



Online & Digital Media News - MTM Jr.

Source:: Broadcast Dialogue

Date: 05/11/2023

MTM JR. has released its 5th annual report on Canadian kids' media consumption behaviours. Focused on kids, aged 2-17, some of its findings include that Canadian kids are discovering new TV and video content via recommendations by friends, followed by social media updates and personalized suggestions. Girls are more likely than boys to find out about new shows from social media or "You might like" suggestions. Social networking continues to grow among children with seven out of 10 children, aged 7-17, visiting a social networking site in the past month. One in five teens say they have experienced bullying or harassment online. MTM JR. also asked parents how important it is for their children to consume content made in Canada. Close to six in 10 think that it's "extremely" or "somewhat important" for their children to consume Canadian-made content, higher among those with children under the age of 11.