



CONNECTED TVS ARE LEAPING AHEAD IN HOUSEHOLD PENETRATION

Source: Media in Canada

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Nearly three quarters of Anglophone Canadians have connected their TVs to the internet, according to the latest analysis of the technology by Media Technology Monitor.

Unsurprisingly, MTM found that younger people are more likely to do this than are older ones, and it is also more common in households with children (85% of households with children under 18).

The growth in CTV mirrors the growth in SVOD services. Canadians subscribing to these services and have a connected TV use it as their primary screen for watching SVOD, as opposed to computers or smartphones. In addition, half of YouTube viewers with a CTV watch content on that screen. Netflix (86%), Amazon Prime (84%) and Disney+ (84%) are the top three streamers to be watched via CTV.

While Smart TVs are popular devices for connecting to the internet, media devices such as the Apple TV, Chromecast, or Roku are used by half of users who connect their TV sets to the Internet, with 44% using the a Smart TV's built-in connection. Apple TV, Google Chromecast and Roku have similar market share among connected TV owners, with the Amazon Fire Stick is used by just over one-tenth of people with CTV.

People who have CTV are between two and five times more likely to watch on these large screens than any other screen they might have. While sports streaming services are more popular on computers and smartphones than other services, three in four viewers still watch on connected TV. A quarter of those with CTV also use them to stream audio content, although listening to podcasts on these devices is less popular (only 10%).