



MTM: 53% of households have both SVOD and TV subscriptions

Source: Media in Canada

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The latest Media Technology Monitor (MTM) study provides an overview of SVOD usage by kids ages two to 17 in the anglophone market.

The report says that 81% of anglophone households subscribe to at least one SVOD service. Households with children are 11% more likely to subscribe to SVODs than the average anglophone household – 90% versus 81% – and are also 50% more likely to subscribe to an SVOD than they are to a linear TV service 90% versus 60%.

The majority of anglophone households have both SVOD and paid TV subscriptions (53%) with 14% of households having paid TV only and 26% having SVOD subscriptions only.

Four-fifths (79%) of kids view SVOD content on a connected TV. Tablets are in second at 34% but device use varies depending on age, with tablets more common with younger kids. Use of computers (25%) and smartphones (22%) gets higher as kids get older. Boys (81%) are slightly more likely to watch SVOD content on connected TV than girls (77%).

Netflix remains the most popular SVOD service for both household subscriptions and viewership among kids (76%) with access to a Netflix subscription. There is apparent growth in other services such as Amazon Prime Video (63%) and Disney+ (54%) although almost half of children with access to Netflix or Disney+ are watching these services every week. Kids with access to Netflix are 67% more likely to watch daily than children with access to Disney+.

Kids watch more SVOD (8.2 hours) each week than they do YouTube (7.1 hours) or linear TV (6.9 hours). This viewership is consistent across different age groups. SVOD viewership is consistent for two- to 17-year-olds across income categories. SVOD viewership by kids is highest in British Columbia (86%) followed by Quebec and Atlantic region (84%), Ontario and Alberta (81%), and Manitoba/Saskatchewan (79%).