

LATEST MTM RESEARCH LOOKS AT WHAT CANADIANS ARE WATCHING ONLINE

Source: Broadcast Dialogue

Date: 28/09/2018

What are Canadians streaming online?

According to the latest report from the Media Technology Monitor (MTM), action/drama is the most popular streaming genre with English-speaking Canadians, with comedy close behind.

Other key insights from Genre Preferences for Online Viewing indicate men are more interested in watching sports and news content online than women. However, men and women don't differ much in their viewing of action/drama and comedy.

The research also examined which genres people are most likely to access through specific sources.

It found that comedy is the most popular genre on YouTube, while Netflix draws viewers in with its dramas.

MTM incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report is primarily from the combined data from the online portion of the Spring 2016, Fall 2016, Spring 2017, and Fall 2017 surveys.