

Teens' and Tweens' Technology Usage - UK - July 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Parents' fears regarding their child's use of technology are numerous, with stranger danger, access to inappropriate content and cyberbullying at the top of the list. Technology brands are attempting to respond to these fears, giving parents greater control and creating child-friendly versions, as well as emphasising the positive role technology can play in aiding child development."
- Rebecca McGrath, Research Analyst

This report looks at the following areas:

- Responding to technology fears
- The decline of traditional TV viewing

Major social and media networks, such as YouTube and Vine, have recently launched child-friendly versions of their services that have strict restrictions in terms of content in order to protect children and encourage parents to allow their children access.

Children's viewing habits continue to evolve, as they increasingly opt for varied online content, rather than traditional TV watching. Content producers and advertisers have to adapt to the changing landscape in order to reach this influential demographic.

For the purposes of this report, Mintel's definition of 'technology' includes smartphones, tablets, static games consoles, portable games consoles, e-readers, internet-connected smart televisions, desktop and laptop computers, gaming, social networking and any form of digital media consumption.

The terms 'teen', 'tween', 'child' and 'young people' have been used interchangeably to describe children aged 10-15.

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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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Launch Activity and Innovation

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Most using second screen while watching TV

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