



“GAME ON!”

Youth and Video Games

Analysis of Anglophones
aged 2 to 17 years old



Introduction

Following a rapid rise in interest during the seventies, video games have quickly become one of the most popular mediums of entertainment. Many who grew up playing video games in arcades or with early home consoles now have children of their own that are beginning to discover this digital pastime. Are the youth of today a new generation of gamers?

This report provides an overview of adoption and engagement of gaming among 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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