



Kids And TV: Where does TV fit in the media diet?

Analysis of Anglophones aged 2 to 17 years old

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Introduction

The TV set has been raising our children for years. However, with the advent of the Internet, kids have more options for consuming content. With services like Netflix and YouTube available, are kids still making use of linear TV? And if so, are they still using the TV set or are they watching TV content online?

This report provides an overview of TV viewing in the context of other video sources amongst kids under 18 in the Anglophone market.

MTM Jr. focusses on the behaviours and activities of Canadians aged 2-17 allowing you to better understand the media consumption habits of today's youngest audiences and consumers. Visit www.mtmjunior.ca for access to the full data set, the reports page and more.



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