



# MTM Fall 2025 Sneak Peek Highlights Streaming Competition, Multitasking, and Short-form Video Growth in Canada

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The Media Technology Monitor (MTM) today released its Fall 2025 Sneak Peek Report, providing an early look at evolving media consumption trends across Canada, including subscription streaming, second-screen behavior, and the surge of short-form video.

**Streaming Video on Demand (SVOD)** remains a staple of the Canadian household, with 77% subscribing to at least one service. While market leaders like Netflix, Amazon Prime Video, and Disney+ continue to dominate, consumer behavior is becoming increasingly tactical; 28% of households report signing up for specific content and canceling once their viewing is complete.

**Multitasking** has become a standard component of the viewing experience. Nearly one-quarter of online Canadians use a second device almost every time they watch video, and 61% multitask daily. Interestingly, most viewers report remaining focused on their primary screen, using secondary devices for communication or social media rather than supplemental video.

**Short-form vertical video** has officially hit the mainstream. 72% of online Canadians now consume short-form content on platforms like YouTube, Instagram, and TikTok, with adoption rates highest among younger adults.

## Now Available

The **Sneak Peek Report**, the English and French **Media and Technology Adoption** reports, and the Fall 2025 data set are now available on the MTM Portal.

[ACCESS SNEAK PEEK REPORT](#)

## MTM Webinar — March 26

MTM will host a live webinar on March 26 to present these findings in detail and demonstrate how MTM data supports strategic industry decision-making.

**Register below**

[English session \(1:30 PM EDT\)](#)

[French session \(3:00 PM EDT\)](#)



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.