

SNEAK PEEK 2020

Approximately 20% of the Canadian population are children under the age of 18. 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.

88%

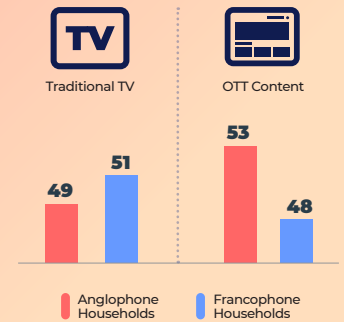
of families with kids in the home have access to at least one Over-the-Top TV Service (OTT)

The most common services for families are:



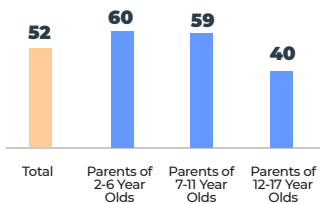
Anglophone families report spending a larger proportion of time co-viewing OTT content, but Francophone families spend a larger proportion of time co-viewing traditional TV

Spend 50% or More of the Time Watching Content with Child by Language | %



Parents of younger children are more likely to be using parental controls than parents of teens

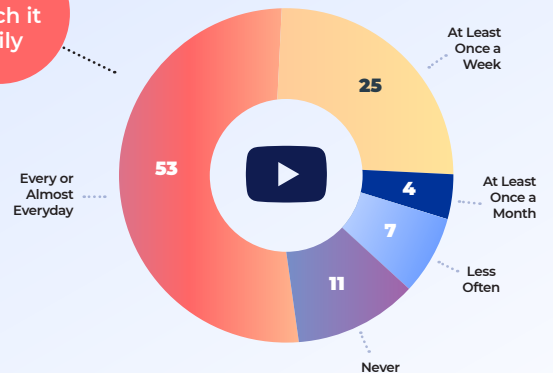
Parental Controls Canadian Families | %



Just over 8 in 10 children have watched YouTube in the past month

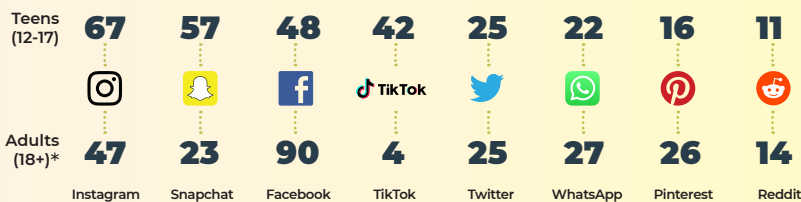
Frequency of Watching YouTube Canadian Kids 2-17 | %

Over half watch it daily



Instagram is the most popular social networking site for teens, while Facebook still dominates among adults 18+

Social Networking Sites Used in the Past Month Social Networkers | %



*Source: MTM, Fall 2019.