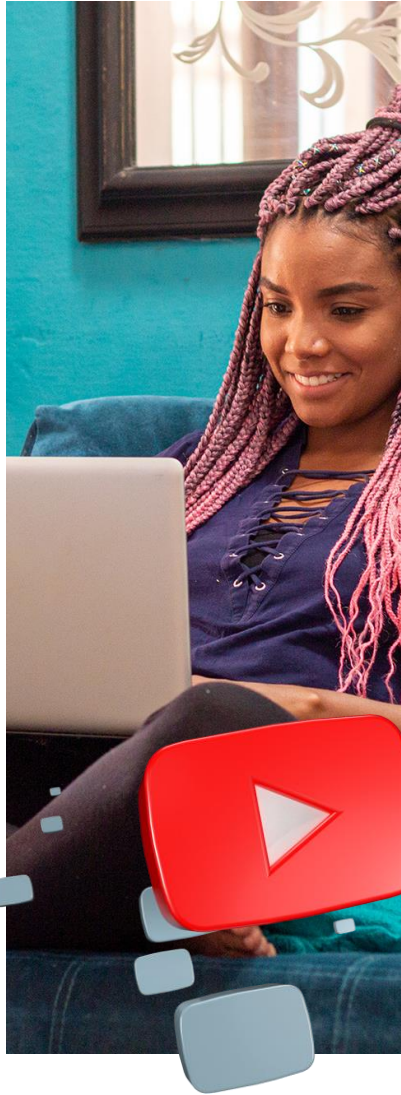




Next Video: Where YouTube fits in a Media Landscape

MTM + MTM JR National Market Analysis

Published: December 3, 2020



Introduction



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YouTube has carved out a unique position in the media landscape. It remains one of the most popular ways to watch and upload content online, is used by a range of ages, individuals and corporations and is supported on nearly any device with Internet access and a display. The platform has grown in such a way that it ultimately can be many things to many people – a way to learn, a music streaming service, a social network, an endless loop of pet videos, a combination of these or even more.

This report is a special release based on data from both MTM and MTM Jr., focusing on how kids and adults make use of YouTube and the platform's place in a broader media landscape including the types of content kids watch on the platform, and how adults' use of YouTube has changed during the COVID-19 pandemic.

The Spring 2020 MTM 18+ was transitioned to an online survey to accommodate the realities of the COVID-19 pandemic. Further data is available via the Data Analysis Tool (DAT) on the MTM-OTM Portal.

MTM Jr. focuses on the behaviors and activities of Canadians aged 2-17 allowing you to better understand the media consumption habits of today's youngest audiences and consumers.