



HUNGRY FOR CONTENT

Kids and Traditional TV

Analysis of Anglophones
aged 2 to 17 years old

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Introduction

Television has long been a key source of content for families, providing them with entertainment and educational programming. However, with the advent of streaming services such as Netflix and Disney+, as well as the trove of content on YouTube, do kids still watch traditional, linear TV?

This report provides an overview of TV viewing in the context of other video sources 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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