



ACTION, DRAMA, COMEDY DRIVE ONLINE STREAMING: MTM

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OTTAWA – Canadians are spending more time watching video content online and their genres of choice is largely long form action and drama, says a new report from Media Technology Monitor (MTM).

Genre Preferences for Online Viewing: Analysis of the English-Language Market examines what type of content Anglophones are watching online, as well as which genres they tend to access through various online sources.

Highlights from the report include:

- Comedy comes in as the second most popular genre to view online after action/drama;
- Men are more interested in watching sports and news content online than are women. However, men and women don't differ much in their viewing of action/drama and comedy;
- Comedy is the most popular genre on YouTube but Netflix draws in viewers with its dramas.

MTM is a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada).