

Digital is the new rite of passage for Zoomers aged 4-18 years old.

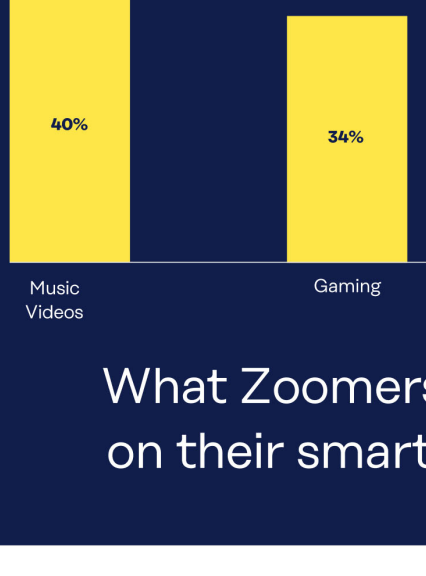
**63%**

of ALL children use a smartphone daily.

**55%**

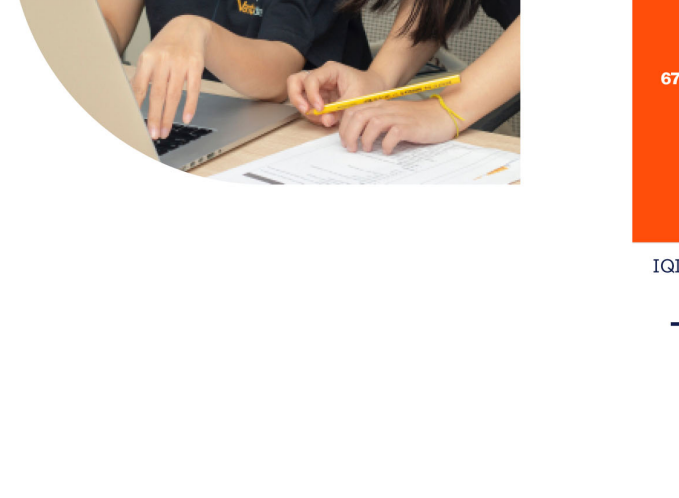
and have their own smartphone.

The smartphone is king of all devices.

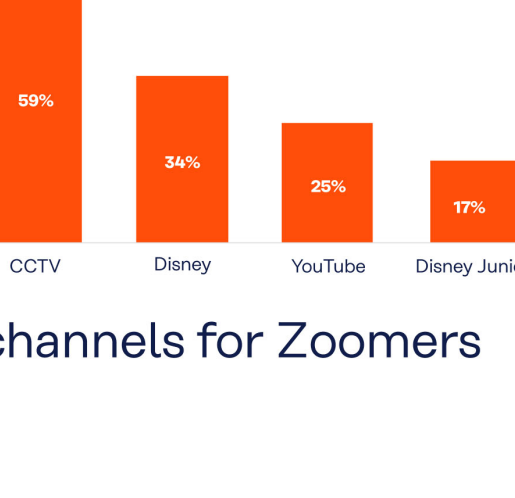


Devices used by Zoomers

Brands need a Zoomer media strategy with a multi-content approach across all devices.



What Zoomers watch on their smartphone.



**67%**  
of Zoomers watch IQIYI.



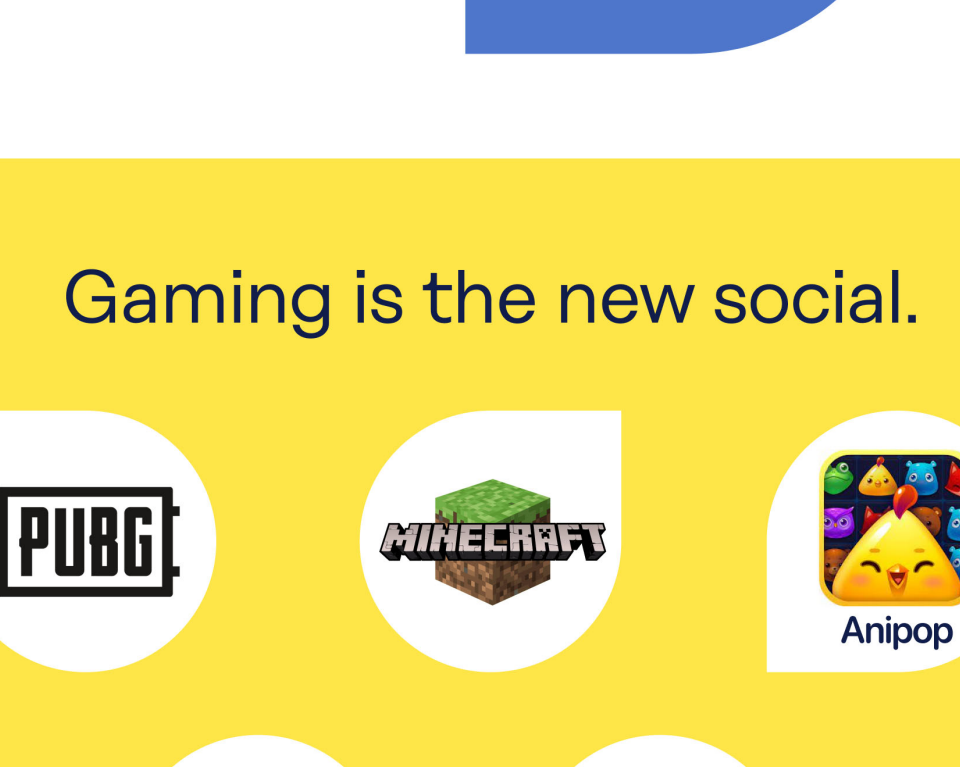
Top channels for Zoomers

The family unit is strong in China.

**89%**

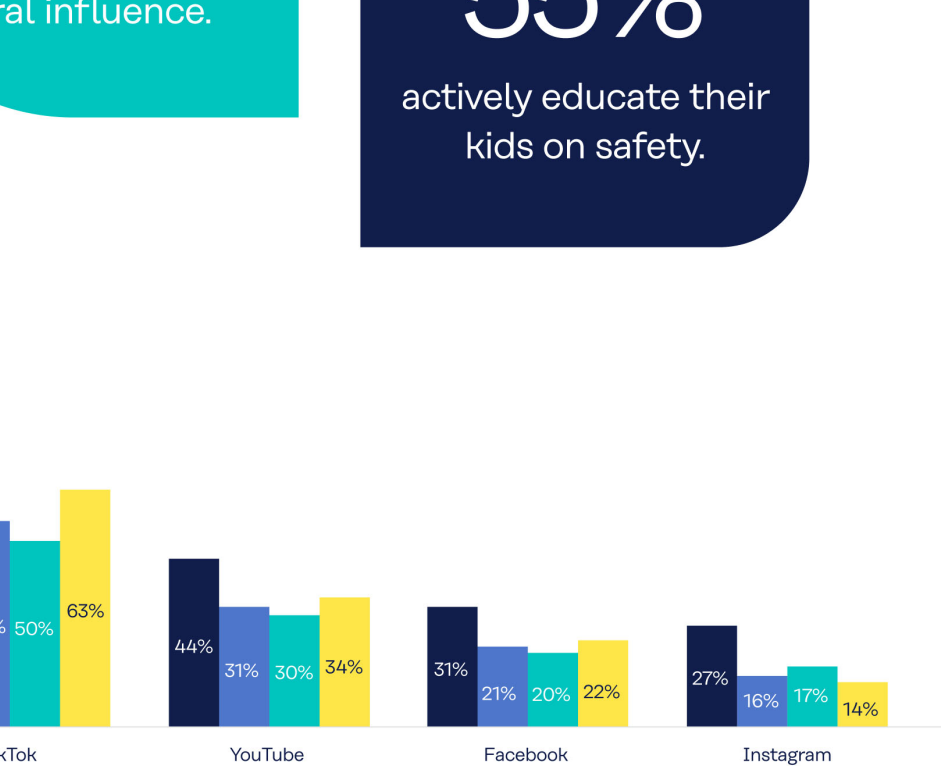
of Zoomers enjoy being online with their parents.

On average parents and kids spend **1 hour and 17 minutes** online together daily.



Digital has democratised prime time.  
**It's now all day!**

YouTube continues to lead as a favourite, but Youku and Baidu are following closely.



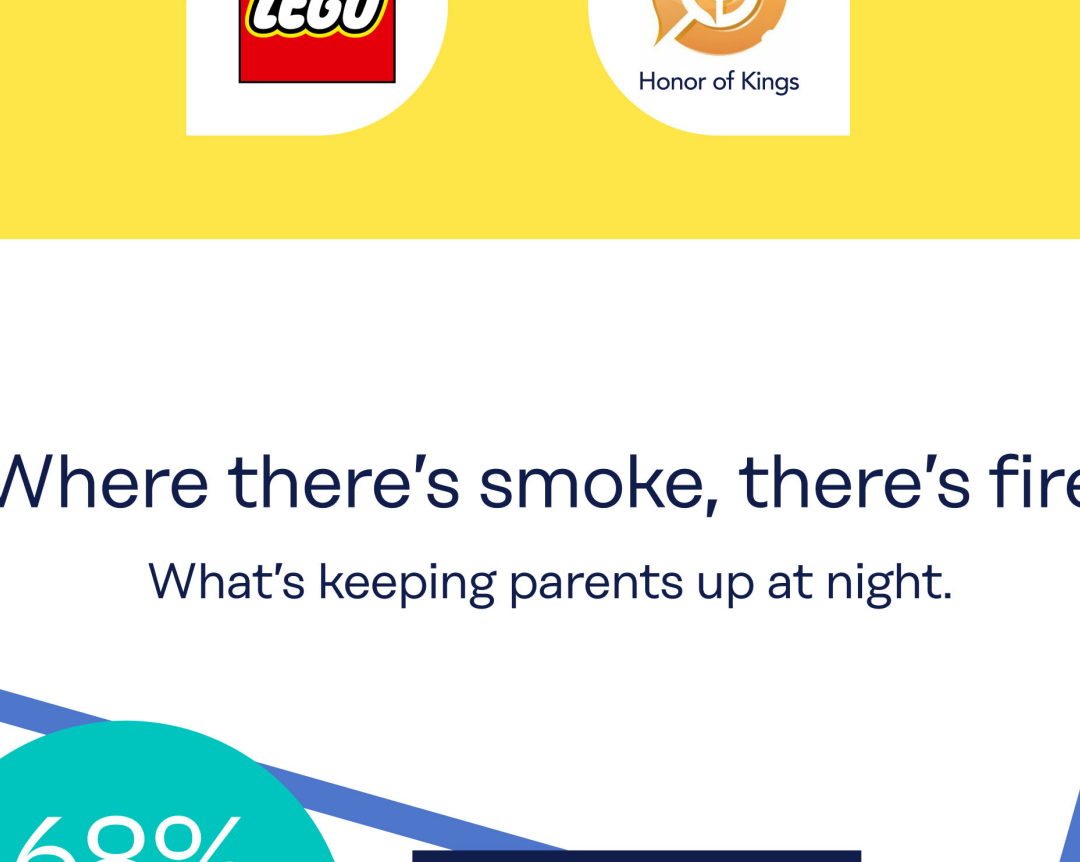
**79%**

of kids in China play video games.

**35%**

of parents are playing online games with their kids daily.

Gaming is the new social.



Where there's smoke, there's fire.

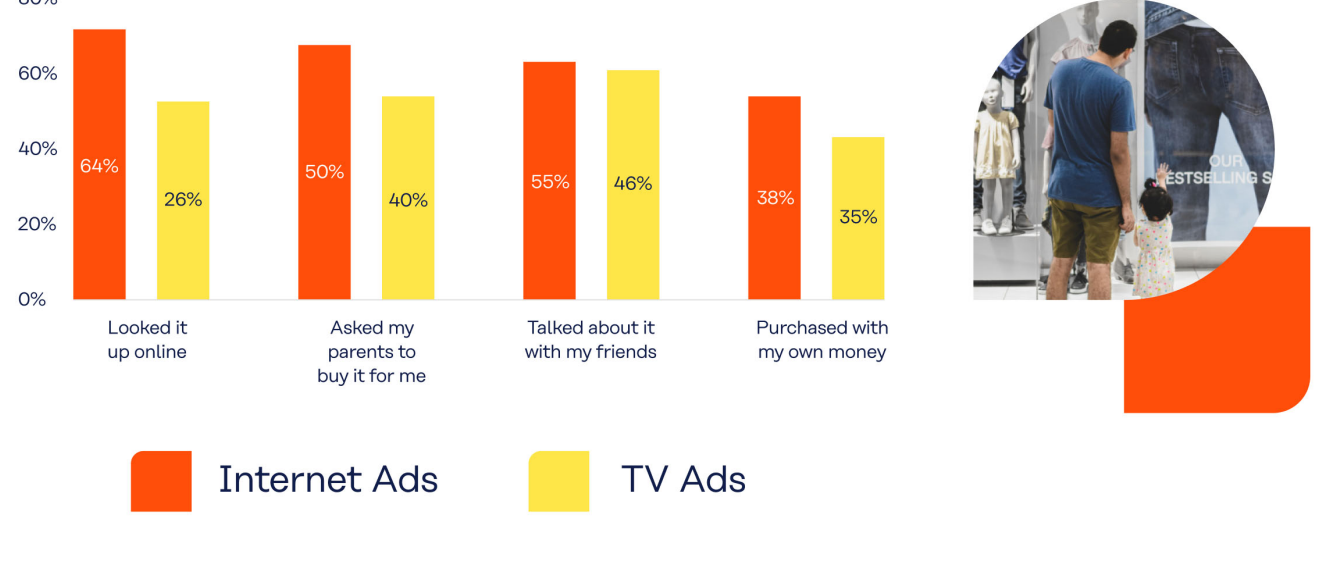
What's keeping parents up at night.

**68%**

of parents believe social media has a bad moral influence.

**55%**

actively educate their kids on safety.

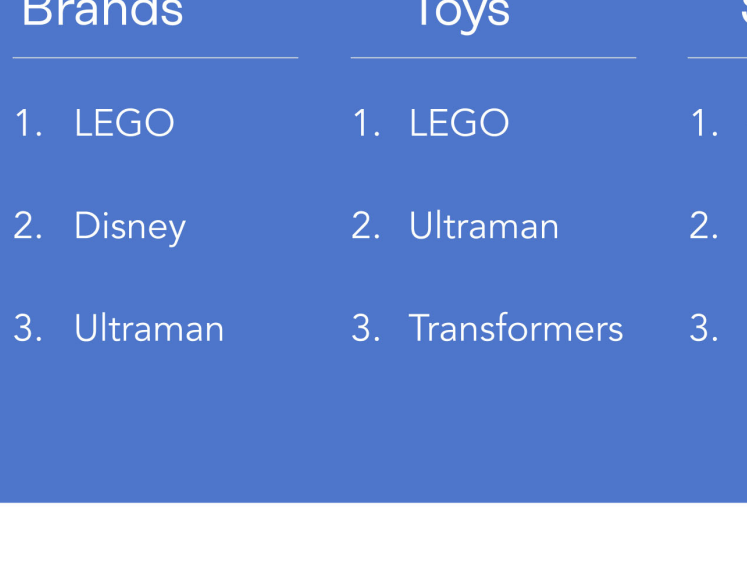


Zoomers on social media

Zoomers are influencing most household purchase decisions, becoming the new main grocery buyer.



The impact of advertising on Zoomers



Online is where kids and teens find out about new products, shows, apps and so much more.

What Zoomers in China are loving

Favourite Brands	Favourite Toys	Favourite Snacks	Favourite Drinks
1. LEGO	1. LEGO	1. Oreo	1. Coca-Cola
2. Disney	2. Ultraman	2. Lay's	2. Pepsi
3. Ultraman	3. Transformers	3. Dove	3. Master Kong

**50%**

of kids spend money on snacks.

What they spend their money on weekly

1. Snacks (50%)
2. Drinks (44%)
3. Toys (39%)
4. Food Items (37%)
5. Books or Comics (37%)



In summary, the digital world is now the world. While that brings new risks and concerns, it's also the marketplace for our newest consumers.

For the complete report and other helpful insights, connect now at:

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