



## From the Screen to the Spectator: Watching Gaming and E-Sports Content

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For as long as video games have existed, so has the concept of watching people play them. Be it at an arcade, at home or online, whether it's observing a stranger, family member or friend, watching someone play a video game has evolved and changed alongside the medium.

Can the act of watching gaming content find the same mainstream success as playing video games? And can the competitive realm of e-sports take the world by storm?

Building on our recent MTM 18+ and MTM Jr. gaming reports, the Did you see that?! report focuses on watching gaming content and e-sports, specifically key demographics among Canadians of all ages who consume this content, as well as how they spend their time with other media content.

Key findings from the Did you see that?! report include:

- Interest in watching gaming content varies by key demographics. Male gamers, children aged 7-11 and adults aged 18-34 that play video games are more likely to be watching gaming content than others. Watching e-sports content is also significantly more popular among gamers aged 18-34 compared to any other age group.
- Almost half of kids (47%) who play on consoles or computers are watching gaming content. Watching gaming also remains more common among adults that play on consoles or computers.
- One of the biggest indicators of children watching gaming content is if they stream themselves playing video games. Children who stream themselves playing are twice as likely to watch gaming content and more than 4 times more likely to be watching e-sports.

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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](http://www.mtm-otm.ca) or call: 1-855-898-4999.