



MEDIA TECHNOLOGY MONITOR

Research with an Eye to the Future



WHAT IS THE MTM?

The Media Technology Monitor is an important tool to understand shifts in the adoption and use of media technology at CBC/Radio-Canada and for subscribers.

THE MTM IS A SINGLE SOURCE MULTI-PLATFORM MEDIA MEASUREMENT PRODUCT

The MTM was designed to be a single source multi-platform where users can examine the big picture of Canadian media consumption.



2005
MTM 18 +



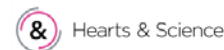
2019
MTM
Junior



2021
MTM
Newcomers

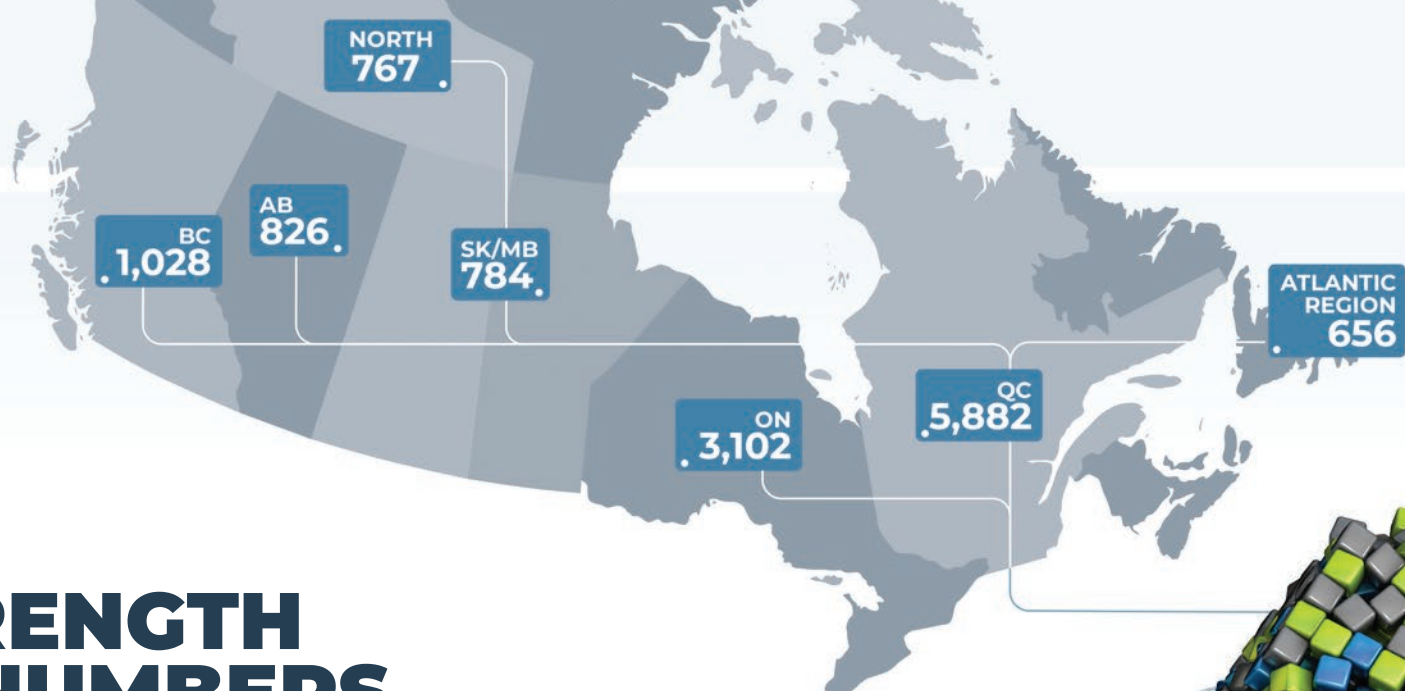
MTM CLIENTS

Join our growing list of clients spanning through various sectors: media, government, education, ad agencies, international and industry.





18+



STRENGTH IN NUMBERS

With representation across all of the provinces and territories, the MTM is not only able to provide users with a robust francophone and anglophone sample, but also market-level insight. In addition to the 9 market-level reports the MTM produces annually, subscribers can filter their own analysis by province, region or major city.



OTHER STUDIES

1,000



MTM SAMPLE

12,000
Features

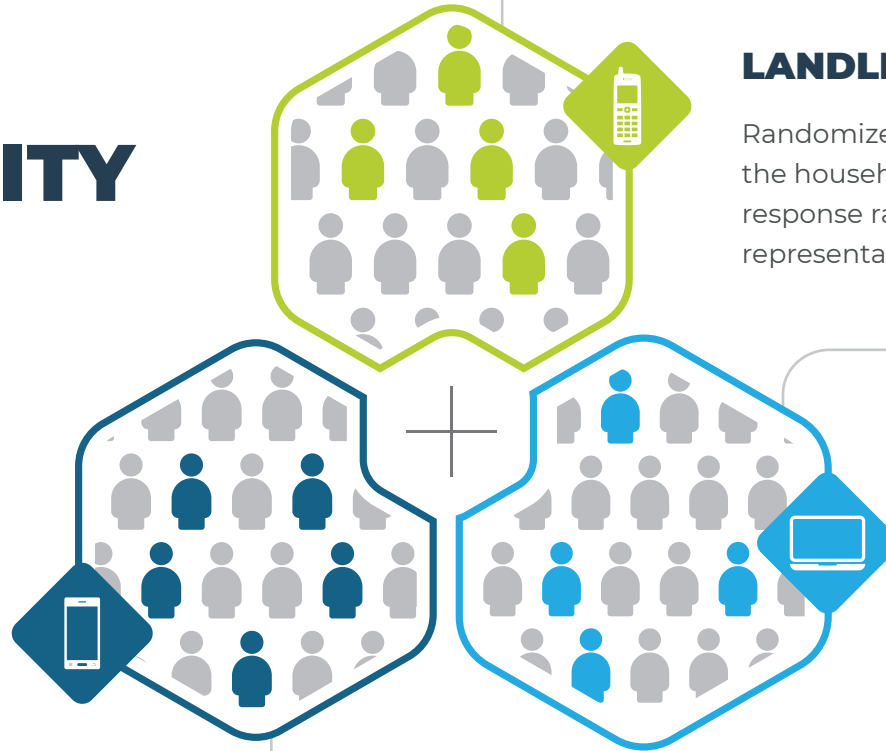
Fall n=8,000 | Spring n=4,000
6,000 anglophones / 6,000 francophones

THE MTM UTILIZES THE HIGHEST QUALITY RESEARCH STANDARDS

MOBILE ONLY

33% of our sample

Added in 2012 to reflect the growing number of Canadians without a landline



LANDLINE

Randomized selection within the household and a ~30% response rate to ensure representativeness

ONLINE

In 2014 we added a follow-up online survey which allowed us to add over 1,500 variables for analysis

MTM 18+ IS THE LONGEST RUNNING AND MOST TRUSTED SOURCE OF INFORMATION IN THE AREA OF TECHNOLOGY OWNERSHIP AND USE IN CANADA



Online Video And Television

Traditional and new platforms: SVOD, cord-cutting, TV technologies (IPTV boxes, 4K, Apple TV etc.), self-reported hours of use



Online Audio & Radio

Traditional and new platforms: AM/FM radio on a regular receiver, satellite radio, online radio, podcasts, music streaming services, watching a music video on YouTube



The Telecom Sector

Mobile phone, home phone, Internet access, TV subscribers and bundles by service providers



Subscriptions And Online News

Paper and digital platforms, devices used to access content, frequency of use



Social Networking

Social networking sites, devices used to access sites, frequency of use



Devices

Connected TVs, wearables, game consoles, video streaming devices, virtual reality headsets, smartphones, tablets, computers and smart speakers



JR. 



METHODOLOGY

Questions were asked to an online panel of 2,100 Canadian households split equally among Anglophones and Francophones. Parents answered the first part of the survey which had questions on the technology in the home (ex: TV service, Netflix subscription etc.). The second portion of the survey consisted of questions for the different age categories: children aged 2 to 6, 7 to 11 and teens aged 12 to 17. Parents responded for those children aged 11 years old and under and teens were required to respond to their own set of questions.

MTM JR. SAMPLE

2,100

Households

3,200

Children age 2-17

OVER 250 VARIABLES TO CHOOSE FROM



Device Ownership and Use

Smartphones, tablets, laptops, wearables, smart speakers



Gaming

Game console ownership, online gaming, esports



Social Networking

Sites and devices used, parental controls



Streaming Audio

Podcasting, music streaming services, devices used



Streaming Video

YouTube, SVOD services (e.g. Netflix), devices used



Household Profile Income

Income, region, household composition, language



Household Technology Profile

Paid TV subscriptions (e.g. cable, satellite), Internet access, SVOD subscriptions



Radio consumption

Consumption of AM/FM radio and audio content (traditional and online)



Newcomers 
Media Technology Monitor



欢迎



bienvenidos

ਸਵਾਗਤ ਹੈ



welcome



salubong

أهلاً وسهلاً

bienvenue



MIXED METHODOLOGY

MTM Newcomers is based on a mixed methodology consisting of online and in-person interviews. The online study was conducted at the national level by a panel and recruitment through a variety of settlement agencies, while in-person interviews took place in several major cities across Canada.



MULTILINGUAL SURVEY 11 LANGUAGES

Interviews were conducted in 8 different languages including: Amharic, Hindi, Swahili, Mandarin, Cantonese, Arabic, Punjabi, Tagalog, Spanish, English, French.



OVER 500 VARIABLES

Focusing on media behaviours as well as leisure and settlement activities.

LARGEST SURVEY ON NEWCOMERS TO CANADA!

This product provides clients with large sample sizes to ensure representivity, quality and precision



CANADIAN-BORN

800

comparison sample from all regions of Canada



DIVERSE SAMPLE

4,000

respondents including newcomers who are Canadian citizens, landed immigrants/ permanent residents, international students, temporary foreign workers, refugee claimants, and other non-permanent residents (e.g. work visa) who have come to Canada in the past five years.

UNDERSTAND THE MEDIA CONSUMPTION HABITS OF THIS GROWING SEGMENT OF THE CANADIAN POPULATION



Streaming Video

YouTube, SVOD services (e.g. Netflix, Disney+), devices used.



Household Profile

Income, region, household composition, language most often spoken at home..



Social Networking

Sites and devices used to access the most popular social media platforms (e.g. Instagram, TikTok, WeChat, Weibo, WhatsApp).



Streaming Audio

Podcasting, music streaming services (e.g. Spotify) and devices used.



Media Consumption Profile

Traditional TV and radio vs new platforms, language of consumption, domestic vs foreign consumption of content.



Device Ownership and Use

Smartphones, tablets, laptops, game consoles, IPTV/black boxes, smart speakers.



Getting Settled

Leisure activities, language apps, cultural events, community connections.



News

Language of consumption, trust in news, news sources, news channels, traditional newspapers, online news.



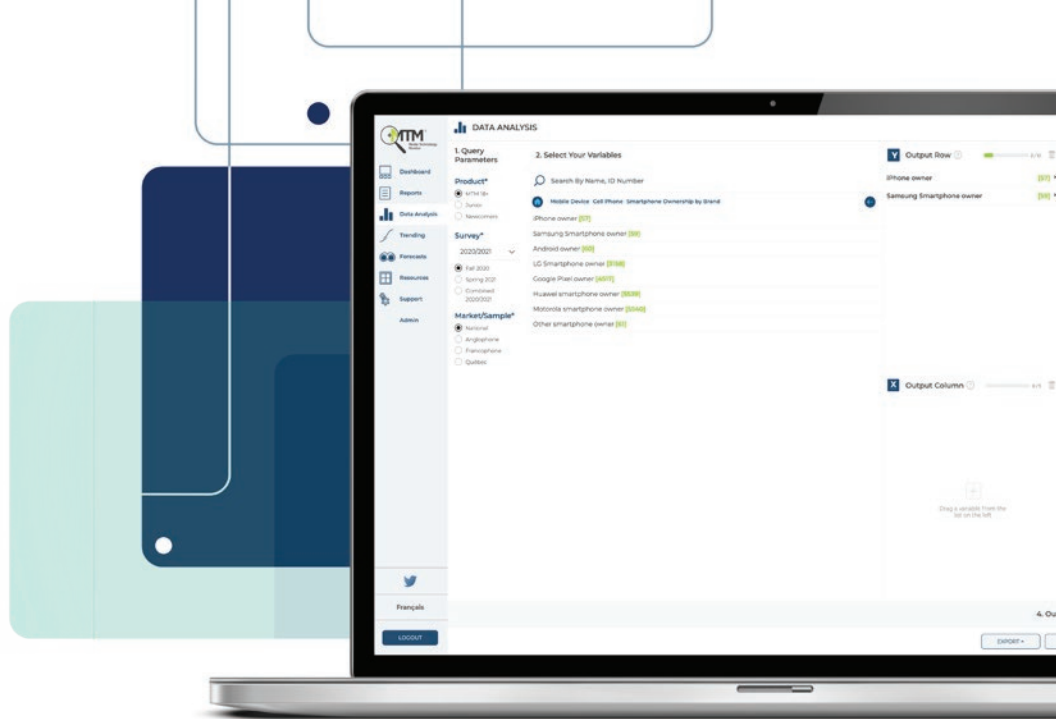
DEMOGRAPHICS BREAKS

Canadians are more diverse than ever before and understanding your current and potential customers or audiences is key. The MTM allows clients to filter by:

- Age
- Sex
- Language
- Education
- Racialized Canadians
- Members of Indigenous communities
- Community size
- Employment status
- Household income
- Family composition
- Hearing or vision impairment (*MTM 18+*)
- Immigration status (*MTM Newcomers*)
- Region of origin (*MTM Newcomers*)
- Settlement region (*MTM Newcomers*)

MASSIVE DATA & ENDLESS POSSIBILITIES

Subscription to the MTM products includes full and exclusive access to the MTM portal for all employees.



DATA ANALYSIS TOOL (DAT)

which gives users hands-on access to massive data sets in an easy-to-use format allowing for customizable analysis.



TRENDING TOOL

(MTM 18+ and JR. only)

which enables users to trend data over the years with the possibility to filter by key demographic variables.



FORECASTING TOOL

(MTM 18+ only)

which offers users reliable five-year projections leveraging a strong understanding of the media technology industry.

BECOMING AN MTM PARTNER



Unlimited seats to
MTM portal



Archived data since
Fall 2014



Two annual
surveys



All training is
included



48 hour support
response



Online &
phone support



Industry trend
presentations



Executive level
reports and
infographics



Please visit the MTM portal to [create an account](#) to access other reports, data summary tables, and our interactive data analysis tool.

1-855-898-4999

MTM.OTM.CA

MTM-OTM@RADIO-CANADA.CA

@MTMOTM