



Tots, teens, and OTTs

Analysis of the Anglophone Market of children aged 2 to 17

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Introduction

Over-the-top services have found their ways into a majority of Canadian households. Netflix, Crave, Amazon Prime Video and others host large libraries of licensed and original programming, including sizeable portions that cater specifically to children and teens. Available on many of the same devices as YouTube, but offering content similar to broadcast TV, how are these streaming services used by the youth of today?

This report provides an overview of OTT amongst kids under 18 in the Anglophone 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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