

TOTALLY AWESOME

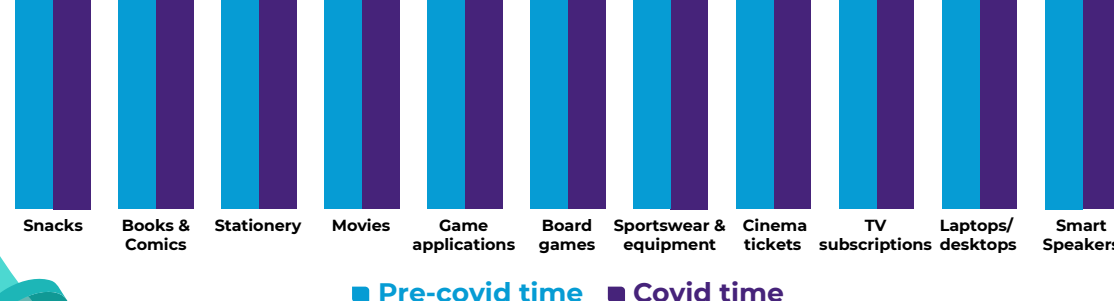
KIDS DIGITAL INSIGHTS APAC 2020

KIDS; THE NEW FAMILY BOSS!

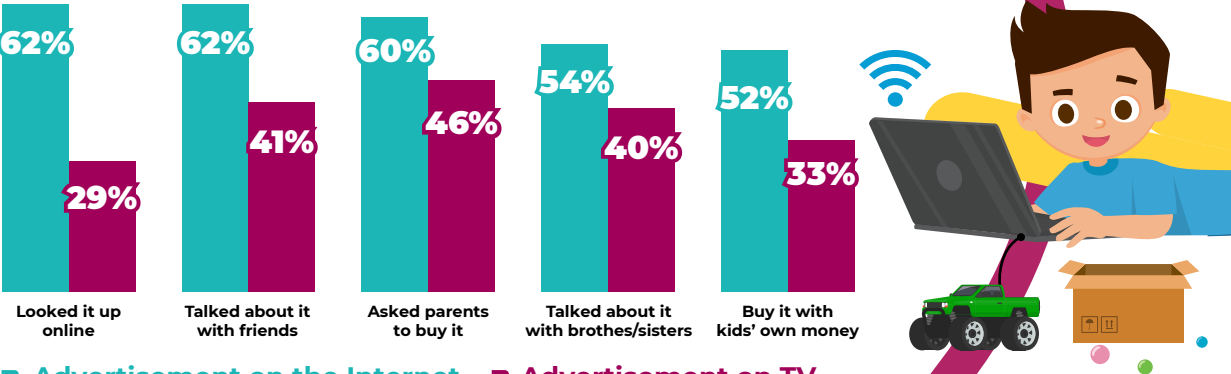


98%

of ALL parents are influenced by kids on purchases

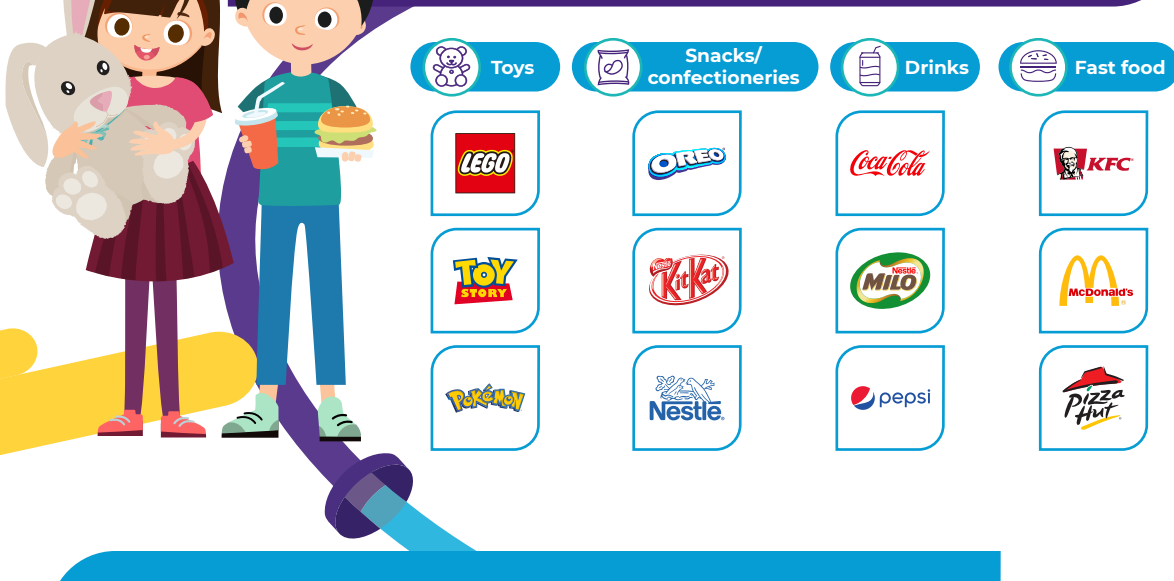


Where online advertising is driving **higher** engagement, making it easier for kids to jump from discovery to purchase



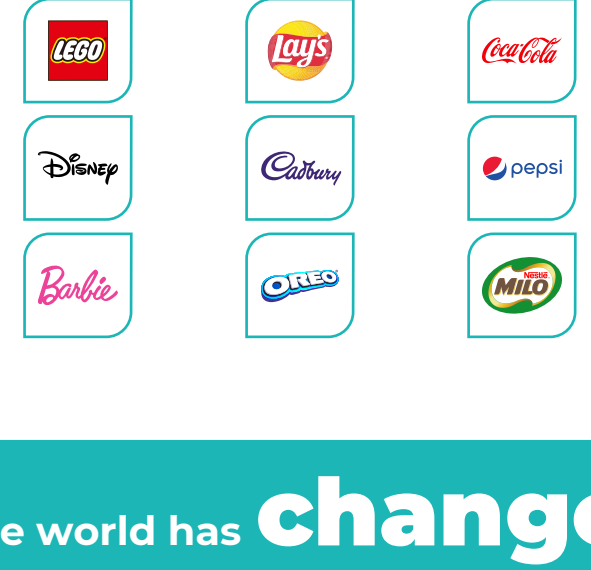
Top 3

brands by category leading online engagement in APAC

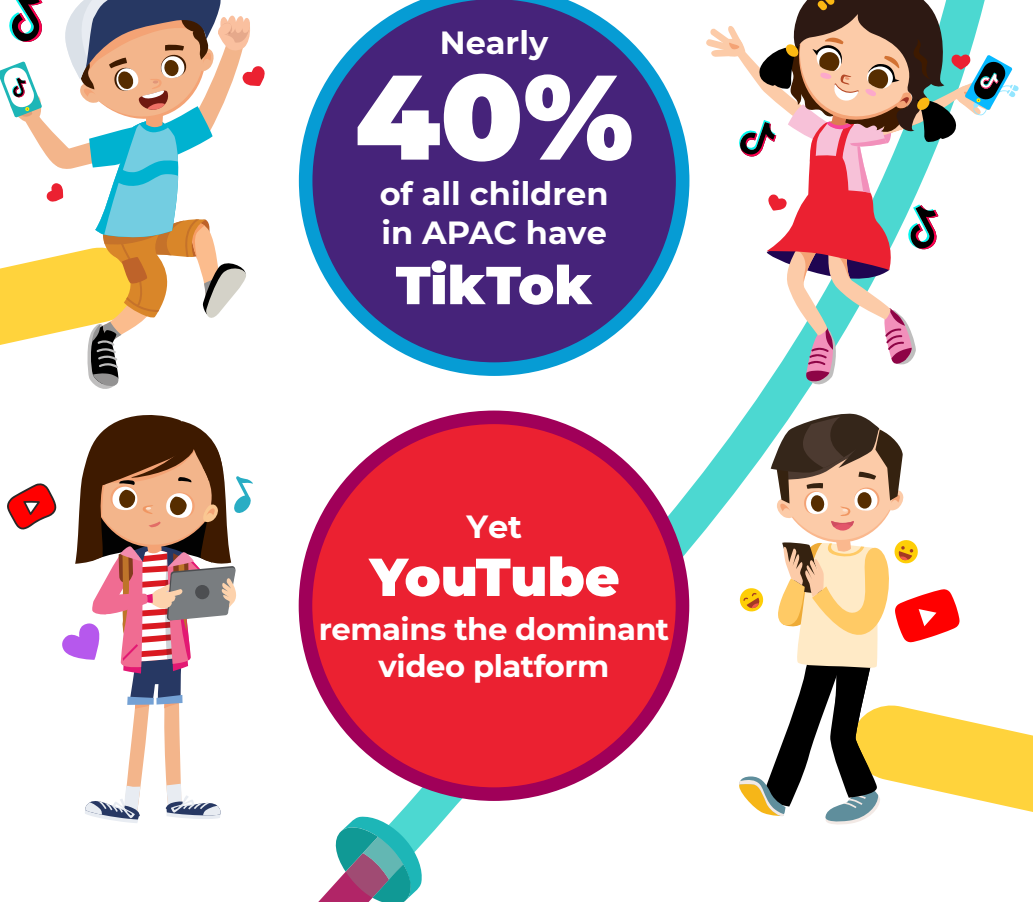


Top 3

brands parents intend to purchase in next month (aided)



The world has **changed** irrevocably and kids are at the forefront of it all



Content creators

are playing a huge role between kids and brands

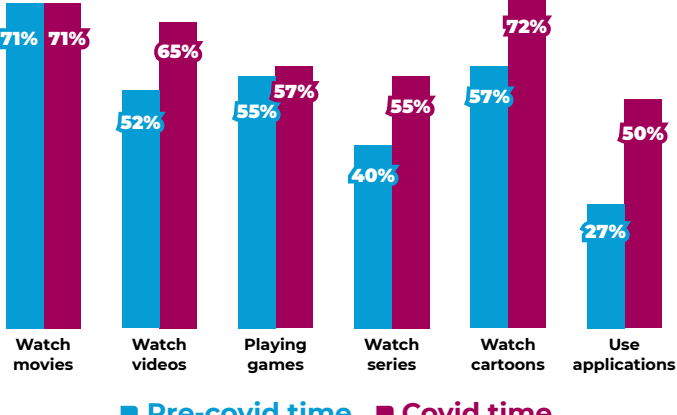


Content creators impact **55%** of parents purchase an item because it was associated with a content creator

59% of kids have asked their parents to purchase an item because it was associated with a content creator

The rise of **co-viewing** within **the family** sees

86% of parents and kids spending time together online



With the use of applications having grown by **85%**

85%

co-viewing has inspired families to find video content to connect



Get the complete 2020 TotallyAwesome Kids Digital Insights for your market, connect now at info@totallyawesome.tv

Source: TotallyAwesome Kids Digital Insights APAC 2020, internet users aged 4-16, sample size 4480; Markets: AU, CN, HK, ID, IN, JP, KR, MY, NZ, PH, SG, TH, TW and VN

TotallyAwesome, the leading kids digital media company in APAC www.totallyawesome.tv

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