



# MTM Junior 2026 Data is Now Available!

Explore the newest trends in gaming, AI, and content discovery among Canadian youth

**MTM JR.** | April 28, 2026

Now in its eight year, MTM Junior continues to spotlight the evolving landscape of Canadian youth. We take a look into the trends defining this generation, from the rise of AI and gaming to the growth of podcasting, FAST channel viewership, and more.

## Key findings from the Futures Report and Sneak Peek Infographic

### Podcasting Trends

Nearly 1 in 4 Canadian kids consume podcast content. While usage increases with age, video podcasts are becoming a notable format, with nearly 1 in 5 kids watching them on platforms like YouTube, Netflix, and Spotify;

### Functional AI Usage

Awareness of Artificial Intelligence is high among Canadian teens. Most usage is practical, with kids being twice as likely to use AI tools like ChatGPT to get direct answers to questions as they are to use it for any other activity;

### Gaming and Virtual Currency

Video games remain a primary activity, with 3 in 4 kids playing monthly. Additionally, over 1 in 5 kids have received or bought in-game currency in the past month, a figure that rises to 3 in 10 among those aged 7 to 11;

### The Rise of FAST Channels

Free Ad-supported Streaming TV (FAST) channels are watched by 2 in 5 Canadian kids. Access to free content is the primary driver for 7 in 10 viewers. Data shows that FAST channels supplement existing platforms like Netflix or linear TV rather than replacing them.

*The Futures Report*, the most recent data set and the Sneak Peek Infographic are available to all MTM Junior clients.

[ACCESS THE MTM PORTAL](#)

### Webinar

Please join us on May 20th at 1:30 PM EDT as we share some of the new findings from our MTM Junior Futures Report 2026. After registering, you will receive a confirmation email containing information about joining the webinar.

[REGISTER](#)



MTM Junior is the first annual youth media study in Canada and is a division of the Media Technology Monitor. Based on an online panel, the MTM JR. has spoken with over 2,101 households split equally among anglophones and francophones. Of the 2,101 households surveyed, data for 3,310 children was collected. For more information on the MTM JR. please visit our Portal at <https://mtm-otm.ca/en/> or call: 1-855-898-4999.