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TV Fandom

The MTM releases a new report focusing on TV viewers and their fan activities online. Thanks to the Internet, TV viewers can follow and learn more about the TV shows they watch by visiting official websites or apps. Social media also gives fans an opportunity to follow and interact with cast members from their favourite shows.

Highlights from this report include:

- Just over one-third of TV viewers also engage in online activities related to the TV shows that they watch. This could include visiting official and fan-created show websites, or following shows or cast members on social media.
- Younger viewers are more likely to be engaging in these online activities, in particular, following shows and cast on social media. Francophones are more likely to visit a shows' official website or use their app than are anglophones, while anglophones are more likely to follow cast members on social media.
- SVOD viewers are more likely to be engaging in online fandom than are those who only watch via linear TV. We see that people who watch 15+ hours of SVOD in a typical week are the most likely to be following shows or cast members on social media, while those who watch 15+ hours of linear TV are the least likely to do so.

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 cellphone-only sample), the MTM has spoken with over 200,000 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: 1-855-898-4999.