



WHAT ARE THEY STREAMING?

GET THE LATEST ON ANGLOPHONES, GENRE PREFERENCES FOR ONLINE STREAMING WITH THE MTM!

September 27, 2018 - In their latest report, the Media Technology Monitor (MTM) examines genre preferences for online streaming. As people spend more time watching video content online, they have branched out from the homemade clips of cats found on early video sites. While that type of video is still readily available on YouTube, long form content is available through any number of sites and services including Netflix and TV broadcaster websites.

This report looks at what genres of content Anglophones are watching online. We also examine which genres people tend to access through various online sources.

Key insights from our newest data on [Genre Preferences for Online Viewing](#) include:

- Action/drama is the most popular genre to view online, but other genres are also quite popular. Comedy comes in as the second most popular genre.
- 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 people in with their dramas.

This report is now available on the MTM Portal!

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cellphone-only sample), the MTM has spoken with over 140,000 Canadians (equally split between Anglophones and Francophones) over the past decade, making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at <http://www.mtm-otm.ca> or call: 1-855-898-4999.