



+ How Canadians of All Ages use YouTube

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The MTM releases its YouTube report based on Canadians aged 2+. YouTube is one of the world's leading video content distribution platforms and one of the most popular ways to watch and download content online, its users range from individuals of all ages to businesses, and it is supported by almost any device with internet access and a screen. This report is a special release based on data from both MTM 18+ and MTM Jr., focusing on how kids and adults use YouTube and the platform's place in a broader media landscape in their daily lives.

Highlights from this report include:

- YouTube popularity is extensive among younger and older online Canadians. 83% of online Canadians aged 2 to 17 have used YouTube in the past month along with 78% of online Canadians aged 18+. YouTube usage peaks among online Canadians aged 12 to 34 (93%) but remains popular across the board.
- When it comes to past month TV and online video viewing, three quarters of children favour YouTube and subscription video on demand (SVOD) services over linear TV. Among adults 18+, the preference on sources of TV or video content watched is similar across the board.
- YouTube is also a major source of audio content for adults - 3 in 5 online Canadians 18+ have used YouTube to listen to music in the past month, making it more popular than dedicated music streaming services, including Spotify and Apple Music.
- YouTube Kids, a modified version of the platform that caters to a younger audience, has also found success. Seven in ten parents or guardians are aware of the platform and 43% have children who have used it.

About the MTM

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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.