



French or English?

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Canadian kids are embracing a diverse range of content and a notable portion watch content in both English and French.

Has watching in another language finally hit the mainstream?

The MTM Junior's newest infographic shares its findings on Canadian kids and their language of content consumption.

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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.