



PODCASTS NOT AS POPULAR WITH KIDS AS STREAMING MUSIC, SAYS REPORT

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OTTAWA — Among Canadian children, podcasts are not as popular as streaming music services or audio content on YouTube with about 11% of kids aged 2-17 years old listening to podcast content, according to CBC/Radio-Canada's Media Technology Monitor (MTM) in its latest MTM JR report.

Generally speaking, the report finds teens and anglophones are more likely to listen to podcasts.

According to the report, however, kids who listen to podcasts tend to do so frequently. Three-quarters of kids who listen to podcast content do so at least once a week, and nearly a quarter listen to podcasts daily, says the report. Younger podcast listeners (aged 2-11) are more likely to listen to podcasts on a daily basis than are teens, says MTM.

Music podcasts are the most popular genre among kids, followed by family podcasts and comedy. The family genre is most popular among kids aged 2-11, while teens are more likely to listen to podcasts about music and comedy.

For more on the MTM JR podcast report (subscription required), please visit MTM's website here.