



YouTube Remains the Digital Playground of Choice for Canadian Kids: New MTM Jr. Report

MTM JR. | April 9, 2026

Since its launch in 2005, YouTube has fundamentally shifted the media landscape, evolving from a video-sharing site into a cornerstone of daily life for the next generation. Today, the Media Technology Monitor (MTM) released its latest MTM Jr. report, The YouTube Generation, providing an in-depth look at how anglophone children and teens aged 2 to 17 interact with the world's most dominant video platform.

The report highlights that YouTube offers a massive library of unique content that often surpasses traditional TV offerings. For today's youth, the platform is not just a secondary option but a primary destination for entertainment, education, and social trends.

Key Findings from the Report

Ubiquity and Consistency

YouTube remains a mainstay in the lives of young Canadians. More than 4 in 5 kids watch the platform every month, with 2 in 5 engaging with it daily. Despite the rise of competing apps, monthly viewing habits among children have remained remarkably steady since 2020;

The Big Screen Experience

While mobile devices are often associated with youth, the TV set is actually the most common way for kids to consume YouTube. A significant 77% of children aged 2 to 17 use a TV to watch the platform. While teenagers show a stronger preference for smartphones, and younger children (under 12) utilize tablets and TVs at similar rates, the TV remains the top choice for both boys and girls;

Content Preferences and Formats

The "snackable" content trend is alive and well, with 3 in 5 Anglophone kids watching YouTube Shorts. However, the classic format still reigns supreme: regular videos under 20 minutes are the most popular type of content. Long-form videos (over 20 minutes) and live-streamed content remain significantly less common among this demographic.

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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.



MTM Jr. is the first annual youth media study in Canada, focusing on the behaviors and activities of Canadians aged 2 to 17. As a division of the Media Technology Monitor (MTM), it provides high-quality, data-driven insights into how the youngest generation interacts with traditional and new media platforms. For more information on the MTM please visit our Portal at www.mtm-otm.ca or call: 1-855-898-4999.