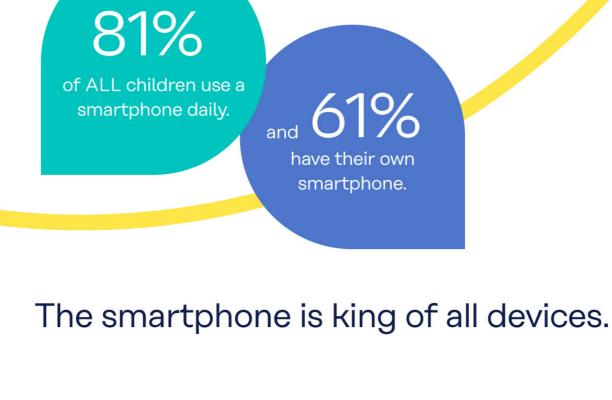


for Zoomers aged 4-18 years old.





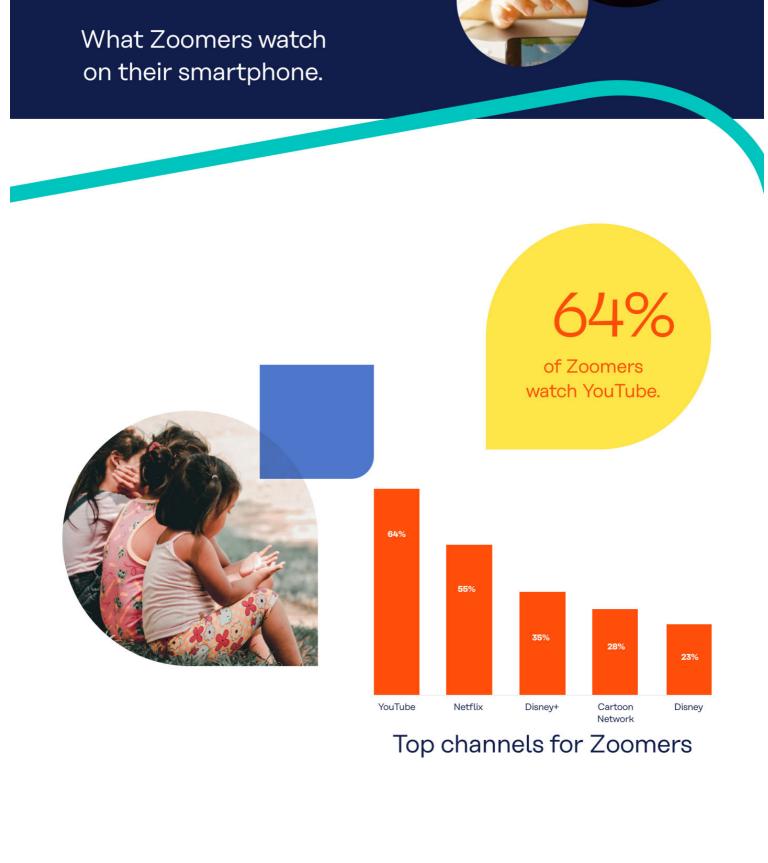
41% 33%

Anime Videos

Toy Reviews

Music Videos

Gaming



The family unit is trong in Singapore

94%

of Zoomers enjoy being online with their parents.

90%

80%

70%

60%

50%

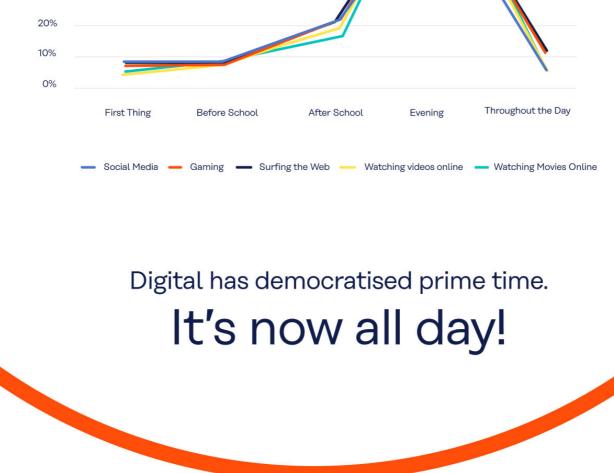
40%

30%

On average parents and kids spend

1 hour and 17 minutes online

together daily.



ryans.world Instagram Moe.gov.sg dw.com Wikipedia Koobits.com

Kiasuparents.org

TikTok

Kidecats.com

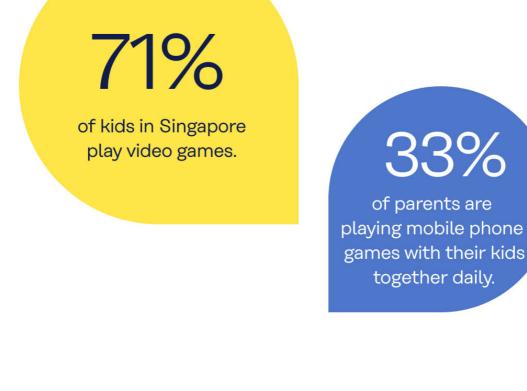
Shopee Zaobaocom.sg lwitter

Yahoo

YouTube continues to lead as a

strong favourite.

Discovery



Gaming is the new social.

MRECHIE



Yet only,

Instagram

TikTok

Online is where kids and teens find out

about new products, shows, apps and so much more.

3. Pokka

None of the above



50%

Facebook

of parents believe

100% 90% 80% 70% 60%

50%

40%

30%

20% 10%

0%

YouTube



**Internet Ads** 

The impact of advertising on Zoomers

TV Ads





3. Barbie

3. Barbie

What they spend their

3. Kit Kat

5. Toys (25%)

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 Copyright TotallyAwesome 2021