

kidscreen

Some kids spend more time on SVODs than on YouTube

Source: Kidscreen

Date: 11/01/2023

Canadian kids are spending more time watching SVODs than YouTube and linear TV, according to a new report from Ottawa-based research firm Media Technology Monitor (MTM).

On Demand: Kids and SVODs reveals that four in five kids surveyed watch some kind of content on an SVOD platform every month. And weekly, they spend more time on SVODs (8.2 hours) than on YouTube (7.1 hours) and linear TV (6.9 hours). This viewership pattern was also evident in MTM's 2022 report, indicating an entrenched preference, and it's still pretty consistent across all age groups (two to six, seven to 11 and 12 to 17).

Netflix is still the most popular platform among English-speaking kids (76%), followed by Amazon Prime Video (63%) and Disney+ (54%)

Although SVOD services have edged out linear channels, kids are still watching content primarily on TVs (79%), with tablets placing a distant second (34%). Younger kids prefer these devices, but they shift to using computers (25%) and smartphones (22%) as they get older. Boys (81%) are slightly more likely to watch SVOD content on TVs than girls (77%), who tend to prefer using computers, tablets and smartphones.

MTM surveyed 2,046 Canadian households for this survey, collecting data for 2,922 kids ages two to 17.