights of francophones living in the province of Quebec to those living outside Quebec is also available.

Highlights from the market reports include:

- **Device Ownership:** Generally, device ownership is consistent across most regions. However, residents of Alberta surpass the average anglophone in ownership of most types of devices, particularly tablets;
- **News Consumption:** There are notable differences in how people access news across different regions. For example, those in the Atlantic region show higher usage of Canadian TV news channels, while those in British Columbia and Manitoba/Saskatchewan show lower usage. In Toronto and Vancouver people are more interested in online news than other anglophones;
- **Streaming Trends:** Streaming is popular across regions, with most having similar SVOD subscription rates. However, differences emerge in paid TV subscriptions. Atlantic Canadians are more likely to subscribe to paid TV services, particularly fibre optic, while anglophones in Montreal are less likely to do so;
- **Service providers:** Telus is the largest service provider in Alberta, British Columbia, and Vancouver for TV, internet, and cellphone services meanwhile Bell is a major provider in the Atlantic region, Ontario, Toronto, and for francophones outside of Quebec. These companies capture a significant portion of the market across multiple regions.

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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.