

## ONLINE & DIGITAL MEDIA NEWS – BELL MEDIA TO REVIVE ICONIC MUCHMUSIC BRAND ON TIKTOK

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**Bell Media** has announced it will revive the iconic MuchMusic brand as a TikTok channel, starting July 7, with a focus on drawing in Gen Z and younger Millennials. The digital reimagining of the video channel promises to build on MuchMusic's legacy "for delivering the most relevant youth content" and will be available exclusively on TikTok and social media platforms. The partnership will encompass artist-hosted tent-pole events, live performances, and brand integration opportunities, with segments tied to the original brand, like Video On Trial, Intimate and Interactive and MuchMusic Spotlight, to resurface as part of the launch. The team behind TSN digital brand, BarDown, will drive engagement on the platform and accompanying social media channels, while Bell says a new team of VJs, creators, and Much Studios personalities will be introduced. [Read more here.](#)

**CBC News** is turning off Facebook comments across News, Current Affairs and Local for a four-week period. "Compounding the stress and anxiety of journalists is the vitriol and harassment many of them face on social media platforms and, increasingly, in the field," wrote Editor-in-Chief Brodie Fenlon in a blog post this week. "If public discourse is a litmus test of the health of a society, the conversation on social media suggests we have a problem. It's one thing for our journalists to deal with toxicity on these platforms. It's another for our audience members who try to engage with and discuss our journalism to encounter it on platforms such as Facebook and Twitter, where they are almost guaranteed to be confronted by hate, racism and abuse." Fenlon says the conversation has degraded to the point where moderation is unsustainable. The four-week test will provide the public broadcaster with insights into how changing use of Facebook comments may — or may not — impact how stories reach audiences. Comments will continue to be welcomed on CBCNews.ca.

**MTM 18+ and MTM JR. have released two reports on Subscription Video On Demand (SVOD) services**, like Netflix and Amazon Prime Video. Findings include that close to eight in 10 Canadians, 18+, say pricing is the most important factor when subscribing to SVODs. Among Canadian adults, importance of SVOD features vary depending on age, income bracket and language. Anglophones tend to have higher interest in pricing than francophones (80% vs 75%), while francophones are more likely to look for platforms offering original content. 91% of anglophone families subscribe to at least one SVOD service and four in five anglophone kids (2-17) watch SVOD content in a typical month. Animated content is the most popular genre, mostly driven by younger kids. Although we are seeing growth in services like Amazon Prime Video (58%) and Disney+ (45%), Netflix remains the most popular SVOD service among anglophone kids aged 2-17.

**Corus Entertainment's** Kin Community Canada has added access to 115,000 new Canadian creators to its active roster, deepening the company's investment in influencer marketing and media strategy. In addition to the agency's curated core group of Kin Creators, clients now have access to a national influencer marketing database, spanning arts and culture, entertainment, fashion, beauty, food, home and DIY, wellness, and parenting. According to data provided by Corus, advertisers are seeing a return of \$5.20 for every \$1.00 spent on influencer marketing, a 420% return on investment, with the industry expected to grow to \$15 billion dollars by 2022.