



+ SVOD Service Usage Amongst Kids

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In today's digital age, kids are watching TV and movies in a whole new way. Streaming services like Netflix and Disney+ have become very popular, changing how young viewers access their favourite shows and films. This shift makes understanding how entertainment is evolving among the younger generation of the utmost importance.

The MTM Jr. releases a new report focusing on usage of Subscription Video on Demand (SVOD) services amongst anglophone kids under 18.

Highlights of the report On Demand: Kids and SVODs include:

- 81% of anglophone households subscribe to at least one SVOD service, while four in five kids aged 2 to 17 watch content on any of these services monthly. Households with children are 11% more likely to subscribe to SVODs than the average anglophone household (90% versus 81%). They are also 50% more likely to subscribe to an SVOD than they are to a linear TV service (90% versus 60%).
- Four fifths of SVOD viewer kids watch content on an Internet-connected TV. A tablet is the second most popular device for watching these services. However, devices used for viewing SVOD content differ depending on age - the use of a tablet is more common among younger kids than older kids while computer and smartphone usage gets higher as kids age.
- Netflix remains the most popular SVOD service for both household subscriptions and viewership among kids. 76% of anglophone children aged 2 to 17 have access to a Netflix subscription. However, we are seeing growth in other services such as Amazon Prime Video (63%) and Disney+ (54%).

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