



OTT HOUSEHOLDS STILL LOVE LINEAR TV, TOO

Source: CARTT

Date: 08/26/2019

TORONTO – The Media Technology Monitor and MTM JR. this week released a new report that shows while online video consumption continues to grow, over-the-top video fans still love their linear TV, too.

While Netflix's growth has slowed for the first time, its competitors have experienced double-digit growth over the past season.

The key findings its latest Over-the-Top reports (which is a sampling of Canadians 2+) include:

- Among Anglophones households, Netflix is still the most popular OTT service by a large margin. In contrast to Netflix, competing services such as Crave and Amazon Prime Video have both seen a significant increase in subscriptions since last season, Crave from 10% to 16% and Amazon Prime Video from 15% to 23%.
- Traditional TV content remains popular. 72% of OTT subscribers have a paid TV service such as cable, satellite or IPTV.
- The average Anglophone spends 27.5 hours online in a typical week and Amazon Prime Video subscribers beat the average by over 10 hours in a typical week.
- 72% of Anglophone children (2-17 years) have watched an OTT service in the past month with boys between the ages of 2-6 and teenage girls between 12-17 being the most likely to consume.

The Media Technology Monitor data is based on 12,000 telephone interviews annually (including a cellphone-only sample). MTM Junior is based on an online panel of over 1,660 households split equally among Anglophones and Francophones. Of the 1,660 households surveyed, data for 2,270 children was collected. MTM is a division of CBC.