



Live from the MTM it's... Kids and Traditional TV

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The MTM JR releases a report on children and their TV viewing habits. The concept of peak TV isn't just affecting adults. Kids also face a deluge of potential content choices when deciding what to watch. With so many different ways to watch, how does traditional TV fit into the media diet of the average child? This report provides an overview of TV viewing in the context of other video sources among kids under 18 in the anglophone market.

Highlights from this report include:

- The majority of kids have access to a paid TV service such as cable, fibre optic or satellite. Households with children are roughly as likely to have a paid TV service now as they were prior to the 2020 pandemic (66% in Fall 2019 versus 66% in Fall 2022).
- Traditional TV remains popular among children – 71% of children have watched linear TV in the past month, making this type of content roughly as popular as it was in 2020 (72%) but less so than it was in 2021 (78%).
- Children aged 2 to 6 are more likely to be traditional TV viewers (74%) than those aged 7 to 11 (70%) or teens (68%).
- Interest in different channels can vary by age. Treehouse, one of the most popular kids TV channels, is watched by 41% of anglophones aged 2 to 6 but only 5% of anglophone teens. One of the most popular networks for teens, CTV is watched by 25% of 12 to 17 year olds.

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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.