

Children's Media - UK - December 2011

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"There are fewer opportunities for today's children to enjoy iconic shared TV moments; hence the growing importance of mainstream crossover family TV (and family-oriented gaming such as the Wii) in providing a form of collective cultural bonding between friends and between children and adults."

– John Worthington, Senior Analyst

In this report we answer the key questions:

- Is there a downside to multichannel children's TV?
- What opportunities do children's media multitasking habits present?
- Does radio still have a role in children's media?
- What is the outlook for children's magazines?
- Are early teens properly catered for by children's media?

This report analyses market trends in the children's media market and children's media behaviour, content preferences and attitudes towards TV, radio, comics, magazines & newspapers, internet and mobile, investigating the core market factors, key players, products and innovations in the industry.

Definition

This report covers children's consumption of media including TV, radio, comics, magazines, newspapers, the internet, mobile devices and gaming.

Mintel's exclusive consumer research for this report focuses on children aged 10-15. Other sections of the report also include discussion of media consumption among children under the age of 10.

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