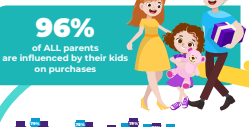


KIDS: THE NEW FAMILY BOSS!



engagement, making it easier for kids to jump from discovery to purchase



children in Australia
have
TikTok

Football remains the most dominant

 with **50%**

of kids making purchase requests associated with Content Creators

of parents purchase an item because it was associated with

of kids have asked their parents to purchase an iPod because it was

within **the family** sees

spending time together online



co-view

has inspired the
video content



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 *Tops: Awesome, the leading kids digital media company in ASEAN

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