



# Fast Forward

## How Canadians Are Tuning In to FAST Channels

MTM 18+ & Jr. | December 3rd, 2024

FAST channels, or Free Ad-supported Streaming Television, offer a new way for viewers to consume content. Much like linear TV channels, FAST provides scheduled programming rather than exclusively on-demand options. But what's the level of Canadian interest in these platforms?

The latest reports from [MTM 18+](#) and [MTM Jr.](#) delve into how FAST channels are faring among Canadians across different age groups.

Key findings from the MTM 18+ *How are Canadians Watching FAST Channels?* report include:

- **Adoption:** About one-fifth of online Canadians (21%) have tuned into a FAST channel. Though not prevalent yet, these channels have experienced a growth spurt—nearly 24% within a single year, rising from 17% in 2023 to 21% in 2024;
- **Language Groups:** There is a notable difference in viewership based on language. Anglophone Canadians are more inclined to watch FAST channels — 23% — compared to their francophone counterparts at 13%;
- **Linear TV and Other Video:** Off-air Canadians are the most likely to be watching FAST channels (43%). SVOD and YouTube viewers are only slightly more likely to watch FAST channels than the average online Canadian (23% each, versus 21%).

Key findings from the MTM Jr. *Keeping Up with Kids and FAST* report include:

- **Adoption:** Canadian children have adopted FAST channels more quickly than adults, with 30% of kids reporting they watch content on these platforms.
- **Demographics:** Boys (31%), Younger kids (33%), anglophone children (33%) and those from lower-income households (37%) are more likely to be viewers.
- **Platforms:** There's no single platform dominating the FAST channel landscape for kids. Tubi leads with 15% viewership among children, outpacing Roku Channels, Pluto TV, and Samsung TV+, each with less than 10%.

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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.