



# Newcomers' TV and Video Viewing Habits

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As newcomers settle into their new environments, TV and video content play a crucial role in their daily lives. Whether it's staying connected to their culture through programs in English or in their native language, discovering local and international news, or enjoying entertainment, television and online video platforms are vital.

The new report from the MTM Newcomers delves into the viewing habits of newcomers, examining their time spent watching, their language preferences, TV and SVOD subscriptions, streaming AVOD (ad-based video on demand) content, genres of preference and more.

Highlights from the Remote Control Revelations report include:

- **TV/Video Viewership:** Over 2 in 5 newcomers (42%) have watched traditional TV in the past month, while 83% have watched some form of TV content (this could include a paid TV service, off-air, or online TV content). In terms of online video, virtually all newcomers (99%) watch it monthly;
- **TV & SVOD Subscriptions:** While SVOD services such as Netflix are widely subscribed to by 86% of newcomers, paid TV services like cable, satellite, or fibre optic still attract nearly half (45%) of this audience;
- **Language:** Newcomers are more likely to watch content in English than in any other language. Almost 4 in 5 newcomers (79%) 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 (10%), Hindi (16%) and a number of others.

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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.