



Taylor Swift Effect' drove more sports viewership

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Media Technology Monitor (MTM) has released its Spring 2024 Sneak Peek Report looking at evolving trends in Canadian media consumption, highlighted by an increase in canceled subscriptions and usage of Connected TVs, as well as sports viewership driven by the “Taylor Swift Effect.”

While men have historically been the primary viewers of television sports, MTM found a notable shift last fall when Taylor Swift began attending Kansas City Chiefs' football games. The report says Gen Z women were more than twice as likely to watch sports on TV during that period than they were in Spring 2023, with viewership rising to 33%. Interest returned to normal levels in Spring 2024, dropping to 17% as the football season concluded.

The Spring report also indicates three quarters of all Canadians now own a TV set connected to the internet. The number of households with a Connected TV has continued to grow slowly over the past five years, from 63% in Fall 2019 to 76% in Spring 2024.

In response to rising costs, close to half (47%) of those surveyed have changed or cancelled a subscription service in the past six months, including paid TV services, SVOD subscriptions, internet, paid audio streaming or cellphone service.

MTM has also released new data on co-viewing, suggesting the vast majority of Canadians enjoy watching TV and video content with others. Just 11% of Canadians said they never watch content with others. Co-viewing tends to happen around the largest screens in the home with 87% co-viewing on their TV sets, 27% on a computer, 27% on a smartphone, and 14% on a tablet.