



# Beyond Limitless Content

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YouTube is a juggernaut in the media landscape. Since launching in 2005, the platform has grown to host a virtually limitless amount of user uploaded content. Many children have never known a time without YouTube, which offers them a variety of different types of content—including some genres unavailable anywhere else.

The latest reports from MTM Junior provide an overview of YouTube viewing among kids under 18 in the anglophone and francophone markets.

Key highlights from the anglophone report include:

- **Usage:** YouTube is one of the most popular sources of video content among anglophone children aged 2-17. More than 4 out of 5 kids watch YouTube in a typical month and 1 in 5 view it on a daily or near daily basis;
- **Demographics:** YouTube viewing tends to increase as kids age. Teens report watching nearly 2 more hours of its content weekly than kids aged 2-6. Boys are more likely than girls to say they watch the platform daily;
- **Genres:** Among anglophone children, cartoons and anime constitute the most popular genre. Gaming content and influencer videos are also popular, with a quarter of kids reporting that they watch them.

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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 300,000 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.