



ONLINE & DIGITAL MEDIA NEWS – MTM FINDS 82 PER CENT OF ANGLOPHONES NOW SVOD SUBSCRIBERS

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MTM and MTM JR. have released two reports exploring the use of Subscription Video on Demand Services (SVOD) services. Key findings from the SVOD Services Market Landscape 2022 include that 82% of Anglophone Canadians subscribe to at least one SVOD service with subscribers watching around nine hours of content a week. The top three streaming services in terms of both subscription and viewership are Netflix, Amazon Prime Video and Disney+. 68% of SVOD subscribers also subscribe to traditional TV services, such as cable, satellite or fiber optic. Key findings from the Kids and SVODs report include: Four in five anglophone kids aged 2-17 watch content on SVODs in a typical month. Monthly viewing is fairly consistent across age groups, but girls are 6% more likely to watch them than are boys; Netflix remains the most popular SVOD service, with four in five English-speaking children aged 2-17 having access to a subscription. However, there is growth in other services such as Amazon Prime Video (65%) and Disney+ (56%).

QYOU Media has partnered with cloud-based data analysis platform, StarLifter, to launch Q Data as a companywide initiative leveraging the use of data-driven technology to support and accelerate the accuracy and effectiveness of its advertising and programming. With the objective of moving decision-making further into a data-driven process, QYOU says Q Data will provide actionable information to increase the value of advertising slots and more accurately inform content and programming decision-making across all QYOU Media business units including The Q India, Chtrbox and QYOU USA. To lead the new unit within QYOU Media, the company has promoted longtime Vice President of Product, Jace Sparks, to the newly-created role of Chief Product Officer. He'll be responsible for aligning overall data collection and usability with the overriding goal of increasing predictable content effectiveness and monetization potential.