



SNEAK PEEK

Approximately 20% of the Canadian population are children under the age of 18. MTM Jr. looks at the latest technology and media trends for shaping the lives of 2-17 year olds today. Here are a few key findings from Canada's first annual MTM Jr. study!



YouTube rivals TV for viewing hours

Teens report watching 8.5 hours of YouTube each week - approximately the same amount of time they report spending with regular TV.

40% of all children own their own cell phones

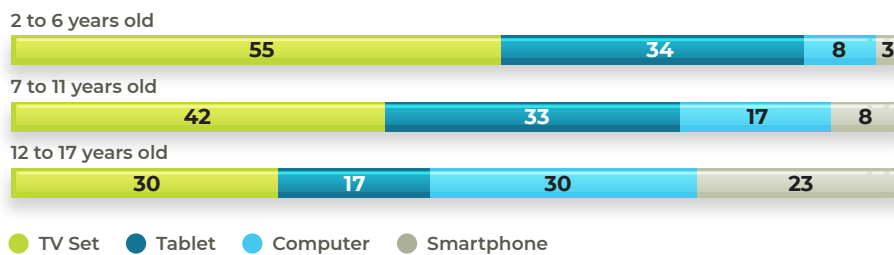
Children Who Own Their Own Smartphone
Children Aged 2-17 | %



When kids have "screen time" younger children tend to head for the TV while teens prefer personal devices instead

Preferred Screen for "Screen Time"

Children Aged 2-17 | %



FOR TEENS

cell phone ownership jumps to nearly 4 in 5

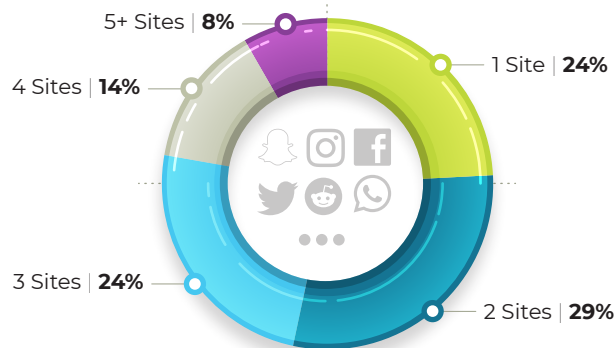
● Total ● 2-6 ● 7-11 ● 12-17

The majority of teens are using between 1 and 3 social networking sites each month

Number of Social Networking Sites Visited in the Past Month

Teen Social Networkers Aged 12-17 | %

Instagram, Facebook and Snapchat are the most common combination of sites used by teens



79% of children who use a game console play at least once a week

Frequency of Playing Games on Game Console

Games Console Users Aged 2-17 | %

