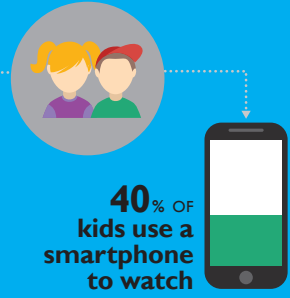
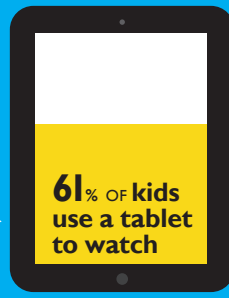


Framing Kids' Content in 2016

THINGS YOU MAY KNOW

TABLETS AND SMARTPHONES ARE CORE DEVICES FOR FAMILIES



TIME KIDS SPEND WATCHING HAS INCREASED BY 25 MINS/DAY



Source: Ipsos LIXX Family Study 2016

VIEWING ACROSS MULTIPLE PLATFORMS

HOUSEHOLD ACCESS
84% subscribe to TRAD TV service

78% subscribe to SVOD TV service

47% subscribe to AVOD TV service

25% subscribe to AVOD TV service

STREAMING BECOMING FUNDAMENTAL

56% OF PARENTS SAY kids prefer to go online TO FIND SOMETHING TO WATCH



THINGS YOU SHOULD KNOW



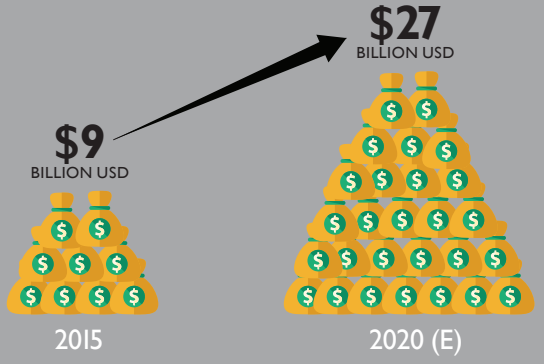
PARENTS AS CONFIDENT WITH STREAMED CONTENT

comfortable WITH CONTENT CHILD SEES ON PLATFORM

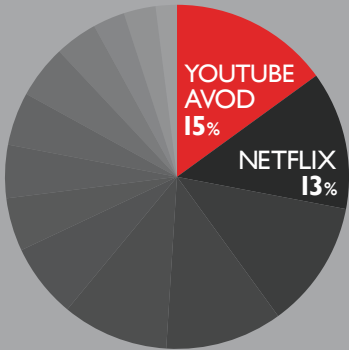


say it allows THEM TO HAVE MORE CONTROL OVER WHAT CHILD WATCHES

YOUTUBE AD REVENUE EXPECTED TO SOAR



YOUTUBE MOST POPULAR SOURCE OF STREAMED CONTENT



86% ACCEPTABLE

CHILD APPROPRIATE ADVERTISING ON YOUTUBE (IN ORDER TO ACCESS FOR FREE)

YouTube



MOST LOVED BRAND



THINGS YOU MIGHT FIND INTERESTING

PARENTS SHOP ONLINE



ONLINE AN IMPORTANT CHANNEL WHEN PURCHASING FOR KIDS

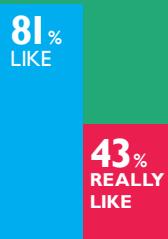


37% OF ALL CHILD PURCHASES MADE ONLINE

2/3 PARENTS ARE VERY LIKELY TO BUY LICENSED MERCHANDISE

INTEREST IN WISH LIST

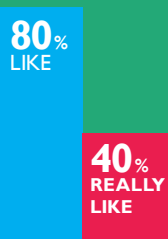
WHILE WATCHING, A CHILD CAN CLICK ON A TOY/GAME OF INTEREST



WISH LIST

INTEREST TO BUY

PARENTS CAN PURCHASE FROM WISH LIST OR DIRECTLY FROM STREAMING VIDEO



WISH LIST

49% **WOULD BUY IF AVAILABLE**

PROFILE OF LIKELY USER:

