



## Video and TV viewing ubiquitous among newcomers to Canada

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Watching video and television content is a regular habit among newcomers to Canada, with 99 per cent saying they have watched online video in the past month and 90 per cent having watched some form of TV content, according to a recent report from CBC's Media Technology Monitor.

This puts newcomers' online viewing ahead of the Canadian-born population (93 per cent) and on-par in terms of TV content viewing (89 per cent), says the report, released last week.

Almost 9 in 10 newcomers (88 per cent) subscribe to a subscription video-on-demand (SVOD) service, while 52 per cent have opted for a paid TV service such as cable, satellite or fibre-optic service, according to the report. Almost half of newcomers (48 per cent) reported having opted in for subscriptions to both an SVOD service and a paid TV service.

Newcomers are more likely to watch content in English than in any other language. More than four in five (82 per cent) reported having watched TV or video content in English in the past month, which is notably higher than the consumption of content in other languages, including French (12 per cent), Hindi (14 per cent) and a number of others, the report says.

MTM's study looked at the devices that newcomers use to consume content. "High smartphone adoption has made this the preferred way for newcomers to watch content — 98% of newcomers own a smartphone, while only 64% own a TV set and 47% own an Internet-connected TV set," the report says.

As a result, more than four in five newcomers (83 per cent) reported using smartphones to watch video content, while only 28 per cent said they use Internet-connected TV sets to watch online video, according to the report.