

PLAYBACK

LINEAR AND ONLINE CONTENT MIX WELL: MTM STUDY

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Millennials, Gen Z and even Boomers are out. “Traditionals,” “Testers,” “Have-It-Alls” and more are in.

These are some of the new viewing profiles laid out by the Media Technology Monitor (MTM) in its new study of Canadian media consumption habits.

“**Traditionals**” are defined as people who do 90% or more of their viewing and listening through traditional platforms (linear TV, radio and personal music). “Testers” spend between 60% and 90% of their time with traditional platforms. “Hybrids” have more of a split, while the “Have-It-Alls” view 60 to 90% of their content on online platforms. “Online First” is the cohort that view 90% or more of their media online.

According to the study, 28% of Canadians fall into the Traditionals category, however that share has indeed decreased – back in 2011, 59% of Canadians were categorized as Traditionals. In total, the average Traditional consumes 22.5 hours of video content total, along with 13.6 hours of audio content.

While the **Hybrid** demographic is the smallest group (11% of the Canadian population identify as such), it has doubled in size in the last eight years. The fastest-growing segment is the Online First group, having grown to 24% from 6% in 2011.

In total, the three middle groups – Testers, Hybrids and Have-it-Alls – make up 45% of Canada’s media-consuming population, meaning most Canadians consume a solid mix of traditional and online media.

In general, there is a correlation between hours of content consumed and how much is consumed online; more traditional viewers tend to watch more hours of TV as opposed to the online-first crowd. However, the opposite is true for music; hours consumed go up with higher proportions of online listening.

Traditional viewing also correlates with age; the youngest participants are also the biggest online consumers. In the same vein, Traditionals are more likely to live in rural or low-population areas, whereas the “online first” group mostly live in cities of 500,000 people or more. Traditionals skew slightly female (58%) and Online First skew slightly male (54%).

Traditional TV and video viewing also correlate with traditional news consumption. Although all consumption groups have a high rate of reading the news, some are more likely to read online than they are to subscribe to traditional print media. More than one-quarter (26%) of Traditionals subscribe to a traditional newspaper. That rate goes steadily down as online consumption goes up, with only 9% of Online Firsts subscribing to print newspapers.

The MTM gathered its data through surveys in the spring and fall of 2018, resulting in combined results from more than 12,000 Canadians.