



Surrounded By Sound: Streaming Audio in 2017

Analysis of the English-Language Market

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Introduction



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When it comes to online audio, Canadians have access to a near limitless amount of choice. Free and paid options like music streaming services, online AM/FM radio streams and Podcasts are all widely available and accessible on nearly any Internet-Connected device.

This report is a broad overview of online audio, considering the popularity of its various types and how Anglophones use them.

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 +.