



Online & Digital Media News – Most Canadian AVOD viewing via YouTube, says MTM

Source:: Broadcast Dialogue

Date: 03/02/2023

The Media Technology Monitor (MTM) Fall 2022 Sneak Peek report includes new insights on Connected TVs, the polarization of social media, and Ad-based Video on Demand (AVOD). Findings include that more than four in five Canadians have watched some form of AVOD content in the past month, with most of the viewing coming from YouTube. Close to three-quarters of all Canadians access the internet on their TV set, with the most common ways to connect Smart TVs (51%), media streaming devices (43%), computers (22%) and game consoles (19%). Three-quarters of all Canadians have used a social network in the past month, but MTM found many are feeling platforms have become more divisive with seven in 10 sharing the belief that social media is becoming more toxic. At the same time, one in five believe they should be able to say anything they want online.