

ONLINE & DIGITAL MEDIA NEWS – MTM SAYS 15 PER CENT OF CANADIAN SOCIAL NETWORKERS NOW USING TIKTOK

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Media Technology Monitor (MTM) has released its latest Sneak Peek Report. Among its key findings are that Subscription Video on Demand Services (SVOD) continue to see growth with subscriptions nearly doubling over the past five years. 77% of Canadians now subscribe or have access to an SVOD service like Netflix or Amazon Prime Video. With COVID-19 closing movie theatres across the country and many blockbusters going direct to digital, online movies have seen a major jump during the pandemic. In Fall 2020, 51% of Canadians reported watching a movie online, versus 41% pre-pandemic. While there were initially dips in podcast listening due to the pandemic and the lack of a commute, new data shows three in 10 Canadians have listened to a podcast, up from 26% at this time last year. As Canadians continue to stay home, TikTok use has more than tripled in the past year with 15% of social networkers having used the site.

TikTok has come on board as a sponsor of Big Brother Canada with the short-form video platform to be integrated directly into the show. A custom screen inside the #BBCAN9 house will feature special guests throughout the season, with houseguests also participating in a TikTok POV challenge. TikTok will be home to “After the Eviction” – an extension of Arisa Cox’s in-show post-eviction interviews every Thursday. Fans will be able to follow the Big Brother Canada TikTok account @BigBrotherCA to get behind the scenes access to content.

OverActive Media, which owns esports franchises Toronto Ultra of the Call of Duty League and Toronto Defiant of the Overwatch League, has released details of its plans for a new \$500 million performance venue, projected to be completed in 2025. The theatre-style entertainment venue and hotel complex will be the first new sports or entertainment venue built in Toronto since BMO Field in 2007. Located in the heart of Exhibition Place on four acres on the north side of Lakeshore Blvd., and across from the Ontario Place lands, the privately-financed venue plans to host 200+ events a year, driven primarily by premium music and entertainment bookings. The company indicated in a release that its vision is to elevate Toronto and Canada as a destination for the global gaming and esports industry.

Enthusiast Gaming Holdings Inc. has announced it’s launching a new online publication dedicated to esports. Combining content elements from the Toronto company’s two existing esports coverage outlets, Upcomer and Daily Esports, Enthusiast Gaming will relaunch one unified esports publication later this spring. The new publication, which will operate as Upcomer, will be “a more complete offering” for esports fans led by former ESPN esports editor Sean Morrison. The publication’s suite of content will range from news and editorial to video documentaries, scores and stats, fantasy leagues, betting odds and more.