



MTM RELEASES FALL 2021 SNEAK PEEK REPORT

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OTTAWA — Media Technology Monitor (MTM), a product of CBC/Radio-Canada, today released its Fall 2021 Sneak Peek report, which provides an overview of the top five highlights of MTM's recent analysis regarding Canadians' media habits, including among the country's diverse populations.

"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," reads a press release highlighting the report's findings.

"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," the release says.

Another trend highlighted in MTM's Sneak Peek report is the fact that, despite the new options available, SVOD subscribers still say 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," says the release.

That said, media and technology subscription costs are causing concern among Canadians, says MTM.

"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."

Looking at trends related to gaming, more than half of online Canadians play some sort of video game, according to MTM's report.

"While game consoles are typically more used by males than females (30% vs. 15%), females are significantly more likely to play games on their smartphone or tablet than males (66% vs. 35%)."

When it comes to content discoverability, recommendations from friends and family is the most common way Canadians discover new TV and video content, according to MTM.

"Personalised suggestions through algorithm based software and social media are increasingly also among the top ways Canadians are discovering," reads the press release.