



## KIDS AND TV: WHERE DOES TV FIT IN THE MEDIA DIET?

**September 12, 2019** – Today, the MTM JR returns with a report on children and their TV viewing habits.

The TV set has been a major source of entertainment for our children for years. However, with the advent of the Internet, kids have more options for consuming content. With services like Netflix and YouTube available, are kids still making use of linear TV? And if so, are they still using the TV set or are they watching TV content online? This report provides an overview of TV viewing in the context of other video sources amongst kids under 18 in the Anglophone market.

Highlights from this report include:

- Linear TV is still an important source of content amongst Anglophone kids. More than four in five Anglophones between the ages of 2 and 11 watch traditional TV content at least once a week.
- When it comes to watching TV channels, the TV set is the preferred screen for all children. While most TV channels also provide their content online, few Anglophone kids watch TV channels online exclusively.
- Teens report spending a similar amount of time watching TV as they do YouTube. While younger kids report spending more time with traditional TV.

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### ABOUT THE MTM JR.

MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 1,660 households split equally among Anglophones and Francophones. Of the 1,660 households surveyed, data for 2,270 children was collected. For more information on MTM JR please check out our website here: [mtmjuniior.ca](http://mtmjuniior.ca). To find out more about a subscription to MTM JR please contact: Tiffany Li via email at [tli@nlogic.ca](mailto:tli@nlogic.ca) or via phone at 647.438.1258.