



NEARLY HALF OF ALL CANADIANS WATCH A COMBINATION OF TRADITIONAL AND ONLINE CONTENT: MTM

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OTTAWA – A new report by the Media Technology Monitor (MTM) seeks to understand how different audiences connect with media content.

The Canadian Viewing Profiles report examines the different viewing profiles of Canadians based on self-reported MTM TV/video viewing data. It identifies and describes the following five different viewing profiles based on their demographics, their viewing habits, and their subscription to various services: Traditionals, Testers, Hybrids, Have It Alls and Online First.

Key findings from the Segmentation Analysis report include:

- The Traditionals spend 90% or more of their time viewing TV and video content on a TV set through a paid TV subscription service;
- The Testers still rely heavily on traditional platforms but are starting to access some of their content through OTT services and online - 60% to 90% of their viewing time is spent with traditional platforms;
- The Hybrids split their viewing time evenly (40%-60%) between traditional and new platforms choosing the one that best suits their needs for the occasion;
- The Have it Alls have started to rely more heavily on digital platforms for their TV and video content (60% to 90%), but traditional platforms aren't gone completely from their viewing habits;
- The Online First segment spends 90% or more of their time viewing TV and video content through online platforms and OTT service like Netflix.

MTM is a research product of the Canadian Broadcasting Corporation (CBC/Radio Canada).

www.mtm-otm.ca