

Children's Media - UK - December 2012

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Whilst the depth of interaction is greater for new media formats like applications or interactive digital games, television remains the single largest, most important way of broadcasting an idea or franchise to millions of children, quickly and easily. Those online franchises like Moshi Monsters that begin life as digital activities seek to branch out into television adverts and shows as soon as financially viable, in order to spread their brand message.

- Samuel Gee, Technology Analyst

In this report we answer the key questions:

- How important is children's TV in the new media landscape?
- What benefits are there to creating educational content for children?
- Will eReaders become popular with children?
- Should content providers rely on social media to spread awareness of their offering amongst young children?
- How can young children on newer technology be monetised?

The range and breadth of children's media available has broadened dramatically in recent years, thanks to the increasing digitisation of all content types. Whilst magazines and newspapers have migrated online, children's television has extended its reach, filling a multitude of channels with original content that then becomes easily accessible through inexpensive video on demand sites. New technology formats as well – in the form of smartphones and tablets – have created applications that suit both work and leisure situations.

This report examines the markets for children's television, radio, books, magazines and video games, as well as the technological landscape for children's media. It then looks at what technology is found in children's homes, the shared activities that children and parents carry out with technology, how much time parents spend using technology with children, children's technology ownership, children's tablet usage, and what children do on second screens – laptops or desktops used whilst in front of the TV.

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