



## Kids and SVODs

### Uncovering Trends in Streaming Habits of Today's Young Viewers

MTM JR. | October 22, 2024

In today's digital age, kids are increasingly gravitating towards subscription video-on-demand (SVOD) platforms for their entertainment needs. From animated series to family-friendly films, these platforms provide a vast array of content tailored specifically for young audiences.

The latest report from the MTM Junior delves into the latest trends in kids' SVOD consumption among the anglophone population.

Key highlights from this report include:

- **Subscriptions:** Just under four-fifths of anglophone households (78%) subscribe to at least one SVOD service;
- **Devices Used:** Four fifths of SVOD viewer kids (80%) watch content on a connected TV. A tablet is the second most popular device for watching these services (35%);
- **Top Platforms:** Netflix continues to be the leading SVOD service with 69% of anglophones aged 2 to 17 watching it in the past month. However, we are seeing growth in other services such as Amazon Prime Video (49%) and Disney+ (50%).

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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.