



# Understanding the Evolving Canadian Television Landscape: New Reports from MTM

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As the landscape of television consumption continues to evolve, understanding the dynamics between traditional and digital viewing options becomes increasingly vital. The proliferation of streaming services and on-demand content has fundamentally transformed the way audiences consume television programming. As a result, broadcasters, content creators, and advertisers alike must adapt their strategies to effectively reach and engage viewers in this dynamic and fragmented environment.

To shed light on these evolving trends, the Media Technology Monitor (MTM) has released two new comprehensive reports, each focusing on a distinct demographic. The MTM 18+ The Signal Out of the Static report provides an in-depth analysis of the adult (18+) anglophone market, examining paid TV subscriptions, the relationship between subscription video on demand (SVOD) and paid TV services, the role of service providers and bundling strategies. Separately, the MTM Jr. Tuning in to Kids and Traditional TV report offers valuable insights into the viewing habits of anglophone children, analyzing their consumption of traditional TV within the broader context of available video sources.

Key findings from the MTM 18+ The Signal Out of the Static report include:

- **Paid TV Subscriptions:** Although TV service subscriptions in the anglophone market have decreased by 27% over the past decade, a significant majority still subscribe to a paid TV service;
- **SVOD Services:** Following a period of rapid expansion, the adoption of SVOD services in the anglophone market has now stabilized at a high level, with 78% of households subscribing to at least one service;
- **Streaming-Only Households:** A growing segment of anglophone households are now “streaming-only households,” choosing to rely exclusively on online streaming services instead of traditional TV subscriptions.

Key findings from the MTM Jr. Tuning in to Kids and Traditional TV report include:

- **Linear TV:** Linear TV continues to be an important part of anglophone kids’ media consumption, with nearly seven in ten kids watching it monthly. However, like older generations, we do see a decline;
- **Online Platforms:** YouTube and SVOD services are more popular than linear TV among anglophone kids, with over four in five kids viewing them in a typical month;
- **French-Language Content:** Over one in five anglophone children aged 2-11 watch content in French during a typical week. This indicates a significant level of exposure to another language through video content, even though it is much less than English content.

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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.