



Co-viewing

Watching With the Kids

Analysis of Canadians aged
2 to 17 years old

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Introduction

Watching video content has long been a family activity. Families would get together around the TV set and watch shows together. With new sources of content available via paid streaming services and YouTube, and the growth of personal devices, video viewing has become more individualized. However, parents still join their children for watching content.

This report provides an overview of co-viewing linear TV, subscription video services, and YouTube between parents and kids in the Canadian market.

MTM Jr. focuses on the behaviors 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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