



New MTM Junior Report Explores Popular Video Genres Among Young Canadians

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As the media landscape continues to evolve, understanding what the youngest generation is watching is more important than ever. MTM Junior is proud to announce the release of its latest report, What Kids Like to Watch - Popular Genres of TV and SVOD Content, which offers a deep dive into the types of content and genres of shows Canadians aged 2 to 17 prefer. By analyzing the habits of today's youngest audiences, this report provides essential intelligence for those looking to better understand the media consumption of the next generation.

Key highlights from this report include:

- **Streaming Takes the Lead Over Linear TV:** Kids are now more likely to watch SVOD services than traditional linear TV. While just under 7 in 10 kids watch linear TV, 4 in 5 watch SVOD services monthly;
- **Adventure is the Top Choice for Kids:** Adventure content stands out as the most popular genre, with just over half of kids aged 2 to 17 watching adventure shows and 44% engaging with "everyday adventure" content;
- **Genre Preferences Evolve with Age:** While interest in animation and educational content is high among younger children, it declines as they age. Conversely, teenagers show a much stronger interest in drama, mystery, science fiction, and reality competition shows.

The MTM Junior is a leading authority on child media consumption habits, providing data-driven insights that help clients understand and engage with this crucial demographic.

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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 or call: 1-855-898-4999.