



Streaming Media on Smartphones

Analysis of the English-Language Market

Published: August 31, 2017



Introduction



Use or distribution of MTM/OTM data is governed by your organization's client agreement and may require prior approval from CBC/Radio-Canada

Smartphones are no longer a portable telephone device only. Today, they allow owners to not only communicate via telephone, text, email and other means but to consume online media such as audio and video content. With larger data plans, prolific Wi-Fi access and faster Internet speeds, streaming online video and audio content has become the new normal.

This report looks at the consumption of audio, video and TV content via smartphones.

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 phone portion of the survey unless otherwise noted.*

**Data in this report coming from the online portion of the survey will be identified with this symbol +.*