



## One in six Canadians has tuned in to a FAST channel, says new MTM report

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One in six Canadians has tuned in to a FAST (Free Ad-Support Streaming TV) channel, according to a new data release from Media Technology Monitor (MTM).

While a relatively new addition to the streaming landscape, MTM says Canadians are embracing the no-cost viewing option, with one in five FAST channel users accessing content via Roku, 15% of FAST channel viewers streaming content from Tubi, followed by Pluto TV and Samsung TV Plus.

MTM's report indicates FAST channels are more popular among Anglophones (18%) than Francophones (13%), with more viewing happening in the North and among diverse or racialized Canadians.