



# PARK

PRECISE ADVERTISER REPORT - KIDS

The complete picture of video consumption  
for US kids aged 2-12

# Audience Research

This research explores the key media platforms and content kids are watching and therefore where is best to reach and engage them.

**Video consumption** across Broadcast TV, SVOD, Connected TV and Social media

**Device, platform & streaming service/channel**

**Top shows, toys, games & vloggers**

**Parents purchasing behaviours**

**2,000 kids 2-12Y USA**

**PARK:**

**Precise Advertiser Report - Kids**  
is integrated into our contextual  
intelligence AI platform



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# The complete viewing picture

## How it works...



2000 Kids  
aged 2-12 and their  
parents



Online survey



To understand how to best reach and engage the younger audience in a fragmented viewing world

Questions aimed at both kids and their parents:

Kids



Parents



Discover **where, when and how** best to reach kids audiences, cross-device and by platform, facilitating the planning process.

Understand **content viewing**, top shows, drilling down to specific platforms e.g. YouTube and Netflix.

Track trends in viewing behavior **over time** identifying **new platforms** and **behavior** as they emerge to inform strategies for the future

**Gaming is the gateway for kids  
entering the metaverse, with a fifth  
already making purchases**

# Kids are familiar with the games in the metaverse



Q73r: X- Which of the below games do you think can be found in the Metaverse?

Base: USA June 2022 (1995)

# A fifth of kids under 12 have purchased with tokens while playing games in the metaverse



A **fifth of kids** have purchased using **tokens** in the metaverse **when gaming**

## Top items purchased in the metaverse



Clothes



Accessories



Money



Tools



Animals



Extra lives

Q76: Have you ever purchased anything using tokens in Metaverse games?, Q77: You said that you have used tokens to make a purchase before in the Metaverse. What did you purchase?

Base: USA June 2022 (1995)

# Almost 4 in 10 parents understand the metaverse to be a virtual world where people can socialize, work and play

Top 3 definitions of the Metaverse amongst parents:



A virtual, computer generated world where people can socialize, work and play  
39%



A new social networking platform  
20%



Sites where you can buy and sell digital art and currency  
12%

# There is opportunity among parents to utilize Non-Fungible Tokens as part of brand loyalty programs



Almost **half of parents** would be interested in **receiving NFTs** as part of a **brand loyalty program**

Q147: Would you be interested in future in receiving NFTS (Non Fungible Tokens) from brands that use them as part of a loyalty program?

Base: USA June 2022, parents (1995)

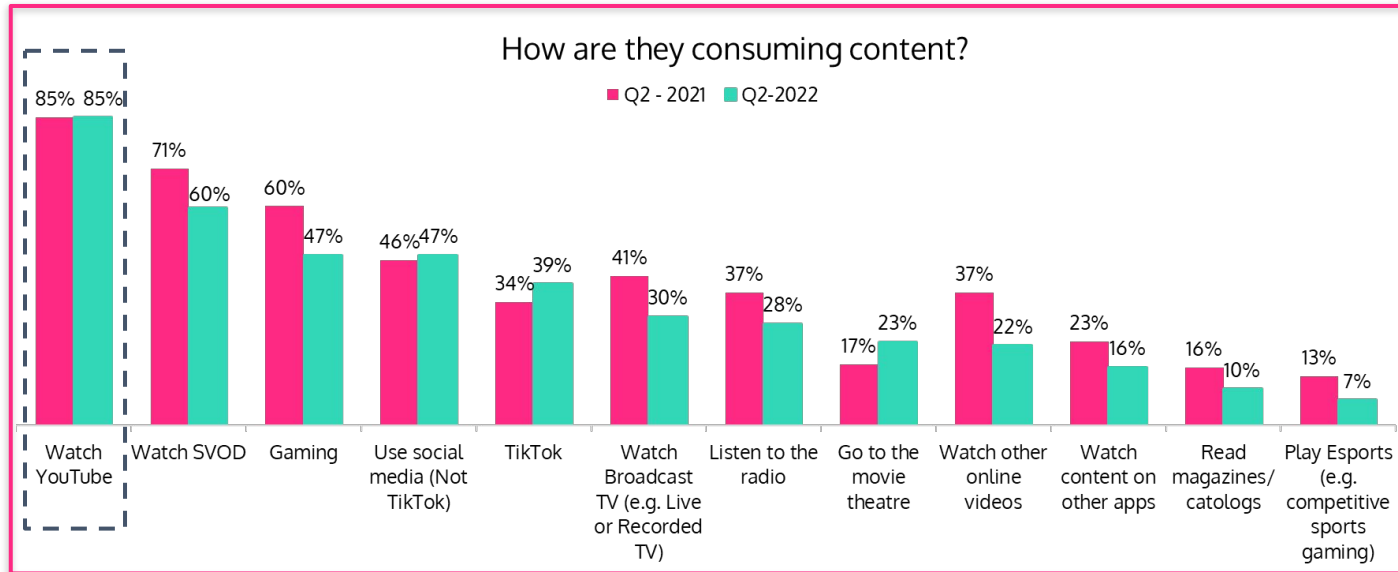


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**9 in 10 parents co-view with their kids,  
with this being key to driving influence  
on purchase**

# YouTube's power in the USA grows, as almost 9 in 10 kids are now accessing the site



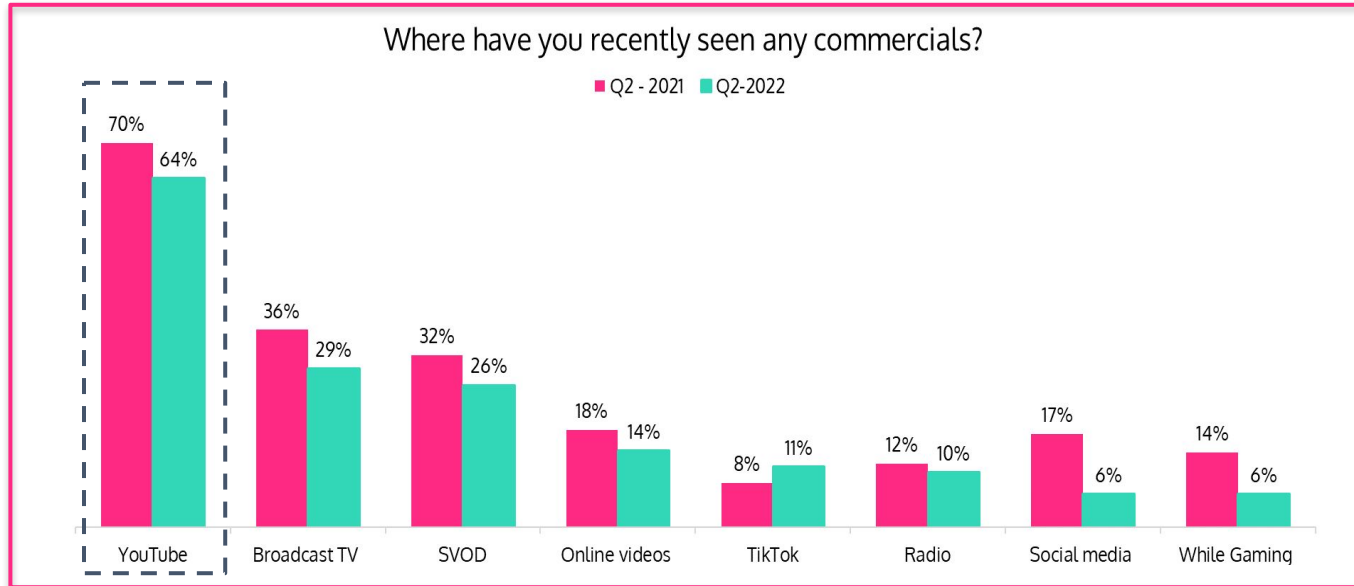
Q1. Which of the below ways have you consumed content recently?

Base: USA April 2021 and June 2022



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# Children are twice as likely to recall an ad on YouTube vs any other platform



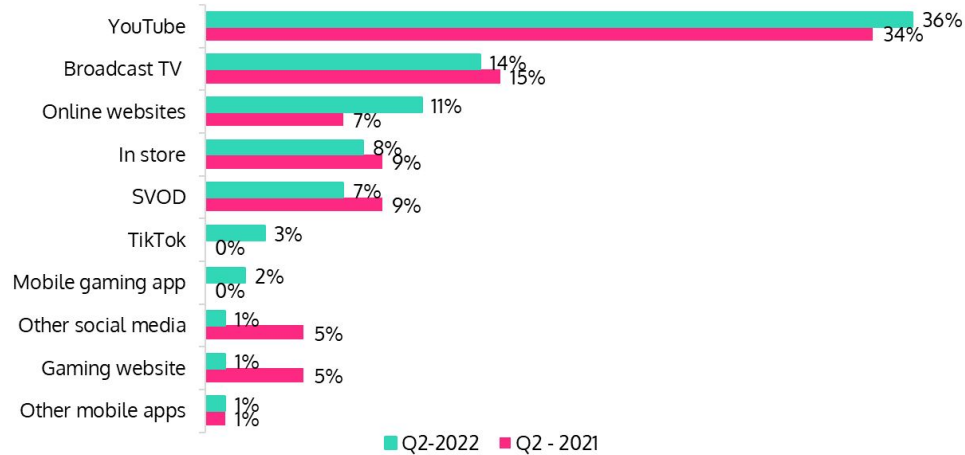
Q10. Where have you recently seen any commercials?

Base: USA April 2021 and June 2022



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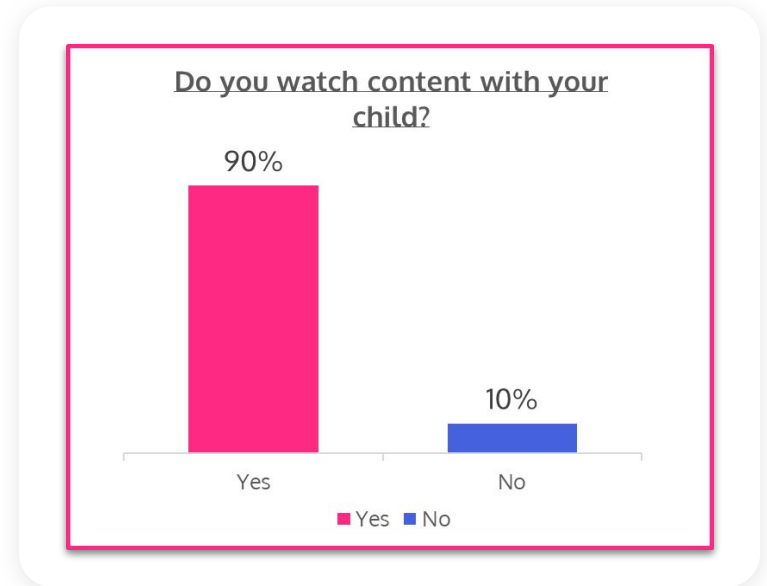
# YouTube commercials drive almost 3x as much purchase behavior than any other platform



“Thinking about the last thing you asked your parents to buy you, where did you see the commercial for it?”

# 9 in 10 parents are co-viewing content with their child

Almost half of parents who watch content with their child(ren) are watching content with them daily

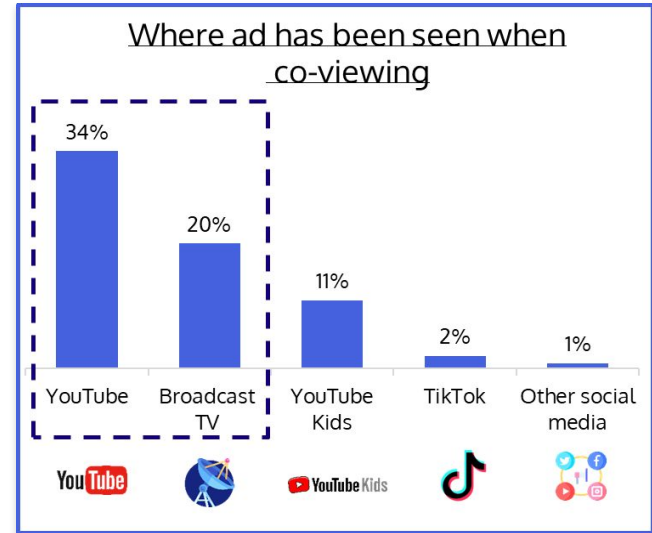
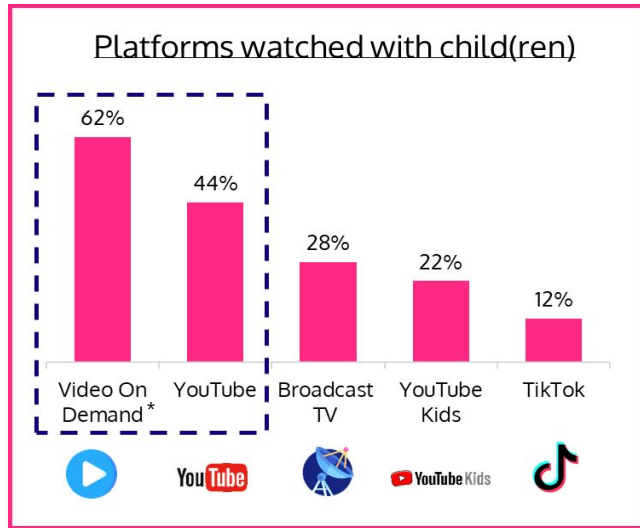


Q79: Do you ever watch content with your child(ren)? (e.g. Movie, TV, online videos etc.)

Q80: How often do you watch content with your child(ren)?

Base: USA June 2022 (1995), Those who watch content with their children (1797)

# Parents are most likely to co-view content with their child(ren) on YouTube and Video On Demand



\* Video On Demand includes Netflix, Amazon Prime and other subscription based service platforms that are not advertisement based

Q92: You mentioned you remember seeing an ad the last time you watched with your child(ren), what platform was this on?

On which platforms do you typically watch content with your child on?

Base: USA June 2022, Those who watch content with their children (1797)

# Parents are most likely to co-view content on Netflix and Ryan's World YouTube channel

SVOD	
1	Netflix
2	Disney+
4	Amazon Prime
5	Hulu
6	Paramount+

YouTube	
1	Ryans World
2	Peppa Pig Official
4	Cocomelon
5	Nickelodeon
6	Little Baby Bum

Broadcast TV	
1	Disney Channel
2	Nickelodeon
4	Cartoon Network
5	ABC
6	Disney Junior

Which channel did you watch it on?

Base: USA June 2022, Those who watch content with their children (1797)

# 7 in 10 parents are inspired to purchase items for their kids when they see their reaction to the ads



Q93r: X- Here are some statements about watching content with your child(ren), please tell us how much you agree or disagree with them

Base: USA June 2022 (1995) Those who watch content with their children (1797)

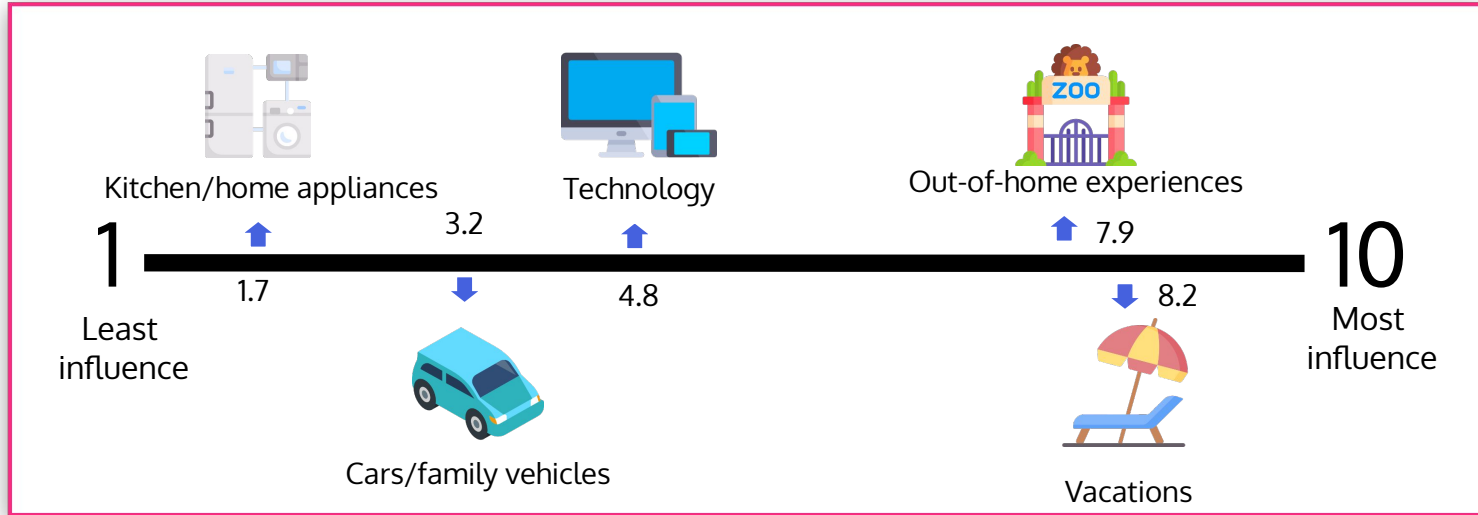


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**Kids have influence over key family purchases, with vacations at the top of the list**

# Family vacations and out-of-home experiences are where kids have the most influence on parents purchasing decisions



# Kids have influence over vacation activities, destinations and food and drink options

Which of the below aspects influence your decision making?



Activities  
79%



Destination  
58%



Food and drink  
42%



Vacation duration  
23%



Time of year  
17%

You mentioned your child has influence on your decisions regarding family travel.  
On which of the below aspects do they influence your decision making?  
Base: USA June 2022 , those whose children influence vacations (768)

# Parents get their child's influence on vacations by asking about activities, food and destinations

## Activities

My child loves exploring a big city, visiting museums, galleries, parks, like New York or Tokyo.

I will ask her for ideas of where she wants to go for a vacation, she picks which theme parks.

We talk about what sounds fun (and I can afford). Such as 'do you want to go to the beach or theme park with a water park?'

I want my children to have fun so we ask them where they would like to go and what they would like to do and sometimes plan around their wishes.

## Food

They should have an opinion on food and drinks. If we are out too late and they are tired we can head back early even if it ruins plans. We plan the vacation based on their needs.

She also has input on where we eat and what she gets to eat and drink

My child chooses what she wants to do as in play out or what type of food she wants to eat that day, as in pizza

We let him decide what he wants to eat and drink.

## Destinations

I'll think of different destinations we can go to and he'll let me know which ones he's interested in going to. We'll look over his choices together and seek out activities together. We'll then make our final choice on which destination it will be

Will choose which destination out of three options.

We enjoy choosing a vacation destination that our children have more than likely been asking to go to for some time.

My child might see a destination on TV, or hear about friends' vacation, and ask to go there.

Q101r: X- You mentioned your child has influences on the below aspects when it comes to your purchase decisions, please explain further how they have influence on this

Base: USA June 2022 , parents (1995)

# Word of mouth and websites are key in inspiring families looking to book a vacation

Where do you get inspiration for vacations you might want to book for your family?



Family  
40%



Online websites  
40%



YouTube  
35%



My friends  
31%



My child  
29%

# A snapshot of insights for the US kids media market



This is just a snapshot into the world of kids media and parents purchasing behaviors. We know that every child is different and that the behavior of a 2-3 year old differ from that of an 8-9 year old!

## In the full report you will have access to:

- All of the data in this snapshot plus access to many more questions that dive deeper into media and purchasing
- Age and gender splits of the data for girls and boys aged 2-12
- Total level data and granular data filtering



We know for brands understanding the core audience is key. Full access to the data will allow brands to filter by specific channels and platforms to see what their core audience looks like and their behaviors.

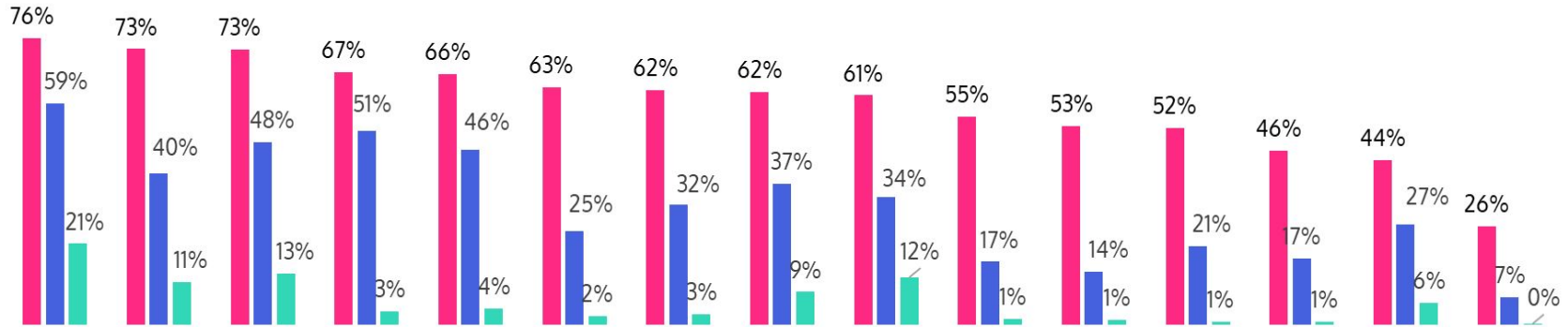
## Examples of brands the data can be filtered by:

- Netflix users
- YouTube users
- TikTok users
- Parents who are aware/buy specific toy brands
- Plus many more!

# ....With many more insights available

Top brand awareness, ownership and favourite

■ Awareness ■ Ownership ■ Favourite



Get in touch to access the full report



Giraffe Insights is a **leading global research agency**, specialising in **kids, youth and family audiences**. Helping brands across the globe effectively reach and engage audiences, providing insights that ensure strategies are informed rather than predicted.

Giraffe Insights conduct **bespoke research to meet individual company needs** alongside **running award winning propriety studies** to inform industry knowledge.

'**PARK**', was launched to provide the complete picture for kids' video consumption across linear and online and is the first of its kind!

Contact us:

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# Precise TV

We are the world's first and leading Kid-Safe COPPA certified YouTube advertising platform using contextual intelligence to deliver brand safe, relevant and privacy-compliant video campaigns reaching young audiences and families.

Our market leading solution delivers best-in-class return on ad spend. We can measure the true impact of your online advertising to offline sales using media mix modelling, sales lift and attribution leveraging data science-led forecasting.

We have spent 7+ years building Precise TV's Contextual Intelligence Platform powered by advanced machine learning, Natural Language Processing and data from our **Precise Advertiser Report - Kids**.



PRECISE TV

With offices in London, Sydney, New York, and San Francisco,  
Precise TV is Trustworthy Accountability Group (TAG)  
certified, and was named a 2022 Google Premier Partner after  
meeting the rigorous requirements of the recently revamped  
Google Partners program.

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