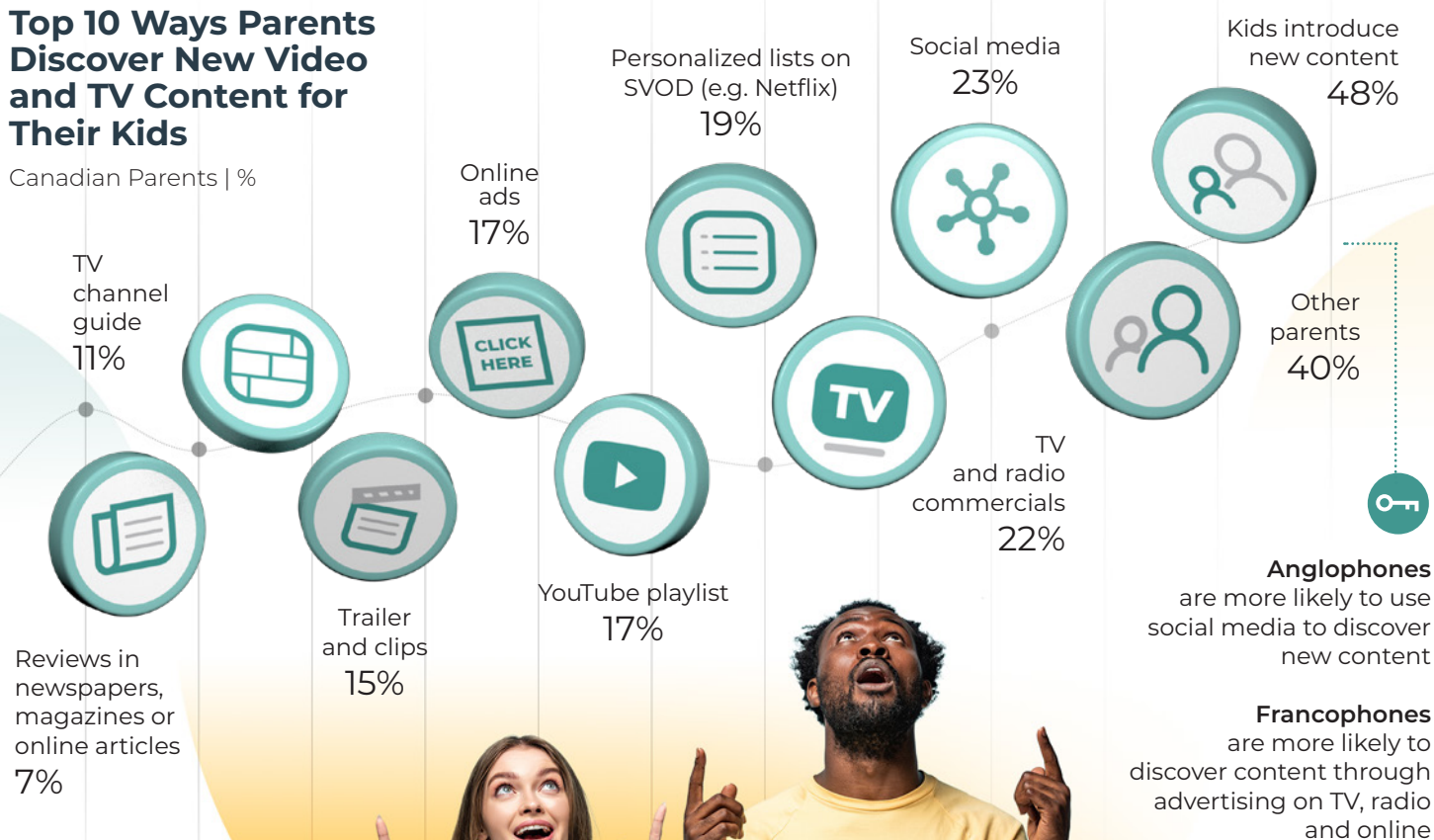


How Parents Discover TV and Video Content for Kids

In a world full of new content and endless choices, choosing the right video and TV programming for children can be difficult. MTM Jr. asked parents how they discover new content for their kids to consume.

Top 10 Ways Parents Discover New Video and TV Content for Their Kids

Canadian Parents | %



Anglophones are more likely to use social media to discover new content

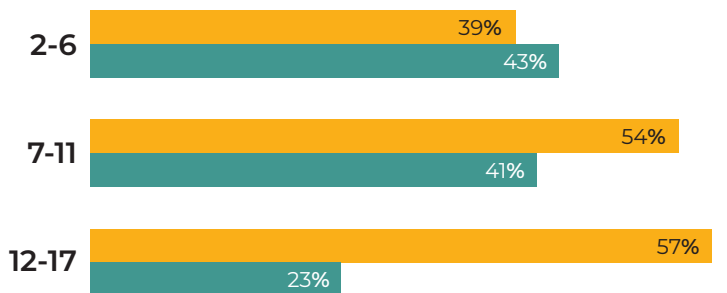
Francophones are more likely to discover content through advertising on TV, radio and online

Discovery Method by Age of Child

Canadian Parents | %



As children age, parents are more likely to let the kids do more of the discovery

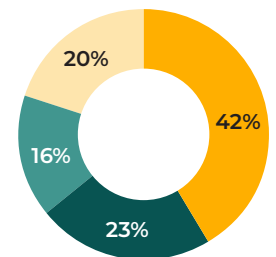


Number of Ways Used to Discover Content

Canadian Parents | %



Francophones are 65% more likely than Anglophones to use 4+ methods of discovering new content (28% vs 17%)



■ Kids Recommend the Content ■ Recommendations from Other Parents

■ 1 Method ■ 2 Methods ■ 3 Methods ■ 4+ Methods