



FAMILIES WITH YOUNG CHILDREN LESS LIKELY TO HAVE A TV SUBSCRIPTION

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OTTAWA — In its latest report, the Media Technology Monitor (MTM) says more than a quarter of Anglophone households with children under the age of 7 are opting to get TV content over the Internet and going without a traditional subscription TV service. MTM's Modern Families and Modern Technologies report (subscription required) examines how Canadian families are consuming both traditional and online media, a timely topic given the majority of families are spending most of their time at home these days and media consumption has increased. "Media technologies have allowed Canadians innovative ways to watch and listen to content as well as changing the way we communicate with the world around us. In the current climate, it's crucial to understand our audiences and the platforms they're choosing."

Key findings from the Families Report include the following:

- While the majority of Anglophone households continue to receive traditional TV services such as cable, satellite or fibre optic, more than a quarter of households with children under 7 are opting to get TV content over the Internet, and going without a subscription TV service. They are 24% more likely to be TV My Way than are households with kids between the ages of 7 and 12 and 30% more likely than households with teens;
- Families are avid subscribers of Over the Top TV services. Not surprisingly, Netflix is the most popular amongst these households but they are also more likely to subscribe to Amazon Prime Video. Families with children also report having higher levels of interest in subscribing to Disney+ over the next 12 months. We anticipate seeing growth with these services during the current COVID-19 pandemic;
- Households with kids are 50% more likely to own a game console than the average Anglophone household, in addition, households with teens are more likely to have the most current generation of game consoles (PS4 and Xbox One) than are other types of households.