

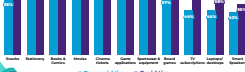
# TOTALLY AWESOME

KIDS DIGITAL INSIGHTS JAPAN 2020

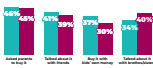
## KIDS; THE NEW FAMILY BOSS!



**98%** of ALL parents are influenced by their 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 Japan



### Top 3

brands parents intend to purchase in the next month



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

Nearly **20%** of all children in Japan have **TikTok**

Yet **YouTube** remains the most dominant video platform



### Content Creators

are playing a huge role in the relationship between kids and brands



with **43%** of kids making purchase requests associated with Content Creators

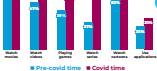
Content creators impact **34%** of parents purchase an item because it was associated with a content creator

**43%** 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

**69%** of parents and kids spending time together online



With the use of applications having grown by **35%**

**35%**

**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](mailto:info@totallyawesome.tv)

Source: **TotallyAwesome Kids Digital Insights APAC 2020**, internet users aged 4-16, sample size 4483; 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](http://www.totallyawesome.tv)

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