

Newcomers prefer Connected TV over Linear

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MTM's latest update Remote Control Revelations, a look at the TV and video habits of newcomers, shows that they are less likely (42%) to watch traditional TV compared to Canadian-born individuals (63%), while 83% have watched some form of TV content, such as a paid TV service, off-air, or online TV content. When it comes to online video, both groups have high viewership with 99% of newcomers and 93% of Canadian-born individuals tuning in. Newcomers surpass Canadian-born individuals in their usage of various types of online video content, including YouTube, SVOD services, full-length movies, news clips, sporting events and even pirated content. Less than half of newcomers (45%) have a paid TV service like cable, satellite or fibre optic. Six in seven newcomers (86%) subscribe to a SVOD service like Netflix and 91% watch AVOD content. Younger newcomers are less likely to pay for a TV subscription and more likely to pay for an SVOD service compared to older newcomers. Newcomers who are already Canadian citizens and those with permanent residency status are more likely than other groups of newcomers to have a paid TV service. Newcomers are more likely to watch content in English than in any other language with 79% having watched TV or video content in English in the past month. This is notably higher than the consumption of content in any other language, including French (10%) and Hindi (16%). The reasons newcomers watch English and French content include enjoyment, understanding events in Canada and around the world, and aiding in language learning. They view content in another language because they understand the language and also want to stay connected to their culture of origin.

Newcomers are into tech. they are more likely to own mobile devices such as smartphones and laptops than TVs. Seven in 10 newcomers (69%) own a TV set and three in five (62%) own a connected TV. All newcomers (100%) own a smartphone and 84% own a computer. The most common way newcomers connect their TV to the Internet is by using the built-in options of a smart TV. The second most common method is connecting through a computer or laptop. Android box ownership is twice as high among newcomers (27%) than individuals born in Canada (14%). Those aged 45-plus, those with children under 18 living in the home and those in high income households are more prone to own Android boxes. Compared to Canadian-born individuals, newcomers are more likely to watch online content, particularly movies and sporting events. They watch YouTube video (84%) vs those Canadian born (75%), SVOD (83% vs 77%), full-length moves (72% vs 49%), news programs and clips (62% vs 54%) and sporting events (40% vs 27%). Canadian-born individuals are more likely than newcomers to pay for their TV service (69% vs 45%). With SVOD services, both groups show high subscription rates – 86% of newcomers vs 82% of those born in Canada. The biggest SVOD subscribers are newcomers 18 to 24 (87%) and 25 to 34 (89%).

Netflix remains the most popular SVOD service for both newcomers (72%) and Canadian-born individuals (77%). Amazon Prime (51% vs 65%) and Disney+ (25% vs 41%) are the next most popular services with both groups. YouTube Premium is the only service more popular among newcomers (21%) than Canadian-born individuals (8%). Nine in 10 newcomers watch ad supported video on demand content, possibly because of higher viewership rates of YouTube, with 84% of newcomers reporting that they watch it. Canadian-born individuals are also interested in AVOD services, but to a lesser extent than newcomers.

Newcomers are less interested in Canadian TV channels compared to Canadian-born individuals. Omni TV is the only channel that is more popular among newcomers (6%) than Canadian-born individuals (1%). This may be due to its multicultural programming and content in various languages. Other Canadian channels watched include CTV News Channel, 17% of newcomers vs 22%; Global TV 15% vs 39%; CTV 12% vs 25%; and CityTV 9% vs 23%. Newcomers living in Quebec are also less likely than Canadian-born residents of Quebec to watch Canadian French language channels. Non-Canadian news channels BBC, CNN, Fox News, Al Jazeera, MSNBC, and France 24 are more popular among newcomers than Canadian-born individuals. Newcomers are more likely to consume news online through social media and online news websites than through traditional sources. Canadian-born individuals are more likely to consume news content through television.

Newcomers and Canadian-born individuals often have different interests when it comes to content, although both have high levels of interest in movies and comedy. On the other hand, newcomers show a greater interest than Canadian-born individuals when it comes to health and fitness (25% vs 14%), fashion and beauty (22% vs 8%) and religion (15% vs 4%).