



The World of Co-viewing

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Watching content—whether on TV, an SVOD service, YouTube, or other platforms—is often a shared experience. But who are the people watching together, and what screens do they use for co-viewing?

The latest report from the MTM 18+ explores these co-viewers in detail, shedding light on their profiles and the screens they prefer for watching content.

Key highlights from this report include:

- **Frequency:** Co-viewing is a very popular activity – half of online Canadians (50%) do it multiple times a week and three quarters (76%) say they do it at least once a month.
- **Demographics:** Those aged 35 to 49 are the most likely to be co-viewing (73%). While co-viewing is more common in multi-person households, we also find that three in ten of those who live alone (30%) still take time to do it weekly.
- **Screens:** The TV set is by far the most common screen on which people co-view content. More than four-fifths of co-viewers (82%) say they use a TV set to co-view – Over half (53%) said it was the only screen they use.

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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 or call: 1-855-898-4999.