



CO-VIEWING TELEVISION

Ottawa – April 28, 2020 - The MTM releases its brand new report - Pass the Remote: Co-Viewing TV Content. While watching TV has increasingly become a more individualized experience, there is still a place for watching a show with someone else. In some cases, the show becomes an important shared experience within the relationship. This report focuses on co-viewing: watching TV shows with someone else.

Key findings from the Co-viewing Report include:

- Two-fifths of online Canadians report co-viewing TV content, younger Canadians (<50) and families with young children are the most likely to be co-viewers;
- Co-viewing is more common among those who subscribe to at least one Over-the-Top TV subscription. Canadians who exclusively watch TV via a traditional method such as a subscription or antenna are far less likely to say they have a show that they co-view;
- Drama and comedy are the two most popular genres of shows that Canadians co-view. However, among language groups, Francophones are more likely to cite comedy, action, crime and documentary content while Anglophones are more likely to pick drama to co-view with someone else.

[VIEW REPORT](#)

ABOUT THE MTM

The Media Technology Monitor (MTM©) is Canada's premier research product in the area of technology ownership and use. Based on 12,000 telephone interviews annually (including a cell phone only sample), the MTM has spoken with over 150,000 Canadians (equally split between Anglophones and Francophones) over the past decade making it the most accurate and comprehensive media technology tracking survey of its kind. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call toll-free: 1-855-898-4999 or locally 613-288-6231 | Jenny.Meadows@cbc.ca