

Children's Media - UK - December 2013

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“Access to a tablet is steadily increasing, and access to video on demand streaming services will increase alongside. The ultimate success of the services will depend on how they are positioned to parents: positioning as a shared experience between parent and child, accessible anywhere, will put the services in the best possible light, and hasten their take up accordingly.”

– Samuel Gee, Senior Technology Analyst

This report looks at the following areas:

- What is the likely future success of Video on Demand services with children's content?
- What is the future of children's reading?
- How can in-app purchases best be presented to parents?
- Are children becoming more independent media users?

The possibilities for children's media creators are ceaselessly growing. Children maturing into internet usage are now confronted with a plethora of digital entertainments. Parents are growing more comfortable with personal and shared mobile device ownership – including phones and tablets – and this will only increase with content libraries like the Apple App Store segmenting children's content into its own area, to make it easier to find and review.

This report looks at the technology available in children's homes, and how often they use it. It looks at the frequency with which parents watch, read, listen to or play media with their children, and then focuses on apps specifically to investigate parental attitudes to in-app purchases, alongside wider parental attitudes to media. Thoughts about streaming video are examined, and contextualised by an examination of children's awareness of and thoughts on major kid's TV broadcasting brands. Finally, the report looks at children's personal technology ownership, the media they consume without their parents, and the media they would most prefer to watch, listen to, play or read if given the choice.

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