



Pass the Remote: Co-Viewing TV Content

Analysis of the Canadian Market

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Introduction



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While watching TV has increasingly become a more individualized experience, there is still a place for watching a show with someone else. In some cases, the show becomes an important shared experience within the relationship.

In this report we focus on co-viewing: watching TV shows with someone else.

The Media Technology Monitor (MTM) incorporates a mixed-methodology approach which includes a phone survey and a follow-up online survey. The questions on co-viewing were part of the online follow-up, so the data in the survey is reflective of online Canadians.