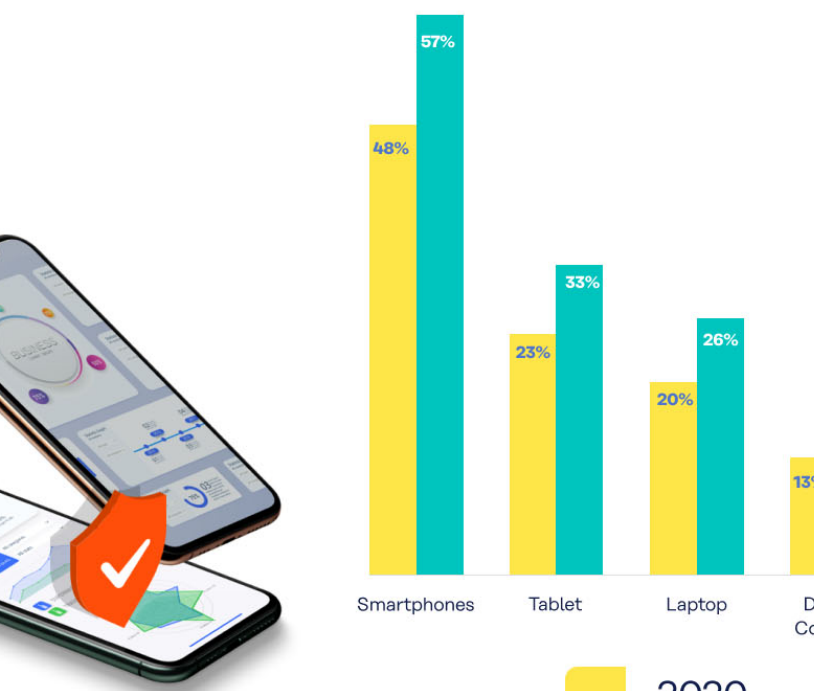




Digital is the new rite of passage for Zoomers aged 4-18 years old.



The smartphone is king of all devices.

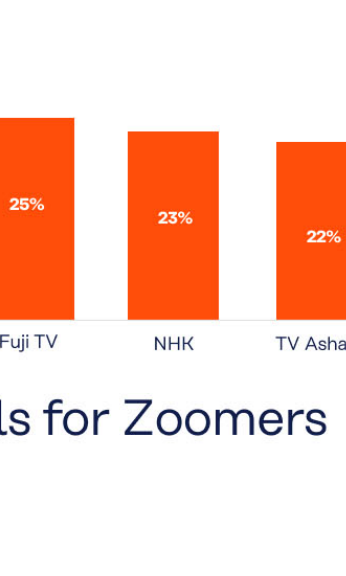


Devices used by Zoomers

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



What Zoomers watch on their smartphone.

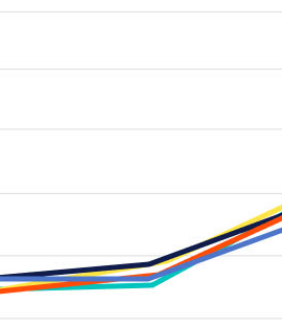


55% of Zoomers watch YouTube.



Top channels for Zoomers

The family unit is strong in Japan

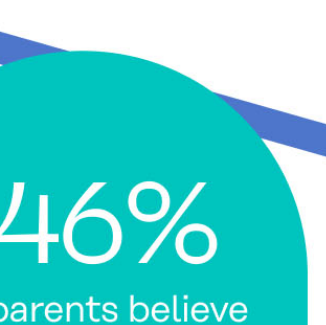
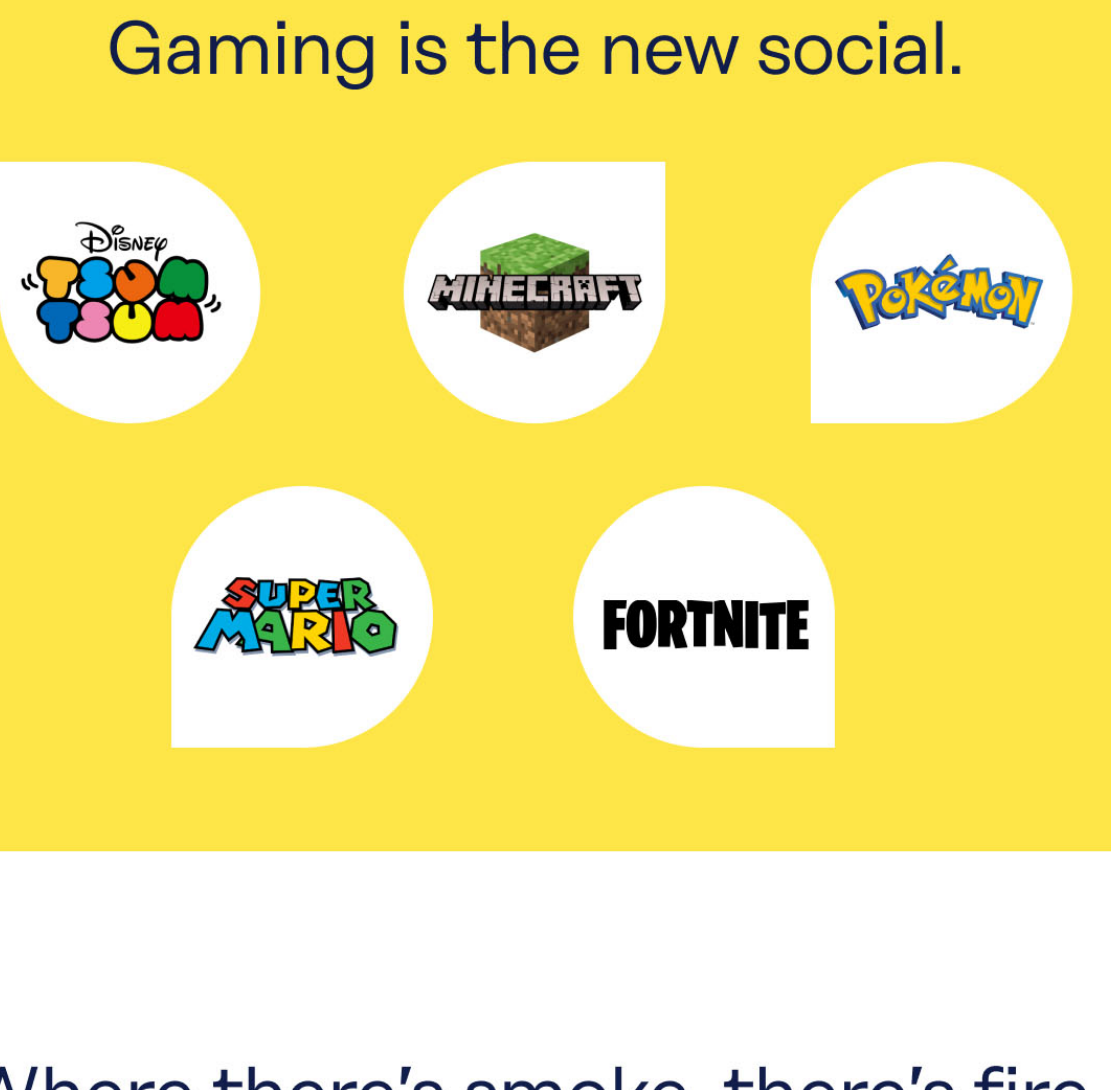


On average parents and kids spend 56 minutes online together daily.



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

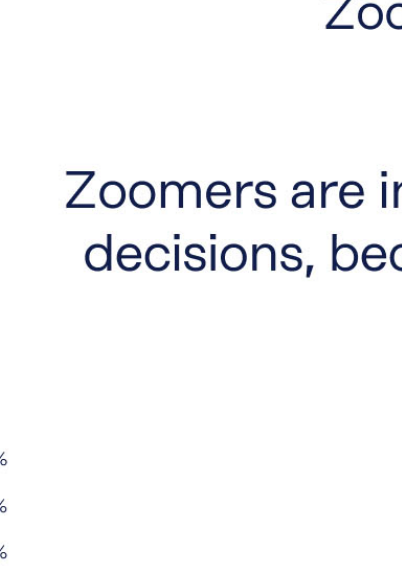
YouTube continues to lead as a strong favourite.



Gaming is the new social.



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

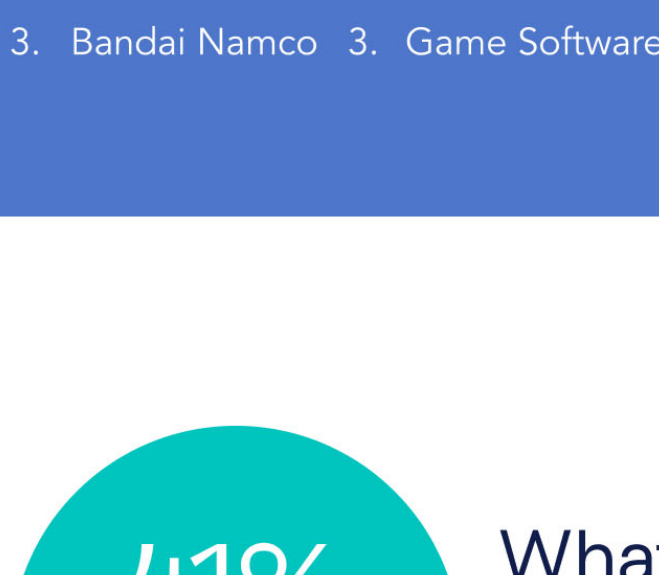


Zoomers on social media

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 Japan are loving

Favourite Brands	Favourite Toys	Favourite Snacks	Favourite Drinks
1. Lego	1. Lego	1. Potato Chips	1. Coca-Cola
2. Nintendo	2. Nintendo	2. Jagarico	2. Calpis
3. Bandai Namco	3. Game Software	3. Calbee	3. Cola



What they spend their money on weekly

1. Drinks (41%)
2. Books or Comics (39%)
3. Stationery (35%)
4. Video Games (28%)
5. Toys (27%)



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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