



ONE-THIRD OF TV VIEWERS ENGAGE IN ONLINE ACTIVITIES RELATED TO FAVOURITE SHOWS, MTM SAYS

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OTTAWA — CBC's Media Technology Monitor (MTM) today released a new report called "TV Fandom" that looks at TV viewers and their fan activities online.

According to the report, just over one-third of TV viewers engage in online activities related to the TV shows they watch.

"This could include visiting official and fan-created show websites, or following shows or cast members on social media," reads an MTM press release.

"Younger viewers are more likely to be engaging in these online activities, in particular, following shows and cast on social media." In addition, "SVOD viewers are more likely to be engaging in online fandom than are those who only watch via linear TV," according to the press release.

"We see that people who watch 15+ hours of SVOD in a typical week are the most likely to be following shows or cast members on social media, while those who watch 15+ hours of linear TV are the least likely to do so."

The report also considers differences between English and French Canadians, finding "francophones are more likely to visit a show's official website or use their app than are anglophones, while anglophones are more likely to follow cast members on social media."