



## WATCHING WITH THE KIDS

**November 26, 2020** - The MTM JR releases a report on children and parents co-viewing video content. Watching video content has long been a family activity and although new sources of content and the growth of personal devices have made it more individualized, parents still join their children for watching content. This report provides an overview of co-viewing linear TV, subscription video services, and YouTube between parents and kids aged 2-17 in the Canadian market.

Some top findings from this report include:

- Nearly all parents co-view linear TV (95%) with their kids and 93% co-view content through SVOD services such as Netflix or Disney+. While YouTube is the least likely video service to be used for co-viewing with children, we still see seven in eight parents watching its content with their kids.
- In general, parents and children co-viewing decreases as kids grow older. While parents are typically more involved with what their younger kids watch, teens tend to be given more responsibility with what they view.
- When parents spend a larger percentage of time co-viewing with kids, they are more likely to be the ones to choose the content. As kids get older, they get more responsibility for choosing the content that they watch with their parents.

And don't miss our free Discoverability infographic to find out how parents discover TV and video content for their kids.

[VIEW REPORT AND FREE INFOGRAPHIC](#)

### 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. The MTM JR. is a product of CBC/Radio-Canada Research and Analysis.

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