

Lifestyles of Mums - UK - May 2016

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“Whilst some blame devices for making today’s kids lazy, there are many ways in which technology could encourage kids to do all the things that are not always considered to be fun, making parents’ lives easier.”

– Ina Mitskavets, Senior Consumer and Lifestyles Analyst

This report looks at the following areas:

- Making sure the kids are alright
- Setting up good habits through character merchandising
- Selling convenience to modern parents

Watching TV remains a staple of family entertainment and an important way of keeping children occupied when parents are busy, but other technology is catching up. More than ever before, today’s mums are worried about their children’s online safety and there is rising demand for age-appropriate online and mobile content and ways of monitoring kids’ digital activities.

Major digital entertainment brands targeting families are already making steps to make their content more child-friendly, with more brands expected to respond to parental concerns.

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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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