

## More than half of Canadians binge-viewing monthly

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Media Technology Monitor (MTM) has released new data indicating more than half of Canadians are binge-viewing television monthly.

Fifty-eight per cent of Canadians, 18+, say they've binge-watched TV in the past month with Francophone Canadians slightly more inclined to watch multiple episodes of a series in rapid succession (61%), vs. 57% of Anglophones.

Roughly 15% of viewers are binge-watching daily with men more likely to marathon watch (18%) than women (13%). By age, younger Canadians are the biggest binge viewers, led by those ages 18-34, who account for 72% of binge-viewing. Those 35-49 make up 60% of the binge-viewing audience, followed by those 50-64 (54%). Just 41% of those over 65 report binge-viewing in the past month.

By SVOD service, Crave subscribers are most likely to be binge-watchers at 71%, with Disney+ subscribers close behind at 69%. YouTube and Prime Video viewers come in at 67%, rounded out by Netflix subscribers at 66%.