



MTM FALL 2021 DATA ANALYZES CANADIAN MEDIA HABITS INCLUDING CANADA'S DIVERSE POPULATIONS

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MTM's latest Sneak Peek Report highlights content discoverability, Subscription Video on Demand (SVOD) service stacking, favourite SVODs, media subscription costs and accessibility, media consumption patterns among diverse Canadians, devices used for gaming and playing online with others and more.

The MTM releases its Fall 2021 Sneak Peek report which explores our top findings on how Canadians are redefining their media habits as we continue to emerge from the pandemic. This report provides an overview of the top five highlights regarding media activities and technologies to help you better understand Canadians' media habits and provide an inkling of the new reports and infographics we have coming this season.

Some top findings from the Sneak Peek report include the following:

- Despite the new options available, SVOD subscribers still say that Netflix is their favourite service, followed by Amazon Prime Video and Disney+. However, Canadians aren't just subscribing to one service anymore and SVOD stacking is more common than ever.
- With rising costs across the board, how are Canadians feeling about what they can afford when it comes to media and technology subscriptions? Concern about rising costs isn't just among lower income households, even affluent households are feeling the pinch with nearly three in five concerned about the rising costs of media services.
- Gaming continues to play an important role in entertainment as more than half of online Canadians play some sort of video game. While game consoles are typically more used by males than females (35% vs 15%), females are significantly more likely to play games on their smartphone or tablet than males (66% vs. 35%).
- The majority of Canadians (70%) continue to subscribe to a traditional TV service; however, SVODs now also hold a large piece of the market with 77% of Canadians subscribing. That same trend is seen among diverse Canadians who are less likely to be subscribing to a traditional TV service and much more likely to have SVOD subscriptions - this includes racialized Canadians, newcomers, Indigenous Peoples and Canadians with disabilities.

- With a multitude of TV and video options at their disposal, how are Canadians discovering what to watch? Recommendations from friends and family is the most common way of discovering new TV and video content. Personalised suggestions through algorithm based software and social media are increasingly also among the top ways Canadians are discovering.