

Children's Media - UK - December 2014

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“Given that there is only a seven percentage point drop between the proportion of children who discover new content through ads and who discover new content through their parents purchasing it for them, it may be more effective for content owners to market directly to parents.”

Samuel Gee, Senior Technology and Media Analyst

This report looks at the following areas:

- Despite high penetration, smartphones are less important to children
- Advertising to children may be more effective online

Children's media has become steadily more digitised in the years leading up to 2014, with children's natural interest in tablets and smartphones encouraged by ecosystem owners like Apple and Google creating dedicated app stores for both educational and recreational content. Various ecosystems are progressing at different speeds though; whilst digital video streamers are investing heavily in original content and gaining in popularity, the book market claims only a few percentage points of its revenue is generated by children's books from digital.

This report looks at children's media preferences, covering traditional and digital games, music, TV and film, games and books. It looks at children's access and ownership of technology, their media preferences, the media parents are enjoying with their children, parents attitudes to interactive media and in-app purchases, and children's second-screening habits and activities.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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