



MTM SPRING 2022 DATA ANALYZES SVOD ACCOUNT SHARING, TIME SPENT ON TIKTOK AND INSTAGRAM AND HOW CANADIANS DISCOVER NEW MUSIC

Source: CBC/Radio-Canada

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The MTM releases its Spring 2022 Sneak Peek and Adoption reports which explore our top findings including cord-cutting, account sharing of subscription video on demand (SVOD) services, time spent on social media, discoverability of music, TV brands, and much more. These reports provide an overview of media activities and technologies, to help you better understand Canadians' media habits and provide a taste of the new reports and infographics we have coming this season.

Some top findings from the Sneak Peek report include the following:

- Subscription video-on-demand services continue to grow and so too have the fees associated with the services. To cut down on costs, close to half of all SVOD subscribers are account sharing at least one of their services with another household;
- For the first time, MTM asked how Canadians are discovering new music. Despite a slight decline during the pandemic, AM/FM radio is still the number one way to discover new music for 22% of Canadians followed by personalized recommendations from a music streaming service at 17%;
- The majority of Canadians continue to subscribe to a paid TV service such as cable, fibre optic and satellite; however, there's a portion of the population that have chosen to forego their TV service and watch solely online. Close to 1 in 5 Canadians have cut the cord on their TV service and 1 in 8 have never had a TV service;
- Social networking has become a significant part of the Canadian media diet. Canadians report spending 9 hours using social networking sites in a typical week. Despite Facebook being the most popular social network, TikTok users report spending the most time using social networks at 17.1 hours in a typical week;
- TV ownership is nearly ubiquitous among Canadians. When asked about brands of television sets, three in ten Canadians reported owning a Samsung TV set followed by LG (17%) and Sony (12%).

The English and French-language Media and Technology Adoption reports, the most recent Spring 2022 data set as well as the 2022 Sneak Peek are now available. If you need a personalized account to access the MTM, please contact us.