



YES, KIDS ARE STILL WATCHING TV

Source: CARTT

Date: 08/13/2020

TORONTO – A new report from Media Technology Monitor's MTM JR group shows Canadian kids are still watching a lot of traditional linear TV, despite the advent of streamed content available from the likes of Netflix, Disney+, and YouTube.

Some findings in the report include:

- Two-thirds of Anglophone children between the ages of 2 and 17 watch linear TV in a typical week.
- When it comes to watching TV channels, the TV set is the preferred screen for all children.
- While most TV channels also allow you to stream their content, few Anglophone kids watch this online exclusively.
- Among all the age groups, teens report watching the most weekly TV content, but they spend even more time watching YouTube.
- Seven to 11 year-olds report spending roughly equal amounts of time across TV, Netflix, and YouTube
- Two to six year-olds skew more towards traditional TV.