

Family Entertainment - US - August 2019

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"Parents look to balance screen time with outside play to keep themselves sane and their kids entertained. They are looking to share familiar experiences with their kids in new and interesting ways as the entertainment market gets increasingly more diverse."

- John Poelking, Leisure & Media Analyst

This report looks at the following areas:

- Controlling what is being watched
- Reconsidering budgets in the face of more options
- Defining family video
- Kids and parents have different priorities

While digital entertainment has spurred some of the biggest growth in the family entertainment category, parents are still more likely to enjoy some classic offline activities with their kids than they are to sit in front of a screen. This varies by the age of children, with younger kids getting more exposure to offline activities and teens gaining digital independence. As kids age, parents are less worried about too much screen time, potentially leading to an upswing in digital family entertainment for kids aged 6+. Still, activities that are inexpensive and collaborative tend to resonate most with parents seeking out ways to fill their kids' free time.

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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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