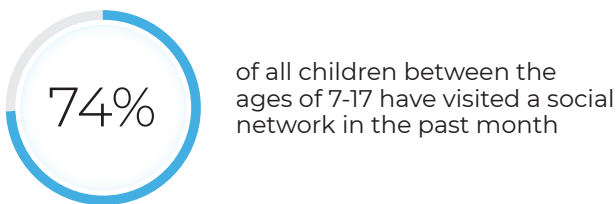


2021 Sneak Peek

MTM Jr. looks at the latest technology and media trends shaping the lives of 2-17 year olds today. Here are a few key findings from Canada's only annual youth media study.

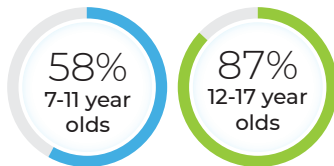


Social Media



Used a Social Networking Site in the Past Month

Canadian Children 7-17



! Teens (12-17) are more likely to do so



Used TikTok in the Past Month

Canadian Social Networkers 12-17

Over the course of the last year we've seen a big jump in TikTok use



! 24% of 18-34 year olds also used TikTok in the past month*

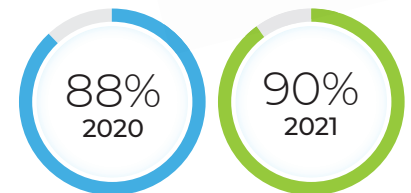


Messenger Kids is the only social network that is more commonly used by younger networkers than older ones



SVOD

SVOD subscriptions saw a slight increase among households with children

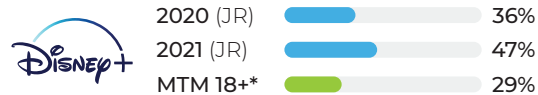


SVOD Subscriptions by Platform

Households with an SVOD subscription



! While some SVODs remained relatively stable over the past year, others saw considerable growth among families



Most Used Screen for Watching SVOD Content

Children with SVOD access 2-17

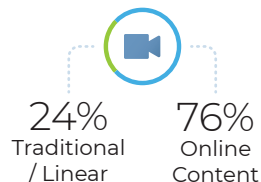


! Despite kids' love of mobile devices, the TV remains the most commonly used screen for watching SVOD content

Where Kids Go For Content

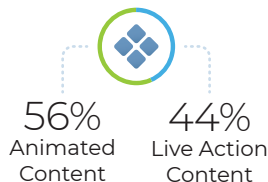
Preferred Source of Video Content

Canadian Children 2-17



Preferred Type of Video Content

Canadian Children 2-17

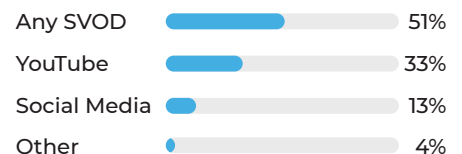


! Teens (12-17 year olds) gravitate to live action content, however

Preferred Source for Online Video Content

Canadian Children 2-17

SVODs dominate as a platform for online video content



*MTM 18+ fall 2020 data (total Canadians 18+; households may or may not have children)