



+ Doubling Up on SVOD Analysis

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MTM 18+ and MTM JR. release two reports exploring the use of Subscription Video on Demand Services (SVOD) of anglophones aged 2+.

SVOD services have found significant success in Canada. Netflix, Amazon Prime Video, Crave, Disney+, Apple TV+ and others have fundamentally altered the entertainment consumption habits of people the world over.

The MTM 18+ SVOD Services Market Landscape 2022 report focuses on subscriber growth overtime in the anglophone market for key SVOD services in Canada, it explores who is watching, and digs into subscription preferences and behaviour.

Additionally, the MTM JR. Kids and SVODs report provides an overview of SVOD services amongst kids under 18 in the anglophone market.

Key findings from the SVOD Services Market Landscape 2022 include:

- 82% of anglophone Canadians subscribe to at least one Subscription Video on Demand Service. Subscribers tend to watch around 9 hours of SVOD content a week;
- Since its launch in 2019, Disney+ has joined Netflix and Amazon Prime as the top 3 streaming services in Canada. These services lead in terms of both subscription and viewership among anglophone Canadians;
- 68% of SVOD subscribers also subscribe to traditional TV services, such as cable, satellite or fibre optic. Rather than replacing it, subscribing to SVOD services is a way to supplement a traditional paid TV service.

Key findings from the Kids and SVODs report include:

- Four in five anglophone kids aged 2-17 watch content on SVODs in a typical month. Monthly viewing on these services is fairly consistent across kids age groups, but girls are 6% more likely to watch them than are boys;
- Netflix remains the most popular SVOD service, four in five anglophone children aged 2-17 have access to a Netflix subscription. However, we are seeing growth in other services such as Amazon Prime Video (65%) and Disney+ (56%);
- While many kids have access to multiple SVOD services, they don't necessarily watch all of them - only a third of anglophone kids actually watched 3 or more SVOD services in the past month.

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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.