



Crave subscribers are the most likely to binge-watch

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Netflix is likely the platform most associated with binge-watching, but according to the latest research from Media Technology Monitor, it's a pair of newer services that actually have the most locked-in viewers.

Despite the popularity of services like Netflix (66%) and Prime Video (67%), it is actually Crave (71%) and Disney+ (69%) subscribers who are actually the most likely to be binge viewers.

MTM found that 58% of Canadians are binge viewing on a monthly basis. By comparison, in a 2017 MTM survey, 54% of Canadians said they had binge-watched something in the prior year. Binge watching is a daily event for 15% of binge viewers, while 25% do so weekly and 58% monthly marathon viewers.

In the most recent study, 57% of Anglophones and 61% of Francophones watch TV this way. SVOD subscribers (64%) are also more likely to binge watch than paid TV subscribers (56%).

Men are slightly more likely than women to binge watch. Binge watching is popular with all adults, but younger Canadians are the biggest bingers at 72% of those 18 to 34, 60% of those 35 to 49, 54% of those 50 to 64 and 41% of those over 65.