

## **Online video viewing up an hour a week over year: MTM**

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In the fall of 2014, Canadian anglophones spent an hour more watching online video in a typical week than they did a year earlier, according to new data from the Media Technology Monitor (MTM).

MTM, a project of CBC/Radio-Canada, said in a report released Wednesday that respondents in surveys conducted last fall indicated they spent an average of 8.2 hours viewing online video, compared to 7.2 a year before.

It also said that 80 per cent of anglophones now watch video online, compared to 76 per cent a year earlier, with streaming video becoming “the most popular form of entertainment on the Internet.”

Almost half of anglophones watch TV online, and 37 per cent watch full-length TV shows, according to the report. While shorter videos remain the most popular type of content, the report noted that there was a 10 per cent increase over the previous year in watching full-length TV shows and a nine per cent rise in watching full-length movies.

It added that nine per cent of those surveyed watch TV exclusively over the Internet, while almost half stick strictly to traditional TV sets.

MTM said Google Inc.’s YouTube is the most popular streaming site, and almost half of its viewers watch YouTube on smartphones. “Since many videos are short clips, using the small screen of a smartphone is not as big a disincentive as it might be for longer videos,” it said.

In the fall of 2014, 39 per cent of anglophones subscribed to Netflix Inc.’s service, MTM said in a separate report, up from 33 per cent last spring and 26 per cent the previous fall. It revised recent and older figures for Netflix subscription rates from those it reported in February.

A third of subscribers have been Netflix customers for at least two years, the report released Wednesday said, while 12 per cent have been subscribers for less than six months.

Younger people were more likely to have Netflix subscriptions than their older counterparts, as were individuals with more income, the report said.

The reports were both based on telephone surveys of 4,002 anglophones between Oct. 8 and Dec. 12, 2014, plus a followup online questionnaire completed by some of the those respondents. The results are accurate “within plus or minus 1.5 percentage points 19 times out of 20,” MTM said.

[www.thewirereport.ca/news/2015/04/08/online-video-viewing-up-mtm/29474](http://www.thewirereport.ca/news/2015/04/08/online-video-viewing-up-mtm/29474)