



HUNGRY FOR CONTENT

KIDS AND TRADITIONAL TV

August 13, 2020 - The MTM JR releases a report on children and their TV viewing habits. Television has long been a key source of content for families, providing them with entertainment and educational programming. However, with the advent of streaming services such as Netflix and Disney+, as well as the trove of content on YouTube, do kids still watch traditional, linear TV? This report provides an overview of TV viewing in the context of other video sources amongst kids under 18 in the Anglophone market.

Some top findings from this report include:

- With a world of available video content at their disposal, Anglophone children continue to choose traditional TV. Two-thirds of children between the ages of 2 and 17 watch linear TV in a typical week.
- When it comes to watching TV channels, the TV set is the preferred screen for all children. While most TV channels also allow you to stream their content, few Anglophone kids watch this online exclusively.
- Among all the age groups, teens report watching the most weekly TV content, but they spend even more time watching YouTube. 7-11 year olds report spending roughly equal amounts of time across TV, Netflix, and YouTube, while 2-6 year olds skew more towards traditional TV.

[VIEW REPORT](#)

ABOUT THE MTM JR.

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 1,660 households split equally among Anglophones and Francophones. Of the 1,660 households surveyed, data for 2,270 children was collected. The MTM JR. is a product of CBC/Radio-Canada Research and Analysis.

To find out more about a subscription to MTM JR please contact please contact: Tiffany Li via email at tli@nlogic.ca or via phone at 647.438.1258.