



Sports Viewing Trends Among Canadians

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Sports betting has been legal in Canada for over 30 years, but it has taken on a new dimension recently. Once dominated by provincially-run lottery corporations, the industry has been opened up to commercially-run sportsbooks in the past two years. With this development, promotions and advertising have increased dramatically as new entrants seek to attract new customers.

The latest report from the MTM 18+ Sporting Propositions looks at sports viewing on TV and SVODs, as well as awareness of sports betting advertising.

Highlights from this report include:

- **Sports Viewing:** Half of Canadians (50%) watch sports content on linear TV. While sports SVODs are not as popular as sports TV channels, we still see that nearly a tenth of households (9%) subscribe to them;
- **Ad Awareness for Sports Betting Sites:** Close to half of online Canadians (45%) have seen an ad for an online sports betting site or app. Not only have three in five sports TV viewers (58%) and SVOD subscribers (60%) seen these ads, nearly a third of those who hadn't watched sports in the prior month (31%) are aware of them;
- **Betting via a sportsbook site or app:** Even with the heavy promotion, only 6% of online Canadians say they have bet on sports through one of these sites. People who have seen the ads for sportsbook sites or apps are more likely to have placed a bet online than those who haven't seen the ads (11% vs 3%).

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This week's release has something for everyone! Non-subscribers can access a [free infographic](#) that provides a high-level overview of the world of sports betting. Meanwhile, subscribers can enjoy a more in-depth understanding with an exclusive full-length report.

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.