



PRECISE TV



PARK

PRECISE ADVERTISER REPORT - KIDS

The complete picture of
media consumption
for US Gen Alpha
kids age 2-12

**SUMMER
2024**



In partnership with  Giraffe
Insights

Introduction

Precise's bi-annual report, PARK, captures media habits of US families with 3000 kids ages 2 -12. YouTube continues to be the number one most watched platform by US kids. YouTube is the favorite platform of parents and kids because of the easily accessible, favorite content. More than half of kids like to co-view and consistently watch YouTube with a friend or family member. Data shows kids are highly engaged when watching YouTube and remember seeing ads that are relevant to their interests and content that they view.

Gen Alpha loves to game, with over half of kids choosing to play on phones or tablets. Roblox is a favorite alongside building, fashion and adventure app games. The survey shows kids are remembering the ads they see when gaming.

The popularity of Short form content continues to grow! Gen Alpha is regularly watching YouTube Shorts and TikTok with almost 70% watching 1 to 2 hours daily.

Pester Power is a strong factor impacting parents purchasing decisions. Wish lists and a child's reaction to ads when co-viewing with a parent greatly influences what parents and caregivers are buying.

Whether you are new to marketing to kids and families or a seasoned pro, Precise TV's report provides all the insights and data needed to make informed, intelligent decisions in a fast paced, quickly changing, digital landscape.

Audience Research

Our research reveals key media platforms and content Gen Alpha kids age 2-12 are watching and how best to reach this audience

- **Video consumption** across Broadcast TV, SVOD, Connected TV, Social Media and Gaming
- **Device, platform & streaming services**
- **Top shows, toys, games & influencers**
- **Parents purchasing behaviors**
- **3,000 US kids age 2-12** and their parents

Precise TV & Giraffe
Insights Media Panel

“PARK”

(Precise Advertiser Report - Kids)
is integrated into our
contextual intelligence
platform

The complete viewing picture

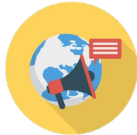
How it works...



3000 kids
age 2-12 and their
parents



Online survey



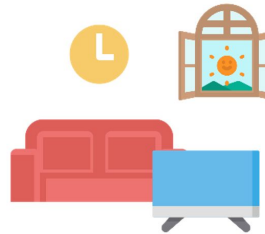
To understand how to best reach and engage the younger audience in a fragmented viewing world.

Questions aimed at both kids and their parents:

Kids



Parents



Discover **where, when and how** best to reach kids and their parents, 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.

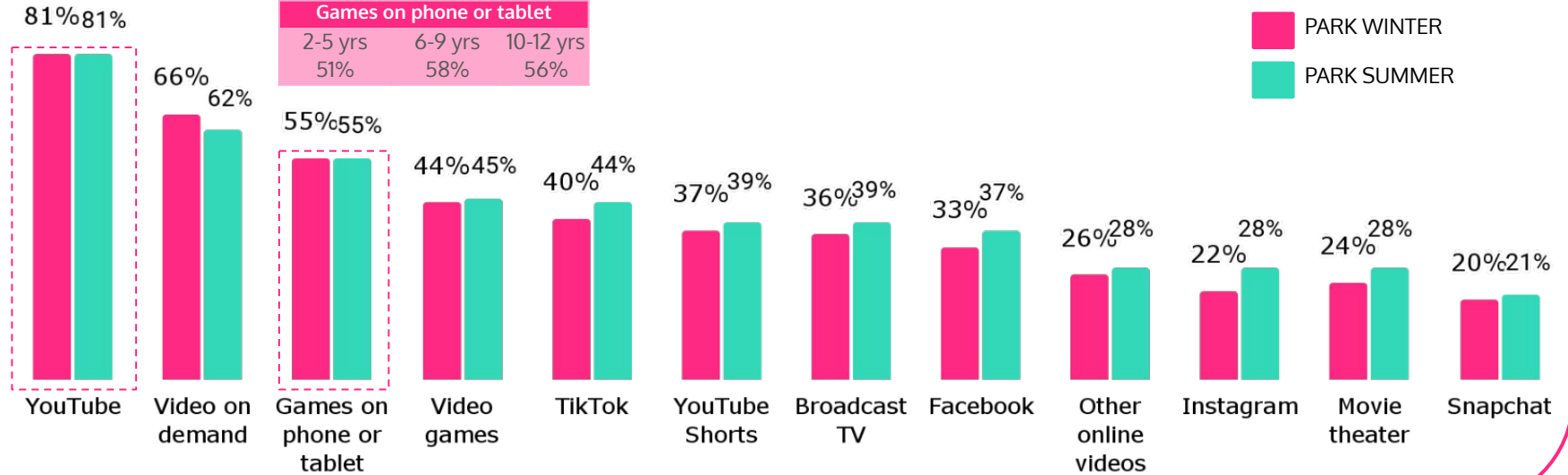
**YouTube is #1
with kids**

YouTube tops kids media consumption

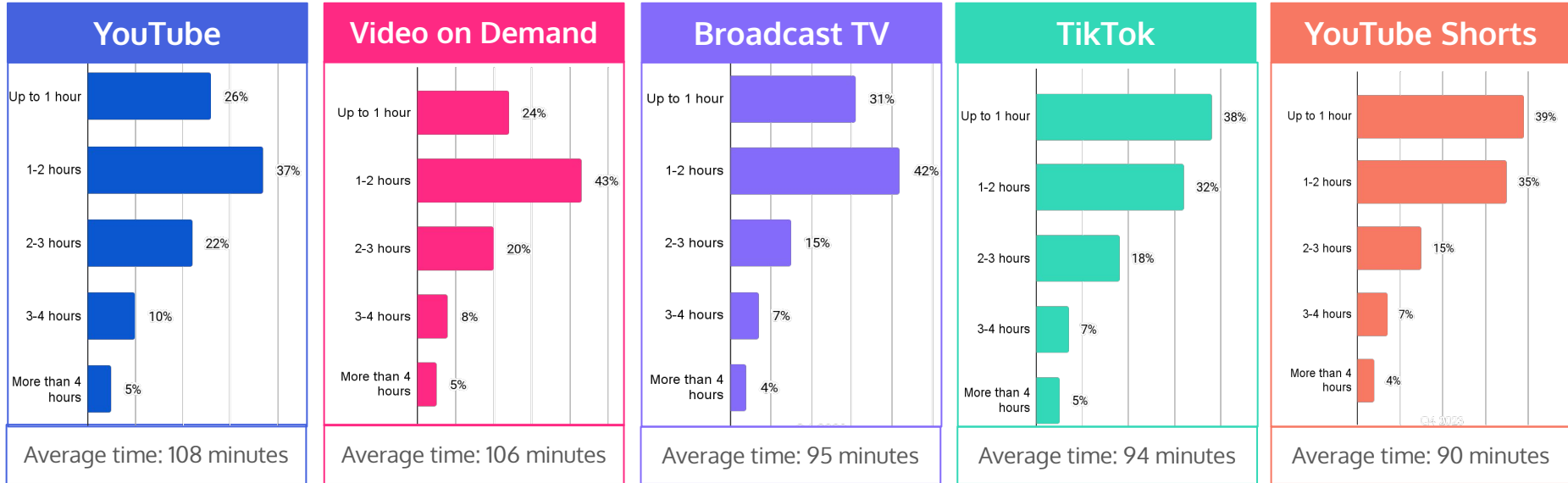
Which of the below ways have you consumed content recently?

YouTube		
2-5 yrs	6-9 yrs	10-12 yrs
78%	83%	84%

Games on phone or tablet		
2-5 yrs	6-9 yrs	10-12 yrs
51%	58%	56%



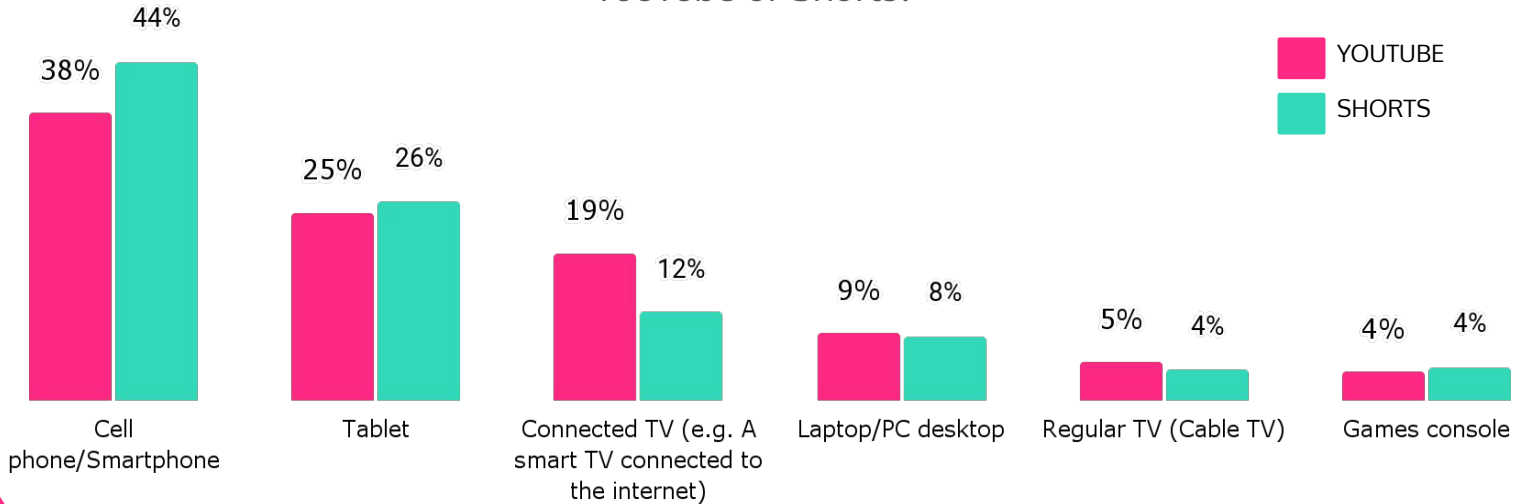
Over 30% of kids watch YouTube and YouTube Shorts more than 2 hours day



CHARTS

Kids prefer to watch YouTube and Shorts on their phones

Which device do you typically use to watch YouTube or Shorts?



**Kids watch a variety of their
favorite content across
multiple platforms**

YouTube is kids' favorite platform



81%



39%



28%



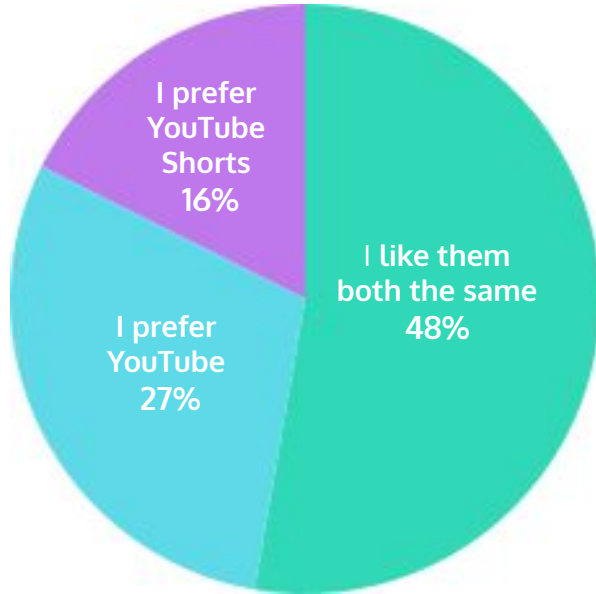
44%



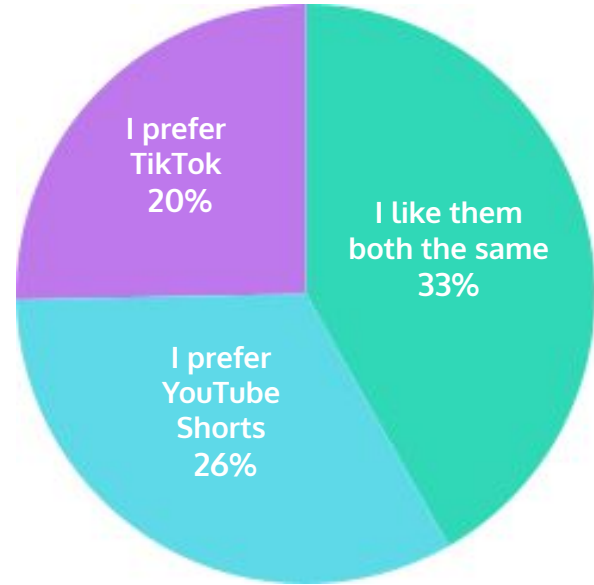
37%

Kids prefer YouTube and Shorts over TikTok*

YouTube vs YouTube Shorts



YouTube Shorts vs TikTok



*7% don't know what TikTok is & 4% don't know what YouTube Shorts are

Kids like to co-view YouTube

Who do you typically watch content with?

YouTube	
By myself	64%
Parents	37%
Siblings	28%
Friend/s	14%
Grandparents	4%

SVOD	
Parents	61%
Siblings	45%
By myself	42%
Grandparents	13%
Friend/s	11%

TikTok	
By myself	69%
Parents	28%
Siblings	21%
Friend/s	15%
Grandparents	5%

YouTube Shorts	
By myself	61%
Siblings	34%
Parents	33%
Friend/s	10%
Grandparents	7%

What kids are watching on YouTube

Favorite TV & VOD content on YouTube



SpongeBob SquarePants



Nickelodeon



Paw Patrol



Bluey



Peppa Pig



Nick Jr.



Cocomelon



PJ Masks



Blippi



Phineas & Ferb

Top 'other' YouTube channels



5-Minute Crafts



Disney Music



Mr. Beast



Colourful Creative Kids



Kidz Bop



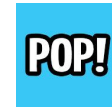
Diana and Roma



Ninja Kids TV



Like Nastya



AWESMr pop



Vlad and Niki

**YouTube is the
#1 place to reach engaged
kids**

Kids think the best commercials are on YouTube



YouTube
31%



Broadcast TV
18%



TikTok
15%



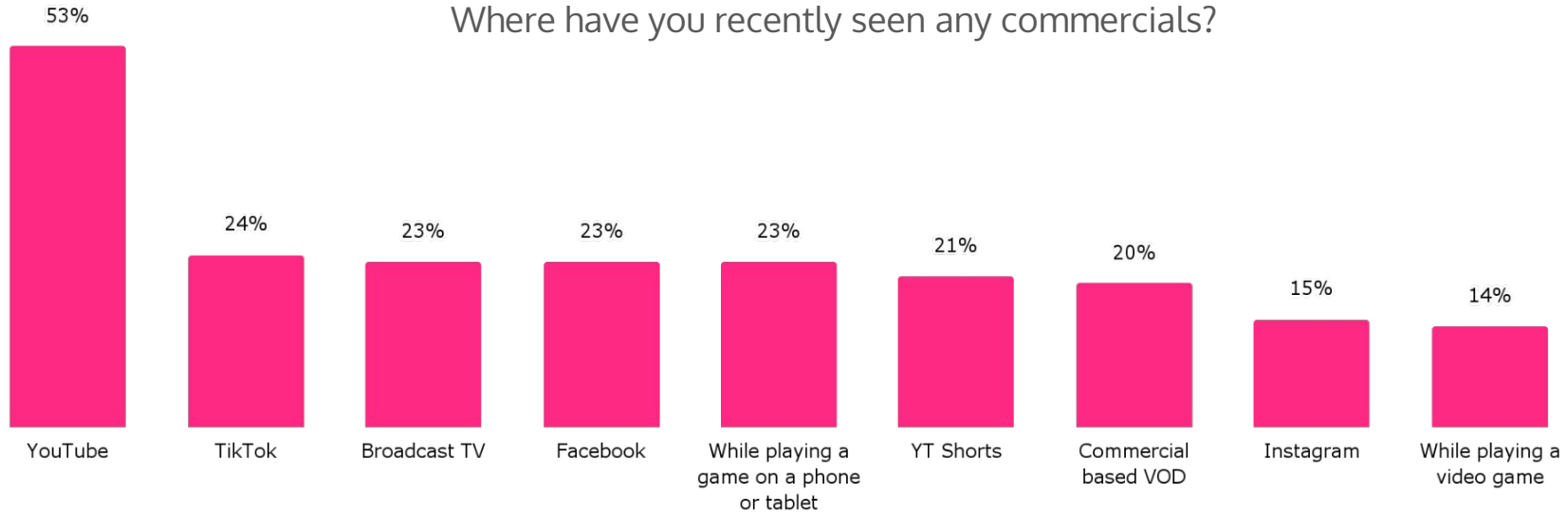
YouTube Shorts
14%



AVOD
12%

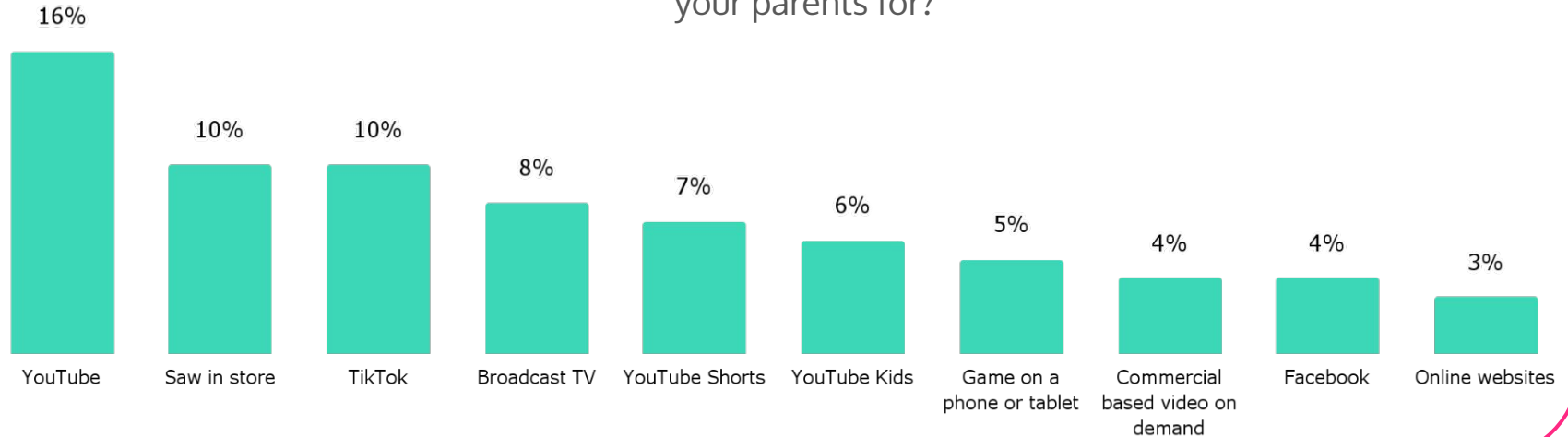
Kids recall ads on YouTube more than any other platform

Where have you recently seen any commercials?



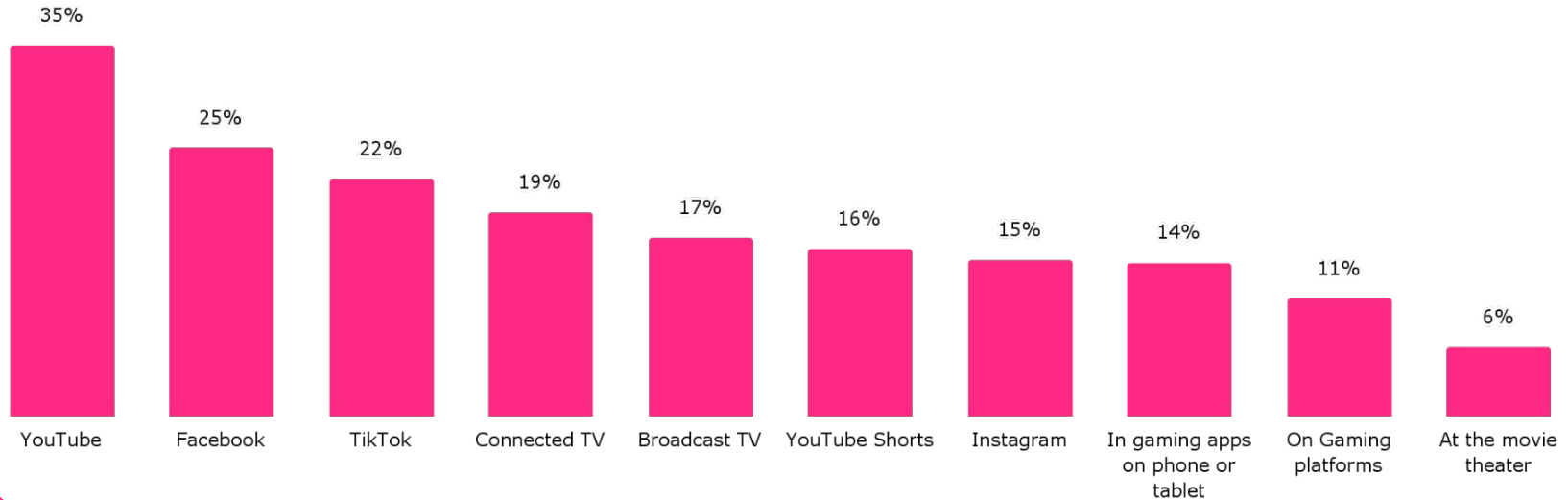
YouTube ads drive 2x as much purchase behavior than TV

Where did you see the ad for the last thing you asked your parents for?



Kids discover new toys when watching YouTube

Where do you find out about the latest toys?



22%

of kids have bought something they have seen after watching YouTube Shorts

A Quarter

of kids have asked their parents to buy them something they have seen on YouTube Shorts



3x as many kids watch YouTube Shorts ads compared to TikTok



32%

of kids watch YouTube Shorts ads if they like the content of the ad

25%

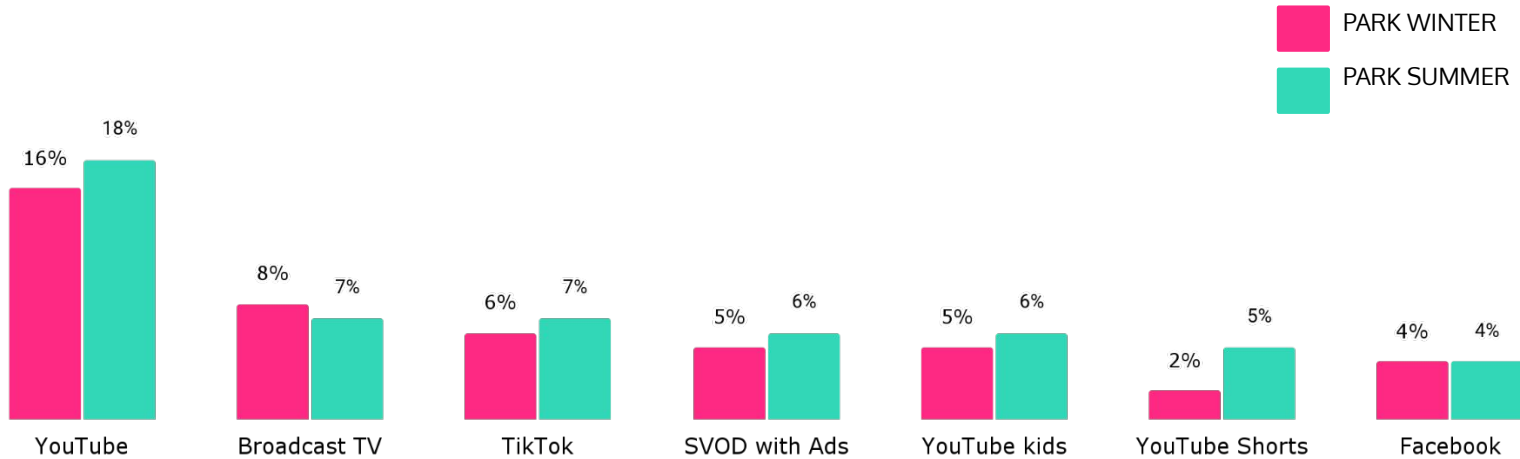
of 10-12 year old boys watch YouTube Shorts ads

8%

of 6-9 year old girls skip TikTok ads

Parents buy things for their kids they see on YouTube

Thinking about the last thing you bought for your child, where did you see the commercial for it?



Q32: Thinking about the last thing you bought for your child, where did you see the ad or commercial for it?

Base: May 2024 (3000)



**Co-viewing is an
effective way to reach
the decision maker**

Kids reaction to ads impacts parents' purchasing decisions



7 in 10 parents say their child has asked for something they saw advertised while **co-viewing**

Almost 6 in 10 parents agree that they are more likely to purchase a product they saw advertised **when co-viewing with their child**

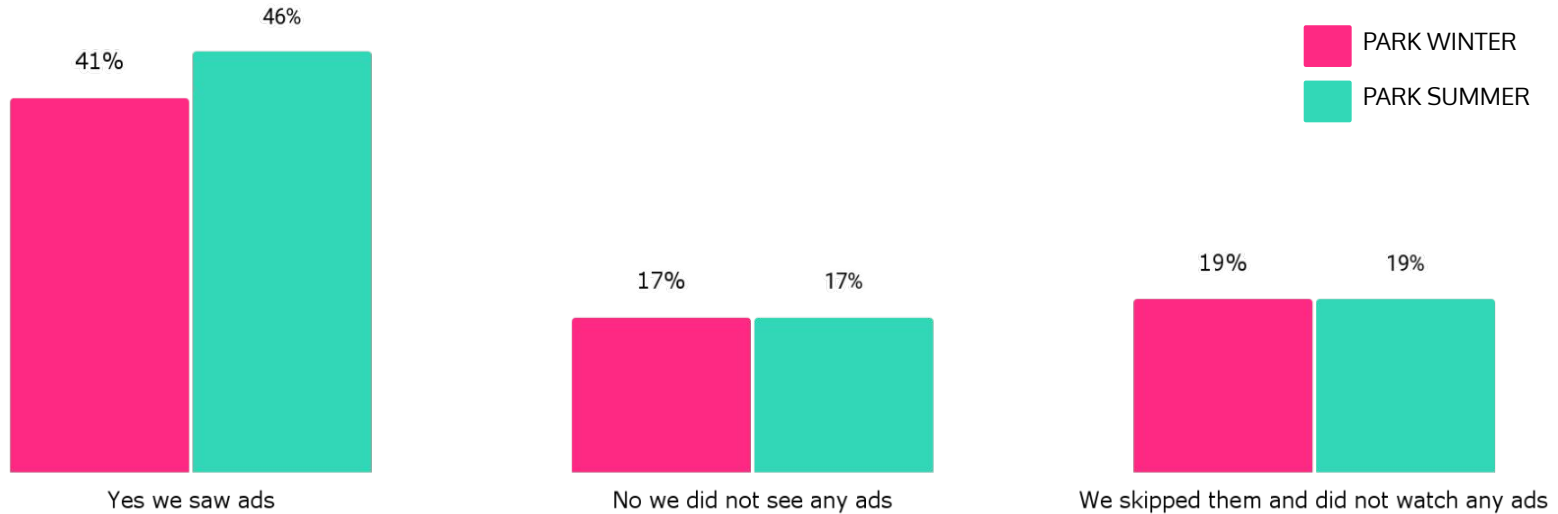
Q93: X- Here are some statements about watching content with your child(ren), please tell us how much you agree or disagree with them ,

Q94: Has your child ever asked you for the product/service in an Ad you saw while watching together?

Base: May 24 (3000)

46% of parents watch ads when co-viewing with their kids

Thinking about the last time you watched content with your child, do you remember seeing any ads?



Q91: Thinking about the last time you watched content with your child, do you remember seeing any ads?
Base: May 24 (3000)

6 out of 10 kids co-view YouTube and YouTube Shorts



62%

Co-view YouTube



75%

Co-view SVOD



55%

Co-view
YouTube Shorts

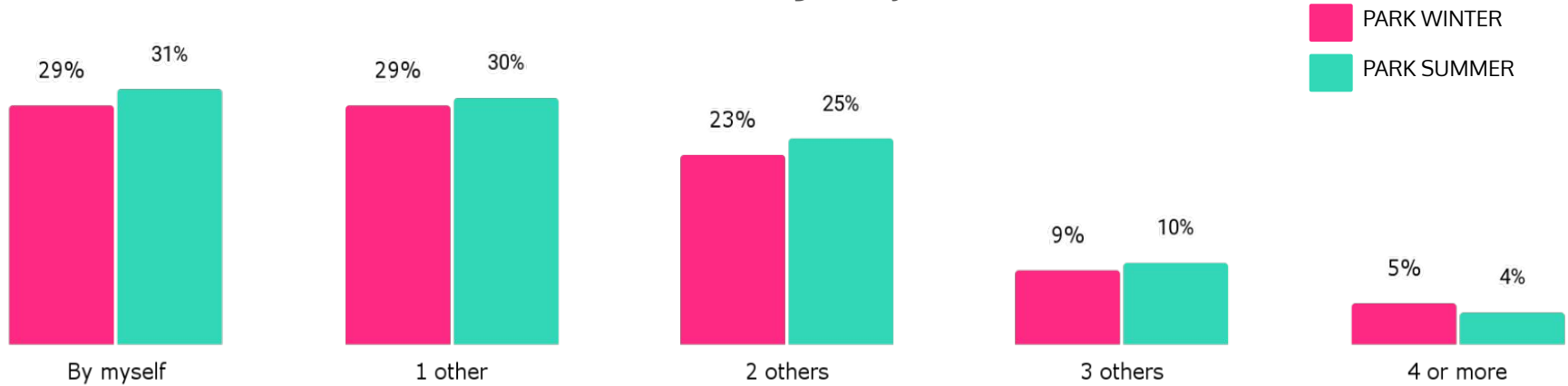


52%

Co-view TikTok

7 in 10 co-view when watching YouTube on a TV

When watching YouTube on a TV screen, how many people are watching with you?

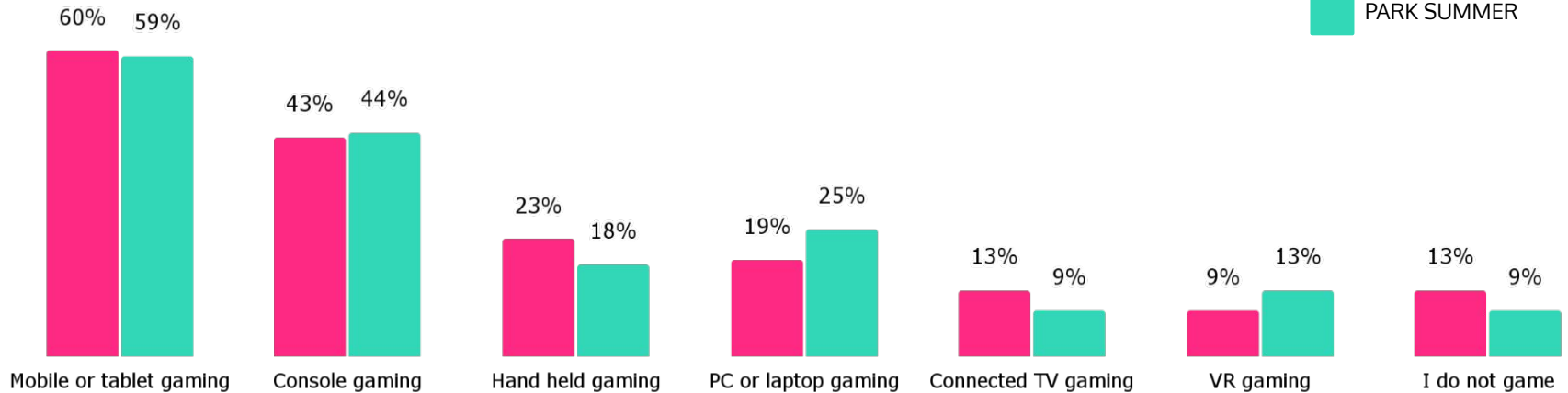


Gaming apps offer brands a way
to reach an engaged target
audience

6 in 10 kids play mobile or tablet games

What types of gaming do you usually play?

2-5 yrs	6-9 yrs	10-12 yrs	Boys	Girls
57%	61%	60%	57%	62%










Puzzle, adventure, craft and building mobile games are some of the most popular with kids








2-5 year olds		
Category	girls	boys
Puzzle	30%	29%
Art & Coloring	25%	20%
Adventure	20%	24%
Educational	20%	24%
Racing	18%	23%
Dress up & Fashion	21%	12%








6-9 year olds		
Category	girls	boys
Puzzle	33%	26%
Animals	31%	18%
Adventure	29%	31%
Building & Crafting	28%	31%
Action	21%	27%
Racing	20%	26%

10-12 year olds		
Category	girls	boys
Puzzle	35%	22%
Adventure	23%	28%
Action	18%	29%
Simulation	24%	21%
Music	21%	13%
Building & Crafting	21%	23%

Kids love Roblox, Subway Surfers and Disney

2-5 year olds		
 ROBLOX	Roblox	28%
 Talking Tom & Friends		26%
 Subway Surfers	Subway Surfers	25%
 Disney	Disney	23%
 Coloring Book	Coloring Book	21%
 Peppa Pig	Peppa Pig	21%
 PAW PATROL	Paw Patrol	20%

6-9 year olds		
 ROBLOX	Roblox	48%
 Subway Surfers	Subway Surfers	28%
 Talking Tom & Friends		27%
 Disney	Disney	24%
 <i>Barbie</i>	Barbie	21%
 AMONG US	Among Us	20%
 Coloring Book	Coloring Book	19%

10-12 year olds		
 ROBLOX	Roblox	55%
 Subway Surfers	Subway Surfers	24%
 AMONG US	Among Us	22%
 Talking Tom & Friends		20%
 Coloring Book	Coloring Book	19%
 Temple Run	Temple Run	18%
 Disney	Disney	17%

Please note Disney, Coloring Book, Sonic, Lego & Talking Tom are app groups.

Kids replied saying they play a variety of the games within each group.

Q217. Which of these mobile and tablet games do you play regularly

Base: May 2024 (3000)

Did you know

A fifth
of kids remember
seeing ads when
playing games on
their phones

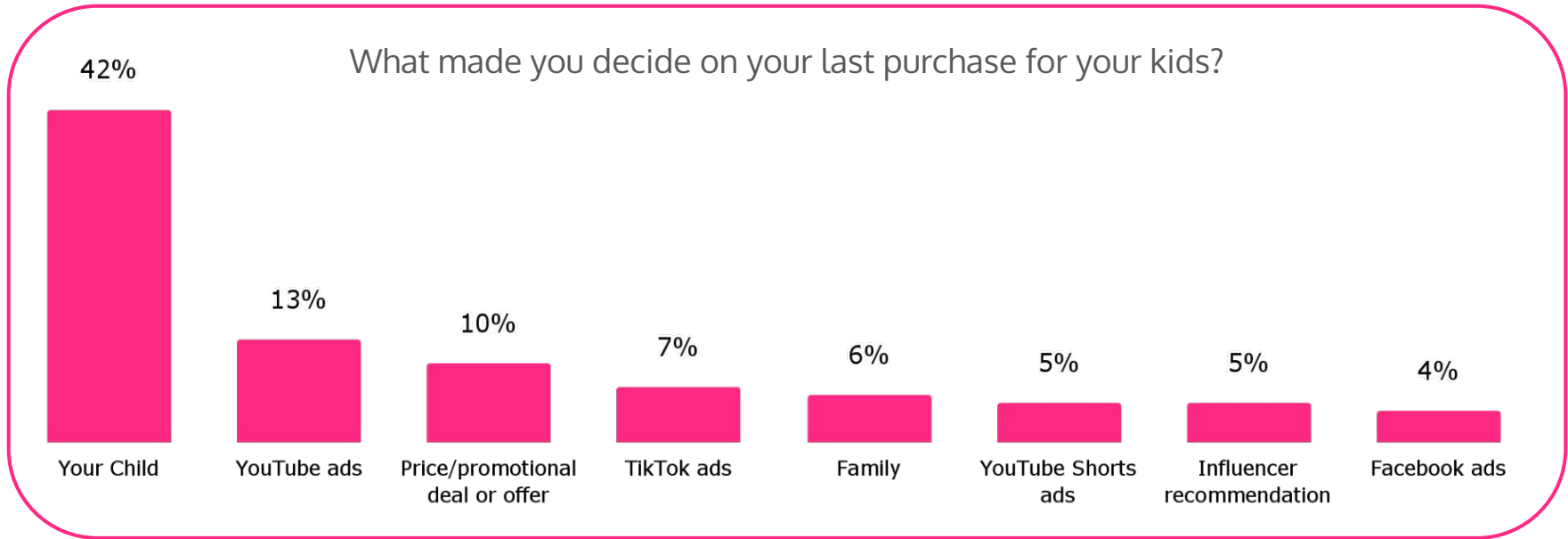


Q10. Where have you recently seen any commercials?

Base: May 24 (3000)

**Kids' influence has the most
impact on parent's purchasing
decisions**

Kids and YouTube ads play a key role impacting parents' purchase decisions

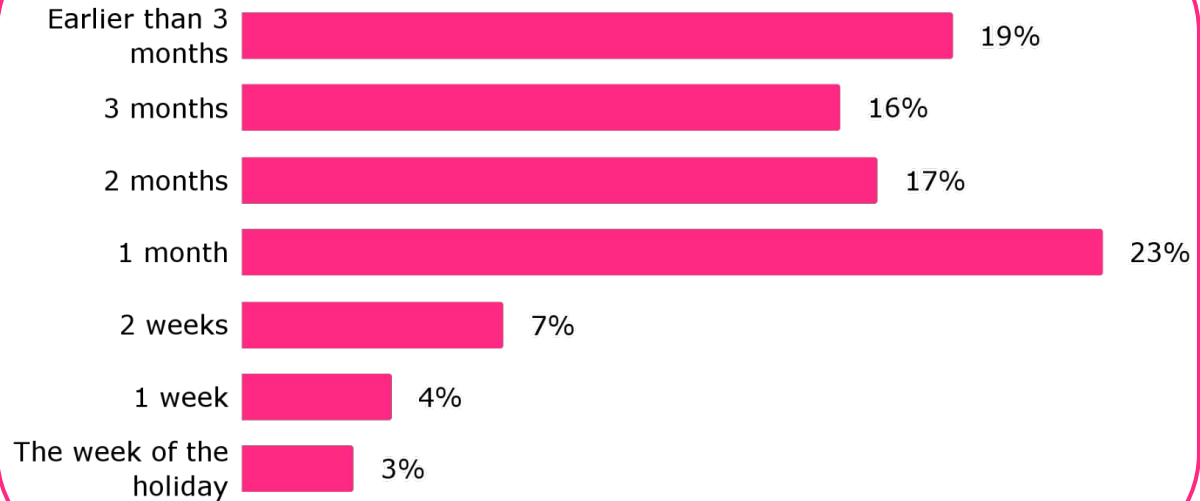


Q225: What ultimately made you decide on your last purchase for your kids?

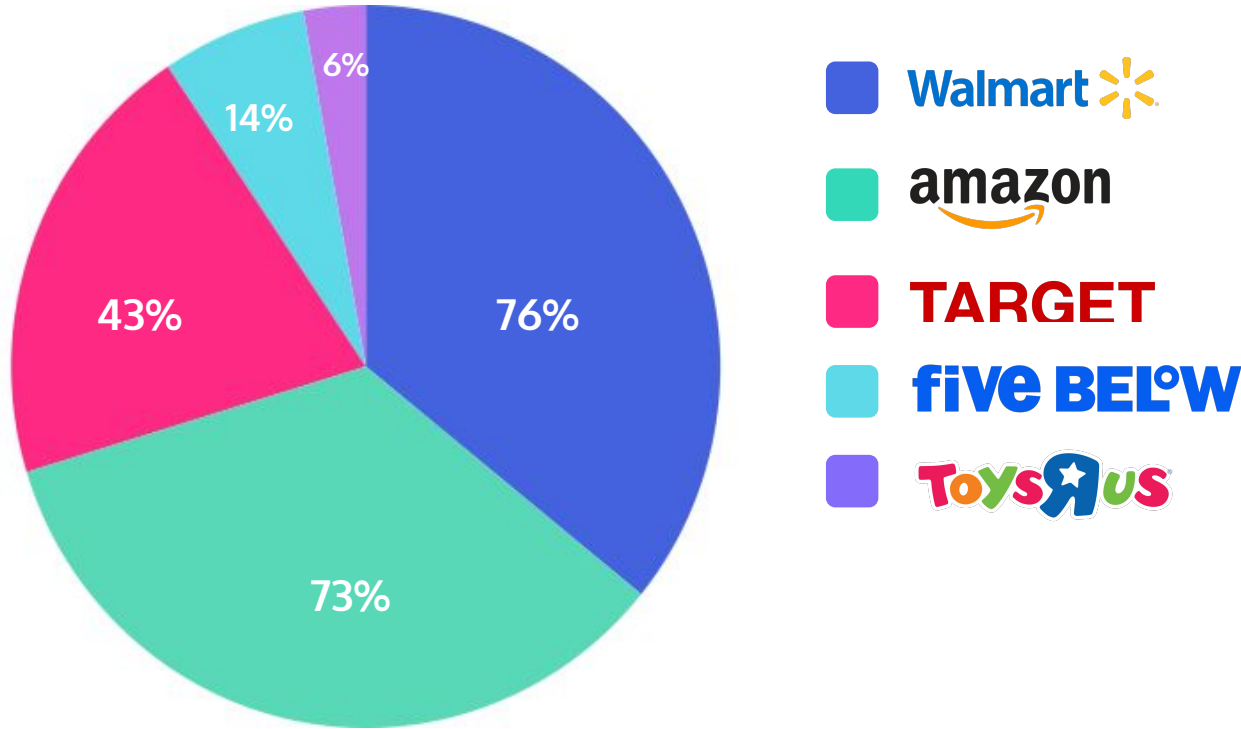
Base: May 24 (3000)

35% of kids make their wish list at least 3 months prior to Christmas

Almost
9 in 10
kids create a
holiday
wish list

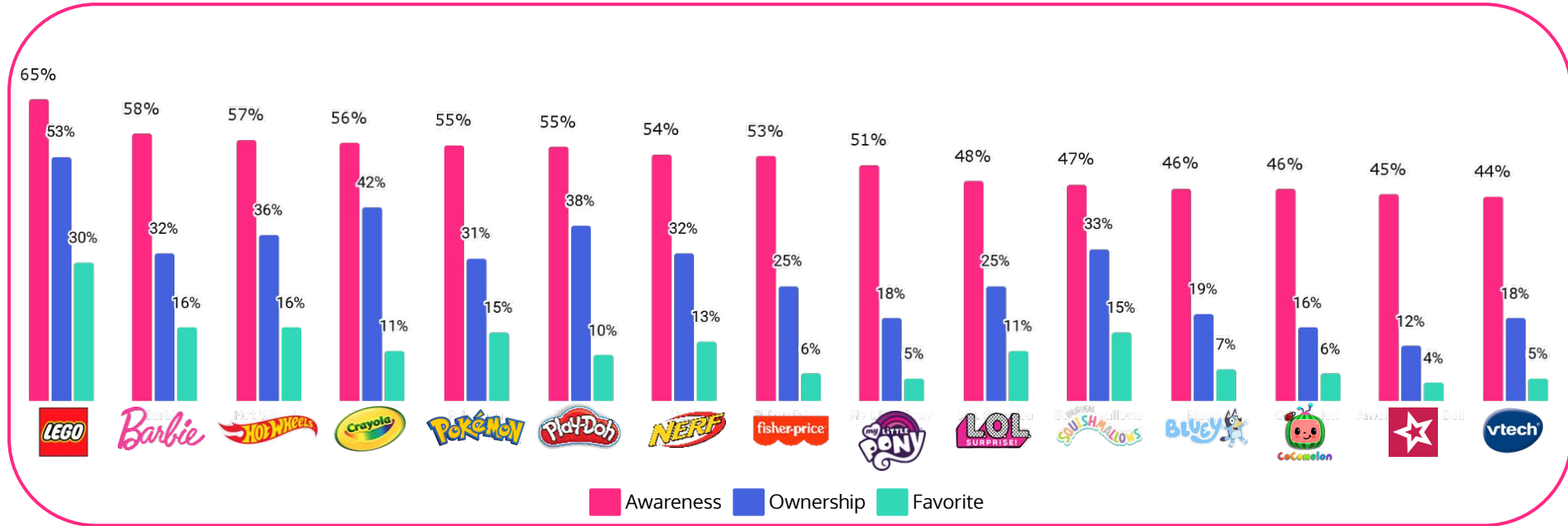


Walmart, Amazon and Target are the most popular places for parents to buy toys



Q266r: X- Where do you buy toys for your child(ren)?
Base: May 2024 (3000)

LEGO, Crayola and Squishmallows have the highest awareness to ownership ratio



Q67r: X- Which of these toys and games brands have you heard of? Q68r: X- Which of these toys and games brands does your child own?
Base: May 2024 (3000)



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.

Contact us

www.giraffeinsights.co.uk



We are the **world's first and leading kidSAFE+ 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 over 9 years building Precise TV's Contextual Intelligence Platform powered by advanced machine learning, Natural Language Processing and data from our: **Precise Advertiser Report - Kids.**

Contact us

Denis Crushell
Chief Commercial Officer

denis@precise.tv

+44 (0)775 701 5055