



Key Insights into Video Consumption Trends Among Newcomers in Canada

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Watching content feels like a universal pastime. A proliferation of screens and content means there's always something, somewhere to tune into. How are Newcomers consuming these types of content?

MTM Newcomers releases a new report on video viewing habits among newcomers including what types of content they watch, subscription video on demand services (SVOD) and channels used, language of content accessed and devices used.

Highlights from the What's On? Newcomers, TV and Video report include:

- Watching video and television content is ubiquitous among newcomers- 99% of newcomers have watched online video in the past month and 90% have watched some form of TV content. Their online viewing is ahead of the Canadian-born population (93%) and on-par in terms of TV content (89%).
- Almost 9 in 10 newcomers (88%) have an SVOD subscription, while 52% are opting in for a paid TV service like cable, satellite or fibre optic. Almost half of newcomers (48%) have opted in for subscriptions to both an SVOD service and a paid TV service.
- Newcomers report that they are more likely to watch content in English than in any other language. Over 4 in 5 (82%) have watched TV or video content in English in the past month. This is notably higher than the consumption of content in any other language, including French (12%), Hindi (14%) and a number of others.
- High smartphone adoption has made this the preferred way for newcomers to watch content - 98% of newcomers own a smartphone, while only 64% own a TV set and 47% own an Internet-connected TV set. More than four-fifths of newcomers (83%) use smartphones to watch video content while only 28% use Internet-connected TV sets to watch online video.

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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.