



## Kids still watching traditional TV, but not as much as YouTube or SVOD services

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While traditional TV remains popular among Canadian children, they are more likely to watch video content on other sources such as YouTube and SVOD services like Netflix and Disney+, according to a new MTM Jr. report from CBC/Radio-Canada's Media Technology Monitor.

In Canada, 70 per cent of anglophone kids watch traditional TV every month, while 62 per cent watch it weekly and 33 per cent daily, MTM's report says. The numbers are reportedly higher for francophone kids, with 77 per cent watching traditional TV monthly, 70 per cent weekly and 36 per cent daily.

"While many kids have access to a paid TV service like satellite or cable, this doesn't mean they are watching it," an MTM press release says.

TV subscription rates among anglophone households with children have been experiencing a downturn, decreasing from 81 per cent in 2019 to 65 per cent in 2023, according to MTM. In francophone households with kids, TV subscription rates have gone from 87 per cent in 2019 to 68 per cent in 2023.

When talking about other sources of video content, anglophone kids are less likely to be watching traditional TV than YouTube (70 per cent vs. 83 per cent, respectively), or SVOD services such as Netflix and Disney+ (82 per cent), MTM says. The popularity of these other video sources among francophone kids is similar, with 85 per cent saying they watch YouTube and 84 per cent saying they watch SVOD services like Netflix and Disney+.