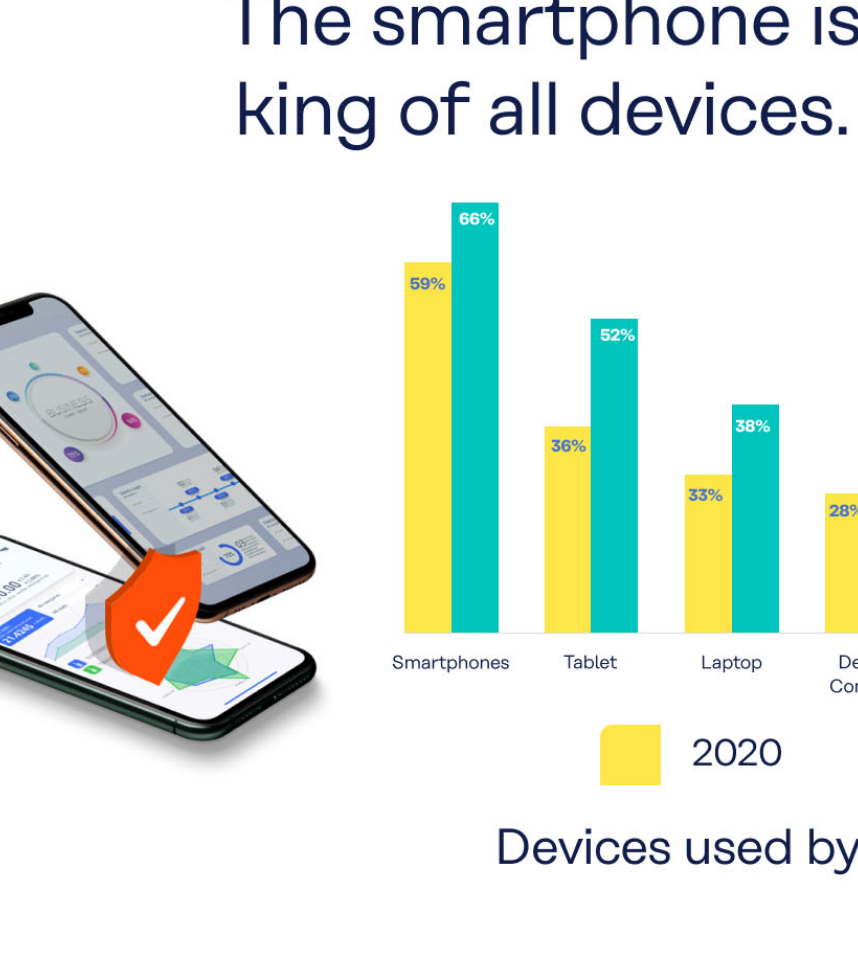
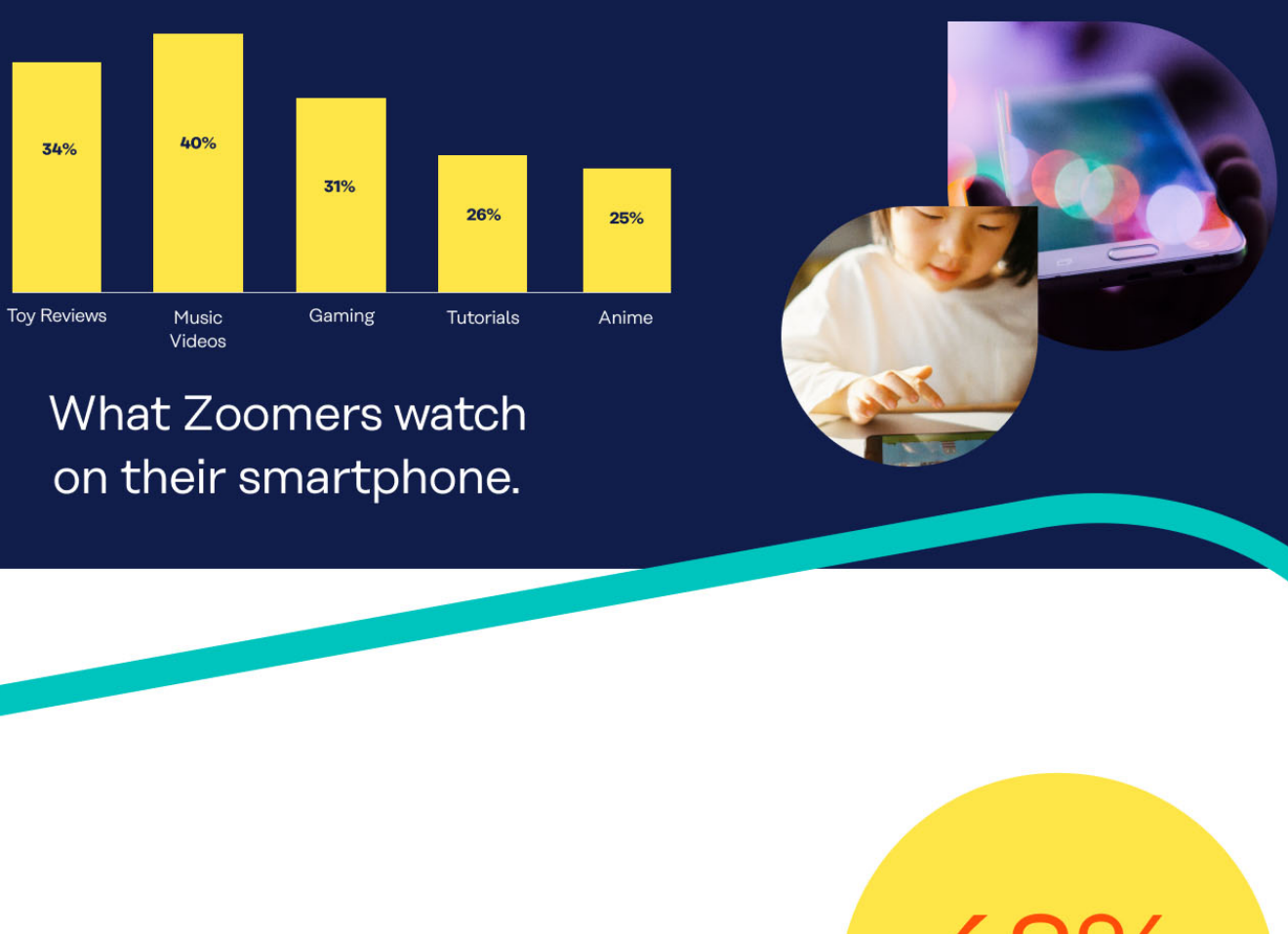




Digital is the new rite of passage for Zoomers aged 4-18 years old.

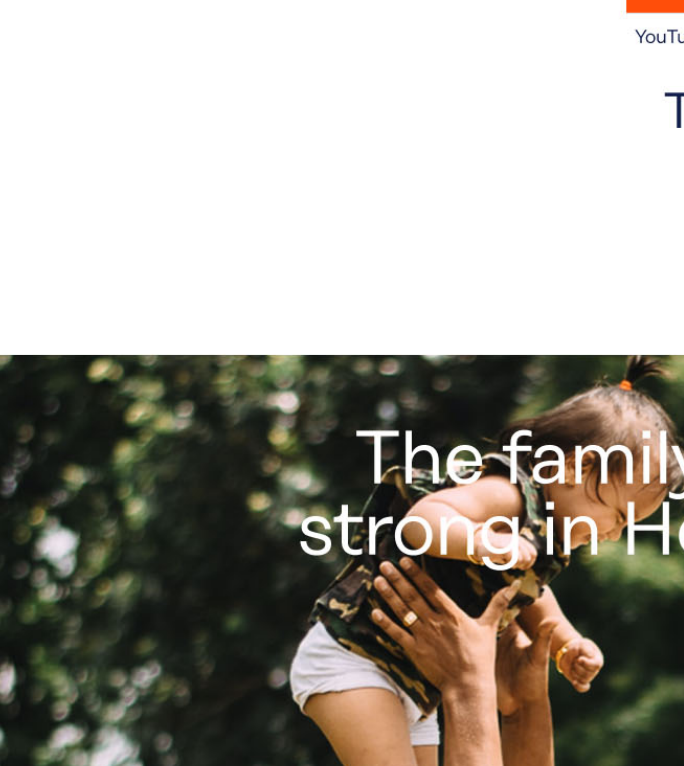


The smartphone is king of all devices.

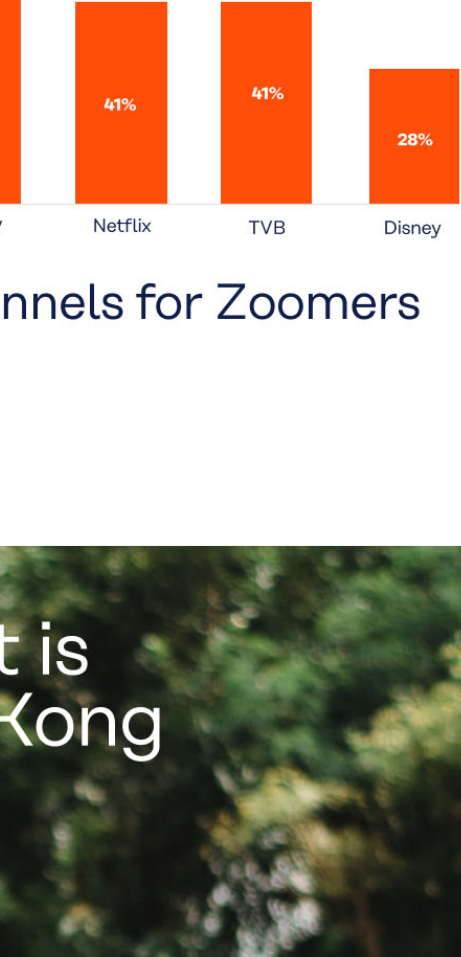


Devices used by Zoomers

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



What Zoomers watch on their smartphone.



68% of Zoomers watch YouTube.



Top channels for Zoomers

The family unit is strong in Hong Kong

93% of Zoomers enjoy being online with their parents.

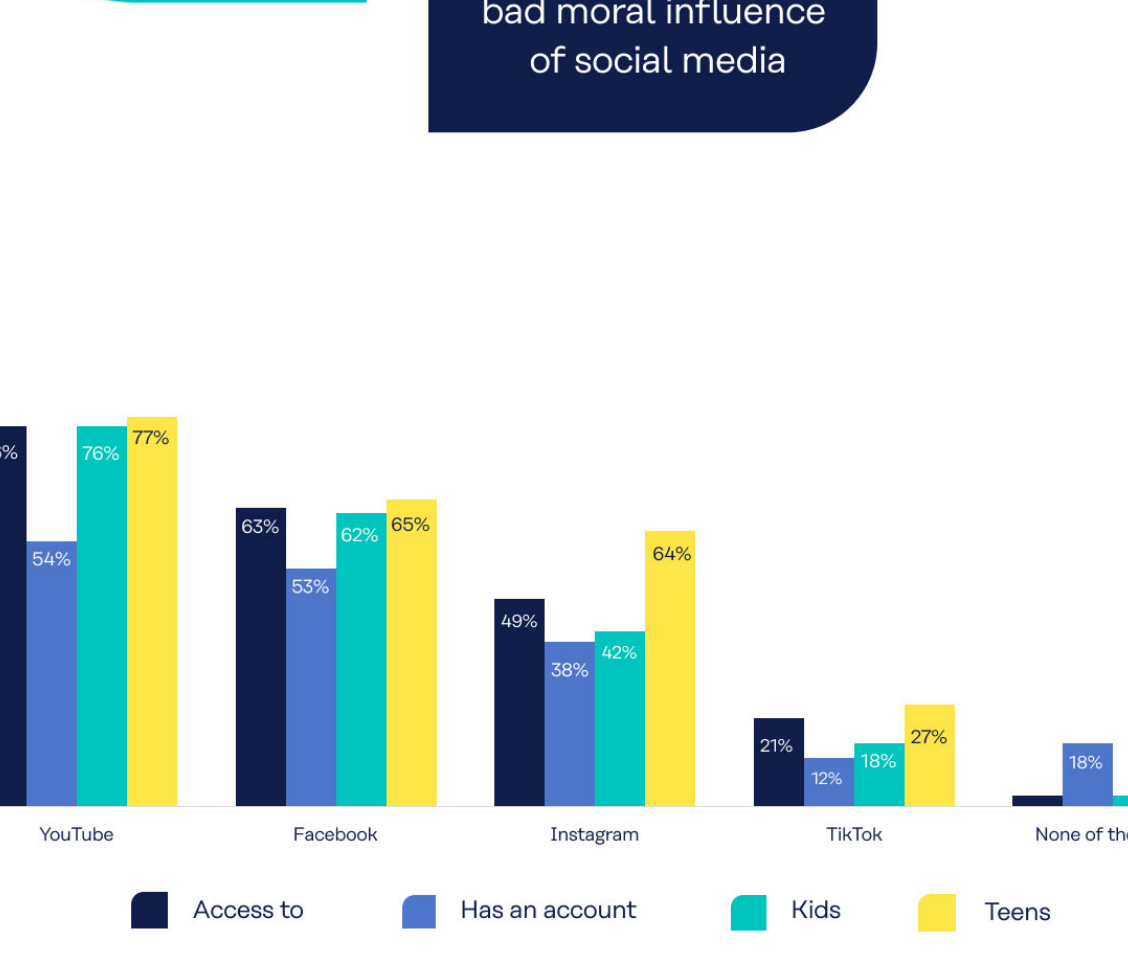
On average parents and kids spend 1 hour and 8 minutes online together daily.



Digital has democratised prime time.

It's now all day!

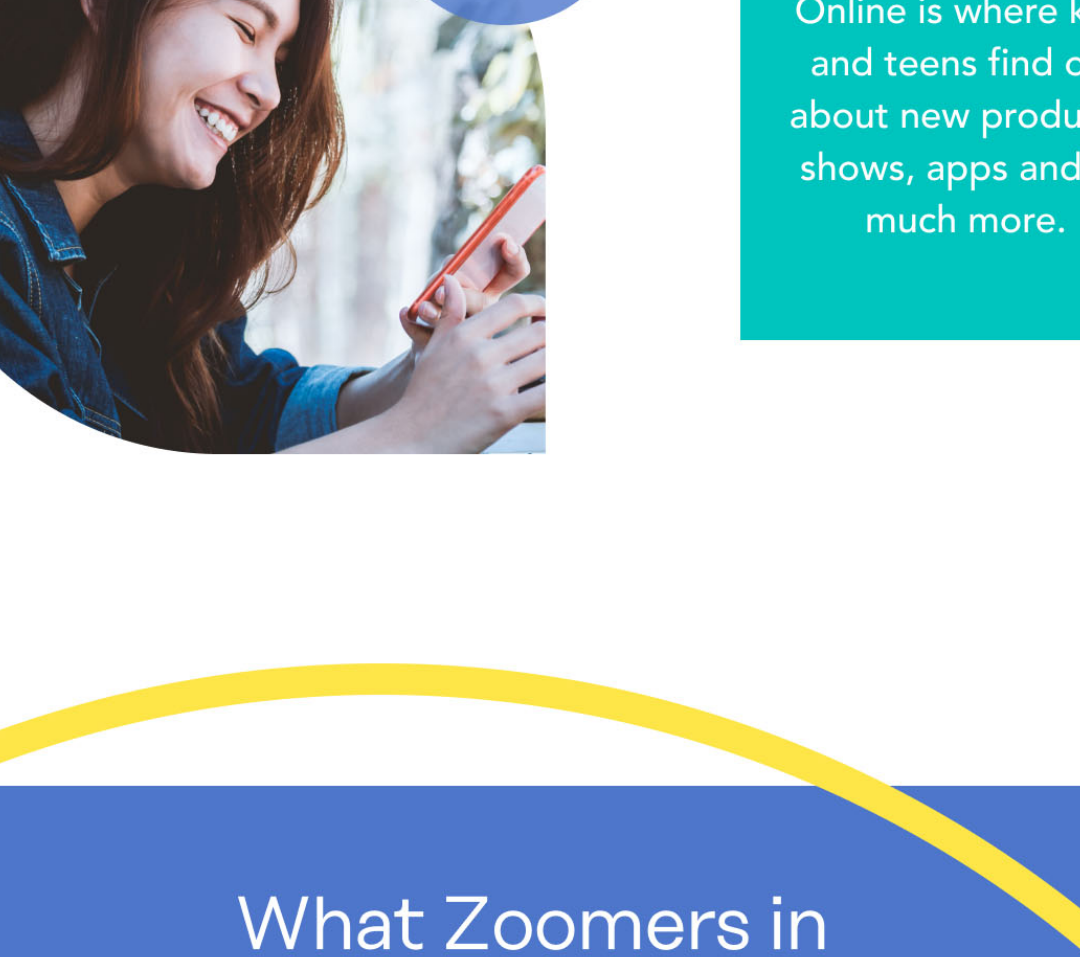
YouTube continues to lead as a strong favourite.



71% of kids in Hong Kong play video games.

37% of parents play mobile phone games together daily.

Gaming is the new social.



Where there's smoke, there's fire. What's keeping parents up at night.

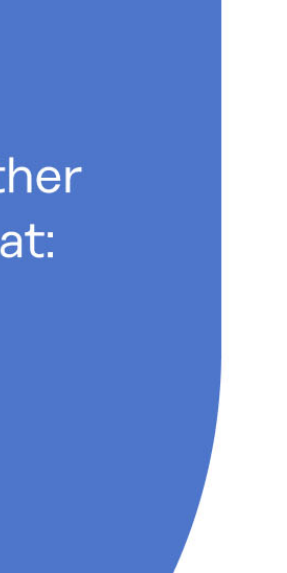
58% of parents are concerned about their kids coming across inappropriate content on social media

56% of parents are concerned about the bad moral influence of social media



Zoomers on social media

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



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

What Zoomers in Hong Kong are loving

Favourite Brands	Favourite Toys	Favourite Snacks	Favourite Drinks
1. Lego	1. Lego	1. Calbee	1. Coca-Cola
2. Disney	2. Switch	2. Pocky	2. Vita
3. Marvel	3. Nintendo	3. Chocolate	3. Vitasoy

43% of kids spend money on snacks.

What they spend their money on weekly

1. Snacks (43%)
2. Drinks (41%)
3. Food Items (34%)
4. Eating Out (32%)
5. Stationery (31%)



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:

info@totallyawesome.tv