



How FAST are Canadian viewers?

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Free Ad-Supported Streaming Television (FAST) channels are relatively new to the digital TV landscape, but they are becoming a popular choice among Canadians, according to a new report from Media Technology Monitor (MTM).

The report, Exploring the Landscape of FAST Channels: An Analysis by the Media Technology Monitor, found that one in six Canadians ages 18 and up tune into content through a FAST channel.

The study showed that 18% of English speakers watch FAST channels, while 13% of French speakers do so. And racialized Canadians are the most likely to consume FAST channels, with 35- to 64-year-olds being the most active demo.

FAST audiences are also bigger in northern Canadian areas, with 25% of respondents from those areas saying they tune in. Elsewhere, viewers are tuning in highest in Alberta (20%) and Ontario (20%), then Manitoba/Saskatchewan (19%), British Columbia (14%) and Quebec (13%).

One in five viewers are getting their FAST access via The Roku Channel, followed by Tubi, Pluto TV and Samsung TV Plus.

But while FAST channels are gaining the attention of Canadians, they continue to prefer more established platforms. According to the report, AVOD services (including YouTube) rank highest with 89% of usage, while SVODs were at 76%. Seventy-two per cent of Canadians said they still use linear TV to access content.

The survey involved 4,797 mobile and online surveys conducted from March to May this year across all regions of Canada.