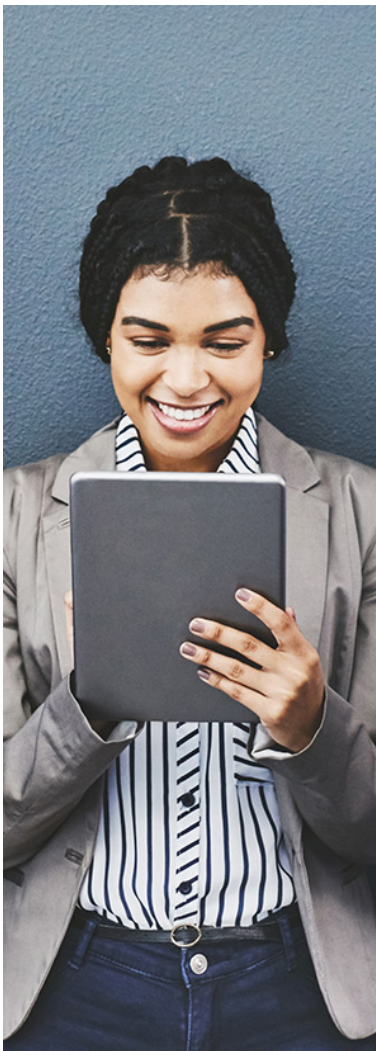




# Genre Preferences for Online Viewing

## Analysis of the English-Language Market

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# Introduction



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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.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up survey online. The data from this report comes primarily from the combined data from the online portion of the Spring 2016, Fall 2016, Spring 2017, and Fall 2017 surveys.\*