

# Teens' and Tweens' Technology Usage - UK - November 2011

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"Dual screening is becoming second nature for today's youths, whether it is using the computer or the mobile phone at the same time that they are watching television programmes. To maximise the effectiveness of advertising campaigns targeted at the younger audience, marketers need to ensure multi-channel advertising is well-executed, from the creative of the campaign to technical performance of the website."

– Cecilia Liao, Senior Technology Analyst

## In this report we answer the key questions:

- What would encourage more youths to pay for mobile apps?
- What can marketers do to encourage smartphone adoption?
- What will teens and tweens expect from their computers?
- What would encourage youths to take adequate breaks from today's gadgets?

### Definition:

This report examines how youths use technology; for the purposes of this report, this includes static video games consoles, portable video games consoles, mobile phones, televisions and computers.

The term 'youths', 'children', 'youngsters', 'young consumers', and 'teens and tweens' have been used interchangeably to describe youths aged 10-15. Specifically, in the context of this report, the term 'teen' is used to refer to children aged 13-15, while the term 'tween' is used to refer to those aged 10-12.

In terms of static video games, this report looks into the major consoles that have been on the market since 1999, which include, Microsoft Xbox, Microsoft Xbox 360, Microsoft Xbox Kinect, Sony PlayStation 2, Sony PlayStation 3, Sony PlayStation Move, and the Nintendo Wii.

For portable video games, this report examines those released after 2004, including the PlayStation Portable, the Nintendo DS series (including original DS, DS Lite, DSi, and DSi XL), and the Nintendo 3DS.

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