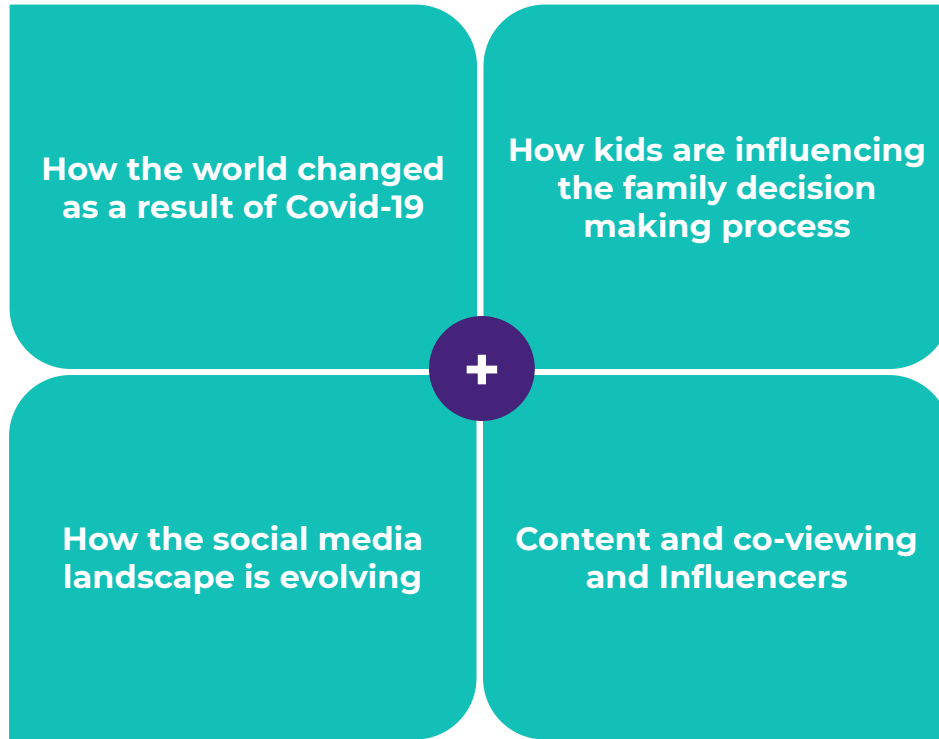


TOTALLY AWESOME

Kids Digital Insights 2020

What we will cover today



Q:

**TOTALLY
AWESOME**

When you see a slide that looks like this, let us know what you think the answer is using your Zoom

TOTALLY AWESOME

SUPER AWESOME

Making the Internet
Safer for Kids

Digital Advertising



AWESOMEADS™



KSV

KIDSAFE
SOCIAL VIDEO™



SAFE AD



KSV
FAMILY

KIDSAFE
SOCIAL VIDEO™

Content & Influencer

TOTALLYAWESOME
CREATORS

CREATIONHUB

TOTALLY
AWESOME
SQUAD

SAFEFAM™

Social Platforms



POPJAM™



Tools for Brands

INSIGHTS



KIDWARE™



KWS | KIDS WEB
SERVICES



PARENT PORTAL™

TOTALLY AWESOME

SUPER AWESOME

Making the Internet
Safer for Kids

INSIGHTS ADVERTISING IMPACT KIDS & FAMILY AUDIENCE

The logo for KADSLIFT, featuring the word "KADSLIFT" in blue capital letters, with a red silhouette of a person jumping or running integrated into the letter "A".The logo for SUPER AWESOME, with "SUPER" in red and "AWESOME" in red, both in a bold, italicized sans-serif font.

Kids Trends 2020

The logo for THE INSIGHTS PEOPLE, featuring a blue circular icon with a white stylized "Q" or spiral, followed by the text "THE INSIGHTS PEOPLE" in blue capital letters.The logo for POPJAM, with the word "POPJAM" in white capital letters inside a blue speech bubble shape.

Insights Report

The logo for KIDS DIGITAL INSIGHTS, with "KIDS DIGITAL" in purple and "INSIGHTS" in purple, both in a bold sans-serif font, set against a grey rectangular background.

Insights and trends from the
world's largest digital
kid-safe community

Today we'll weave in and out of some different insights sources, but focus on KDI2020 Australian Kids and Family results, from June - right in the midst of the lockdowns. It's a snapshot in time, but signs of how:

The world has changed.

Q:

TOTALLY
AWESOME

**How many times would a
6yo kid (in the UK) use voice
assistants, per day?**

Generation Alpha: Kidtech Generation

2010 iPad, Instagram

2011 Kindle Fire, Minecraft,
Twitch, Snapchat

2012 Oculus Rift

2013 PS4, Xbox One

2014 Amazon Alexa/Echo

*On average 26 - but kids are using
them up to 50 times per day.*



2015 Apple Watch

2016 Pokemon Go

2017 Fortnite, Nintendo Switch,
TikTok

2018 Nintendo Labo. Fitbit Ace

2019 Disney +

2010 : 24
2019 : 500



2020

When restrictions hit, they accelerated many of the trends that were gaining ground in the kids space.



Let's talk about Tik Tok

After, WhatsApp, TikTok was the 2nd most downloaded app of 2019, with 740 million downloads globally.

All the kids in my class
have TikTok, the girls
make them and the boys
watch them.

Girl, 12

UK Q1 2020	Favourite app	On my phone
3 - 6	1%	3%
7 - 9	2%	6%
10 - 12	6%	15%
13 - 16	3%	15%



Q:

TOTALLY
AWESOME

How many kids in **Australia**
told us they had used **Tik Tok**
in June 2020?

28% of kids in Australia have Tik Tok

**TOTALLY
AWESOME**



TikTok ban 'not necessary' but Prime Minister Scott Morrison urges caution over app's China connection

By foreign affairs reporter [Stephen Dziedzic](#)
Posted Wed 5 Aug 2020 at 12:52pm, updated Wed 5 Aug 2020 at 1:47pm



Safe on Social Media
on Monday



We strongly recommend keeping your children offline today if possible, and heavily supervise all social media interactions until this content is removed. Check with your children to determine if they have viewed this clip. They are likely to be extremely distressed.

This is almost impossible...

The world has changed.

The world is changing, quicker than ever

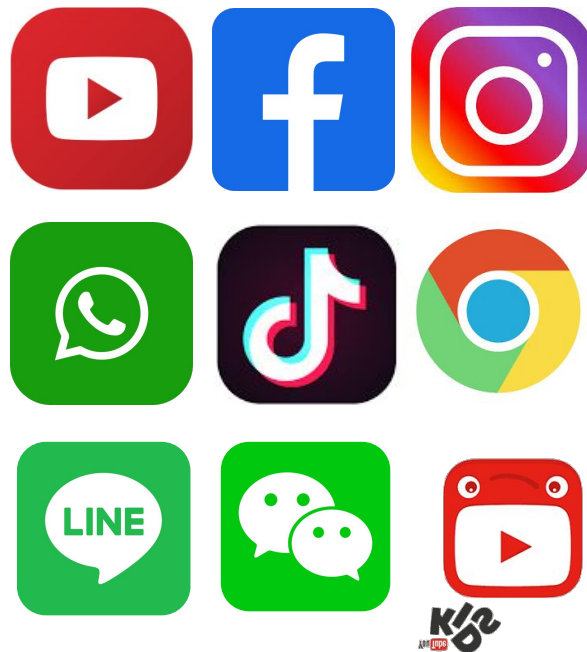
**TOTALLY
AWESOME**

32% of kids have **Instagram**.

Lockdown meant that kids, already adept at using a range of digital tools, **have upskilled to use them for all aspects of their lives:**

For learning, play, for chatter, for collaboration, creation, for content, for sharing.

Brands have to make sure they remain relevant, **using their tools to form relationships** with kids.



Lockdown behaviours are embedded

**TOTALLY
AWESOME**

There has been a rapid uptake in video calling technology, **pulling B2B interfaces into the everyday world.**

Think Zoom after school clubs, grannie facetime, houseparty play dates. For 2020, kids are also increasingly **chatting with friends** during these times.

With the pandemic not over, **this behaviour will further embed** until it is as commonplace as picking up the phone was for previous generations.



The world has changed. And there is a term for it:

Welcome to...

The Metaverse

The Metaverse

The metaverse is the **culmination of the trend to IRL/online integration.**

If your audience experiences life through the metaverse how do you communicate with them?

“Teens and pre-teens are in Roblox playing games but also just hanging out and doing things together”

Tami Bhamuik, VP Digital Civility Roblox
(Source: #Kidtech podcast 5/21/20)

Here's an example...

Q:

**TOTALLY
AWESOME**

Do you know who/what this is?



Travis Scott / Fortnite: Astronomical

**TOTALLY
AWESOME**



#TravisScott #KidCudi #FORTNITE

Travis Scott and Fortnite Present: Astronomical (Full Event Video)

94,195,782 views • Apr 26, 2020

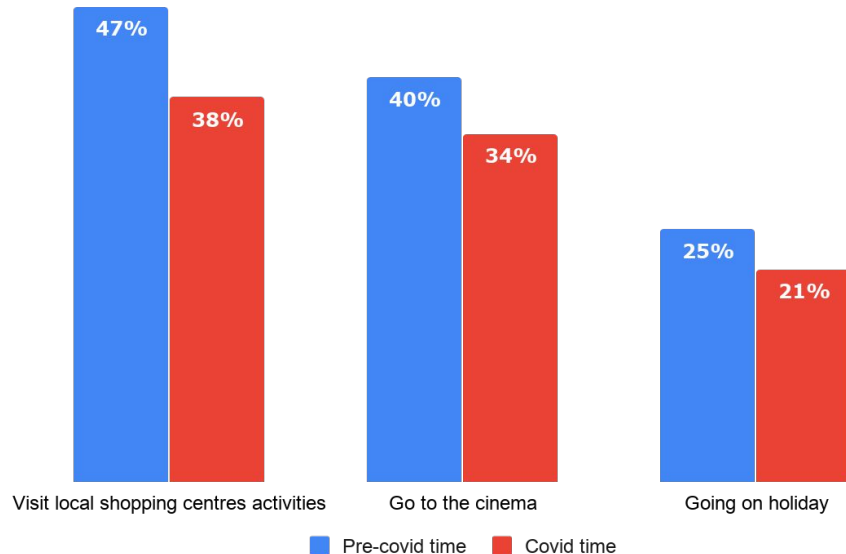
👍 2.1M 💬 53K ➦ SHARE ⚙️ SAVE ...



2020 hasn't just seen kids and people lost in online worlds. Its had a big impact IRL too...

2020 also
Brought Families Together
in ways we haven't seen for more than half a century...

Effect on activities due to Lockdowns...



Restrictions impacted spare time activities beyond the home.

But also brought families together in it



A day in the life of a kid during Covid-19: meet **Generation C**

How the pandemic is restructuring day parts for 6-16yr olds and creating an entirely new generation.

PARENT: "Eating together and more relaxed because we don't have to start getting ready for morning"

PARENT: "Preparing healthier meals allowing the kids to get involved and eating as a family. It just worked out better that way and it's fun."

52%

Of kids said their dinner experience is different during lockdown

"We all sit together and help cook and eat more varieties"

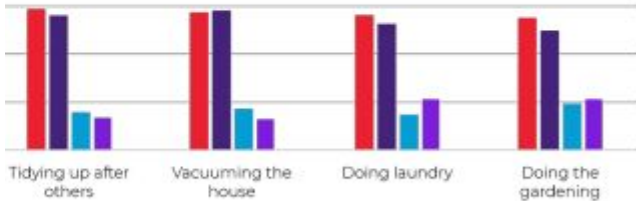
"Eating with everyone and don't have to hurry up"

40%

Of parents said they are doing dinner differently in lockdown

"We eat later - my father still goes out to work so we wait until 7 or 7:30 to eat dinner. It doesn't matter as I have time to do my homework now before dinner"

During the day now we are in lockdown?



Never do this chore

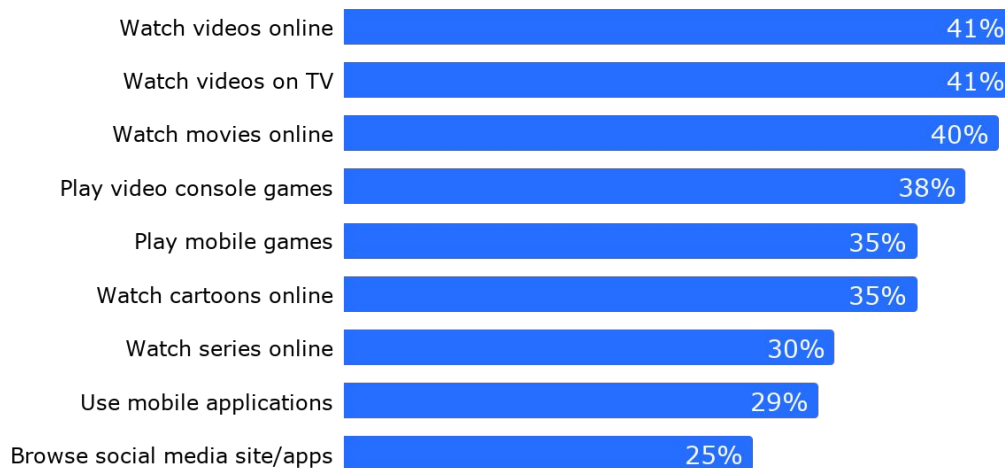
Family Time = Screen Time, too

78%

of parents and kids spend time online engaged with online activities which means that **fandom is often a family affair.**

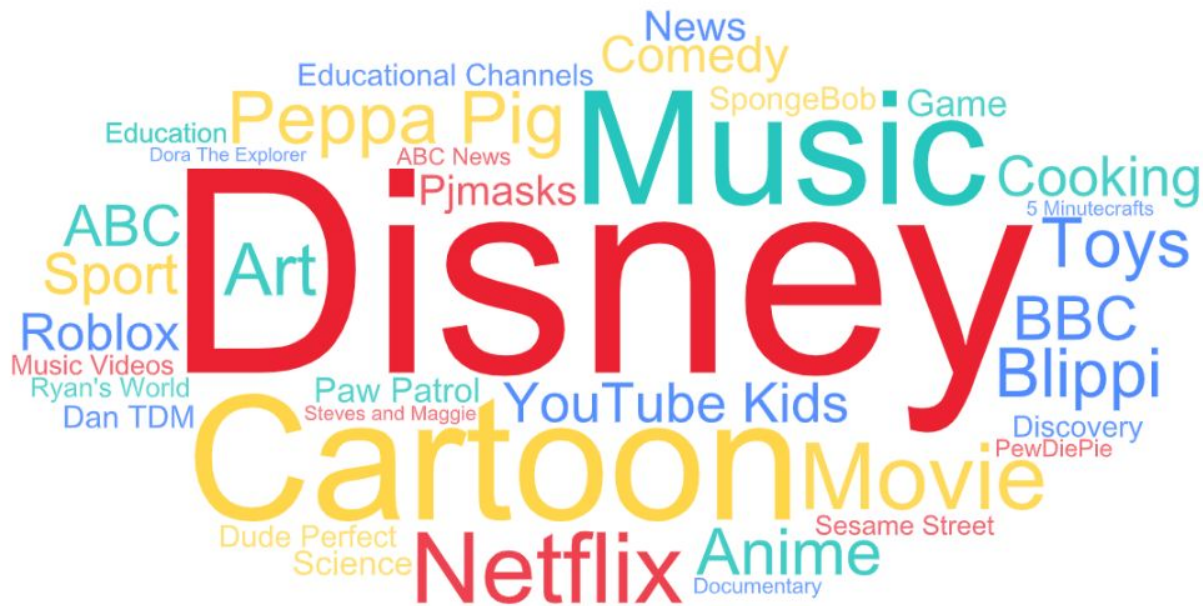
Shared Moments of content consumption are opportunities to enter into family conversations.

Which type of media activities do you do together with your child?



TOTALLY AWESOME

What YouTube channels do you watch together with your child and as a family?



Time Spent = Influence?

Across Australia

96%

of **ALL parents** are
influenced by kids
on purchases

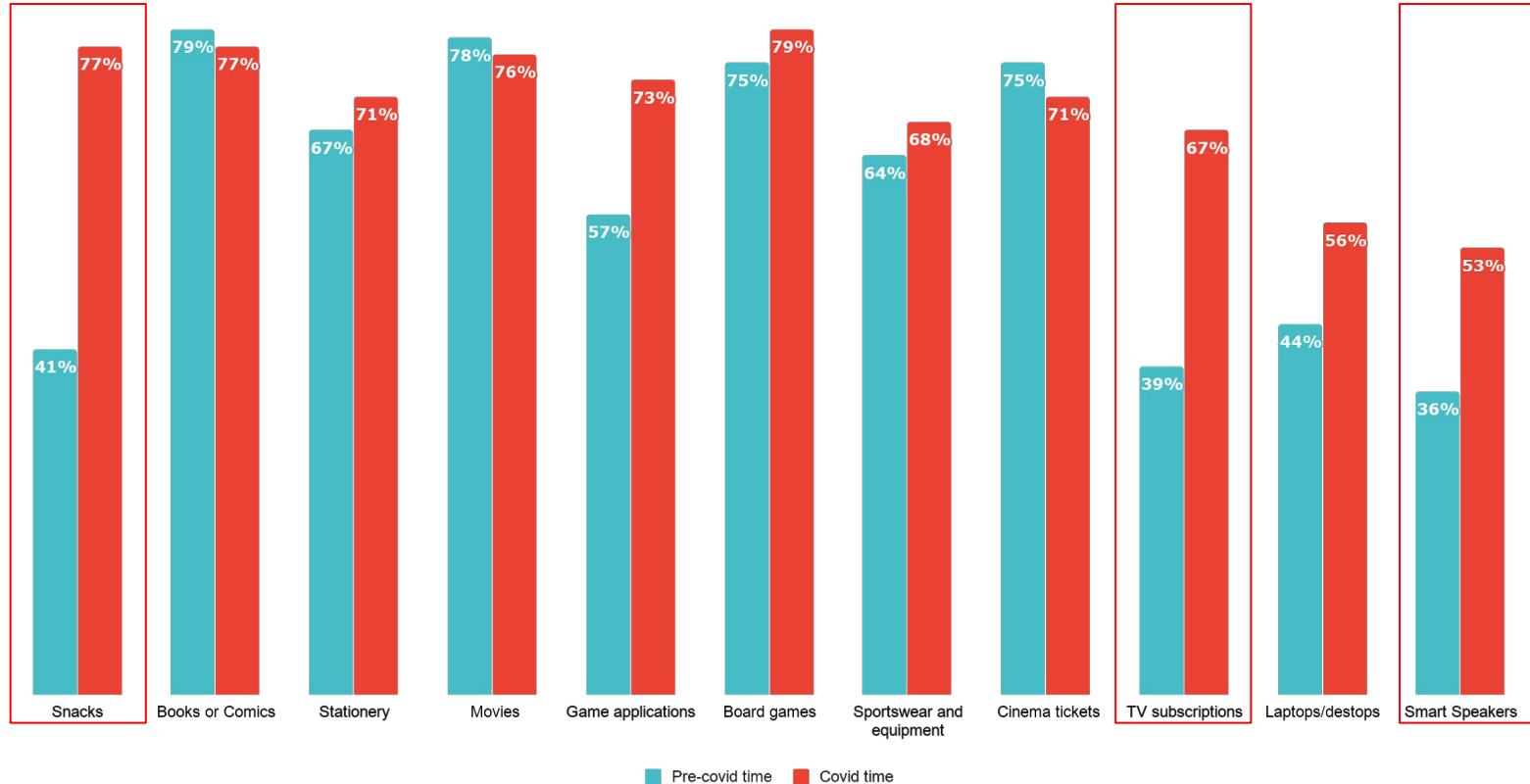




Which category did kids influence on parents spending grow the most during lockdown?

In AU, there is a New Family Boss

**TOTALLY
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Across a range of purchasing categories

**TOTALLY
AWESOME**



82%

Toys



80%

Clothes and
Footwear



79%

Board Games



78%

Confectionery



77%

Snacks



77%

Destinations / Leisure
Centers / Theme Parks



77%

Books or comics



76%

Eating Out / Fast
Food / Food Delivery



76%

Movies



73%

Game Applications



73%

Tech Toys



72%

Milk / Dairy based
products



71%

Cinema Tickets



71%

Video Console
Games



71%

Stationery



68%

Sportswear and
Equipment



68%

Events



68%

Soft Drinks



67%

Holidays



67%

TV subscriptions



60%

Smartphones / Tablets



56%

Laptops / Desktops



55%

Toiletries

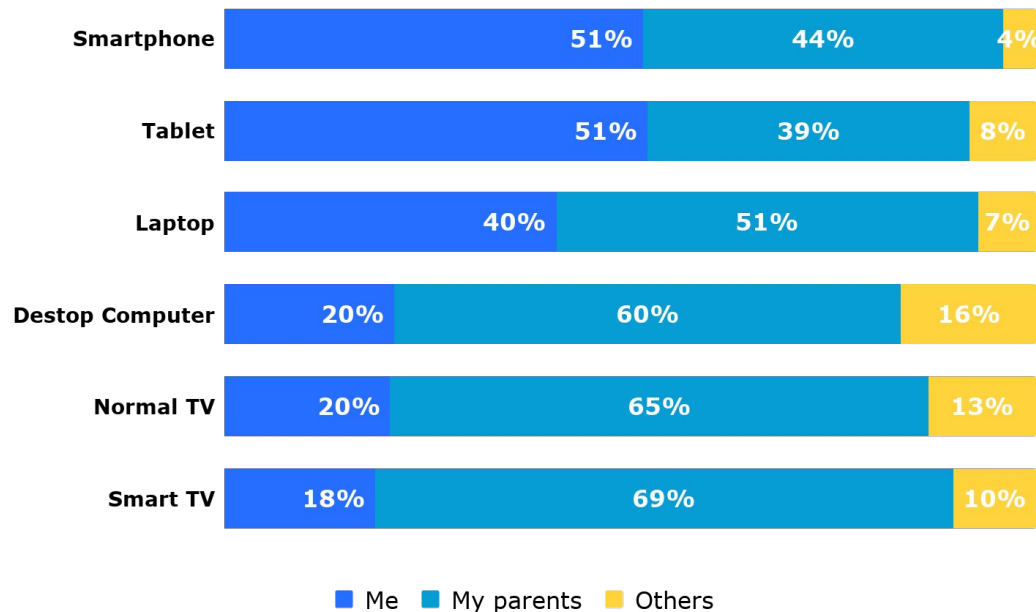


53%

Smart Speakers

**How are they finding out
about new things?**

Well, that depends on the device they own



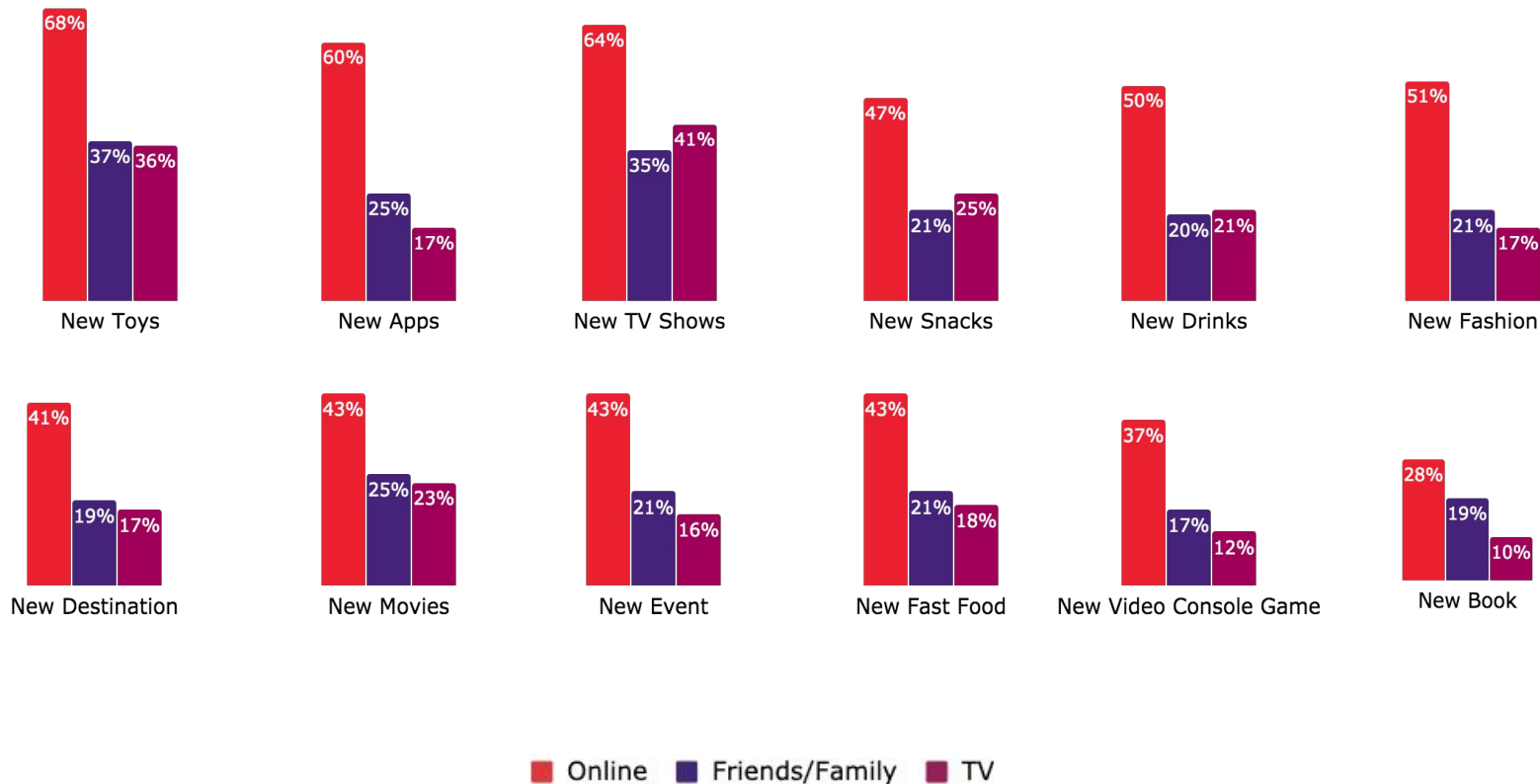
Who owns the following devices?

Mobile ownership among kids is above 51%, over a third own a tablet.



So it's where they're finding out about new things

**TOTALLY
AWESOME**

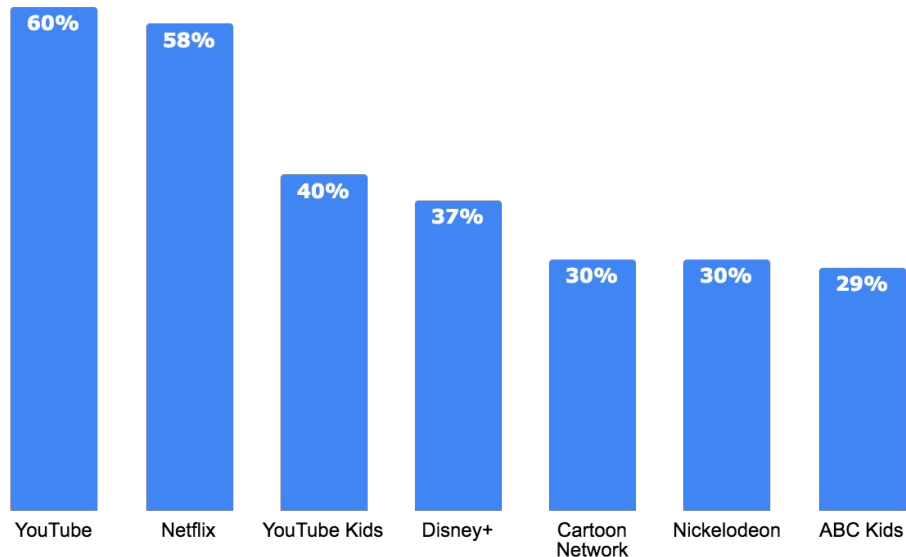


YouTube is key to maximising reach

YouTube remains the most relevant platform for kids across the globe right now. But D2C models are providing healthy competition and are set to disrupt kids relationship with content

Social video contents ever increasing appeal must be capitalised on to reach kids and teens when most content is going behind the paywall.

Which of these channels do you watch?



Kids Time Online: Video and Gaming

**TOTALLY
AWESOME**

52%

of kids play games on
apps (school term)

58%

of kids play games on
apps (holiday time)

52%

of kids watch
tv/movies via the
internet (school time)

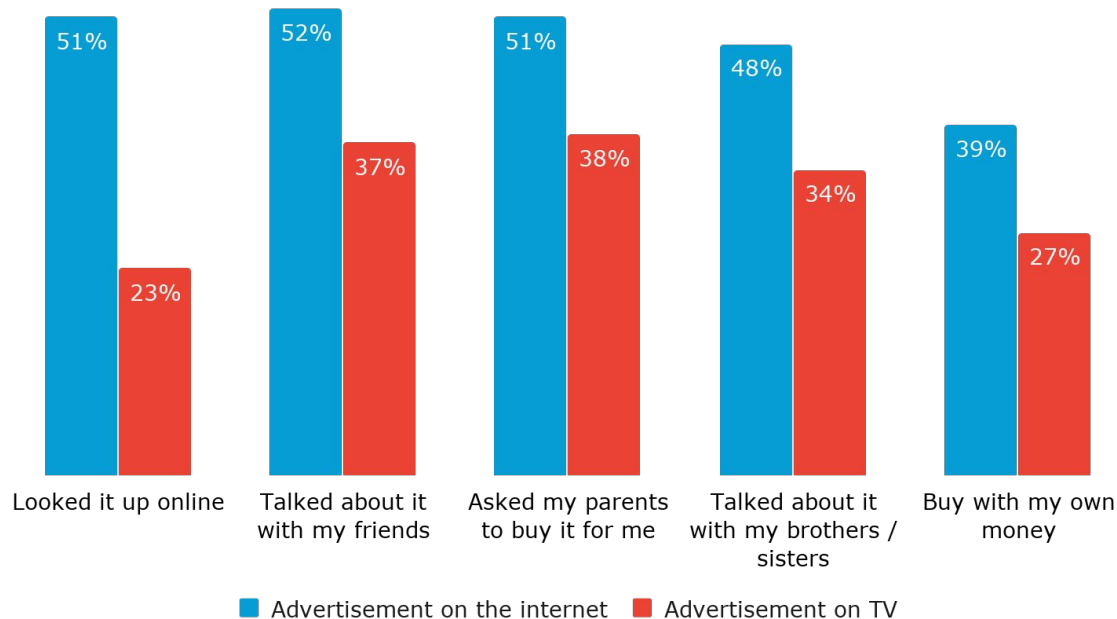
68%

of kids watch
tv/movies via the
internet (holiday time)

As many **kids play mobile games** and **watch content online** having a brand presence in both activities **is crucial to reach your audience.**

But then what?

**TOTALLY
AWESOME**



Which of these actions have you completed after seeing an advertisement?

As digital natives, kids are **more receptive** to online ads.



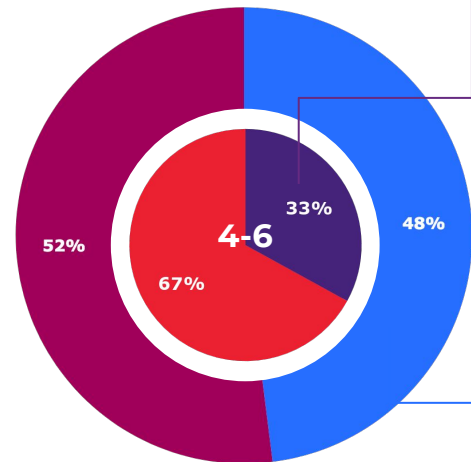
Q:

TOTALLY
AWESOME

How many kids in Australia have asked their parents for something because it was associated with an **influencer?**

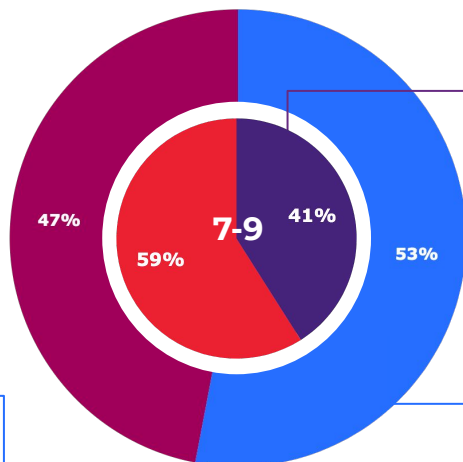
Influence across demographics

Influencers impact **33%** of parents purchasing decisions.



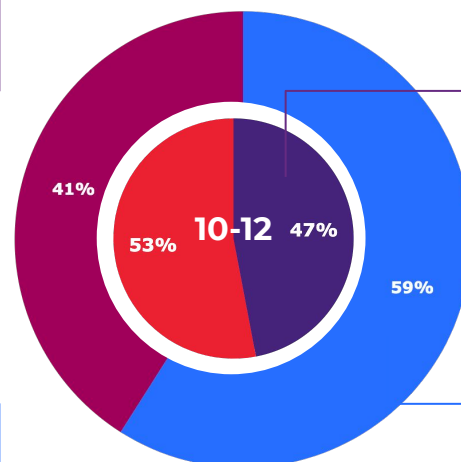
48% of kids aged 4-6 have asked their parents to purchase an item because it was associated with an influencers.

Influencers impact **41%** of parents purchasing decisions.



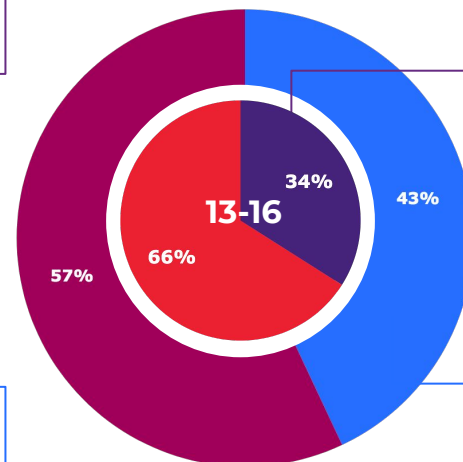
53% of kids aged 7-9 have asked their parents to purchase an item because it was associated with an influencers.

Influencers impact **47%** of parents purchasing decisions.



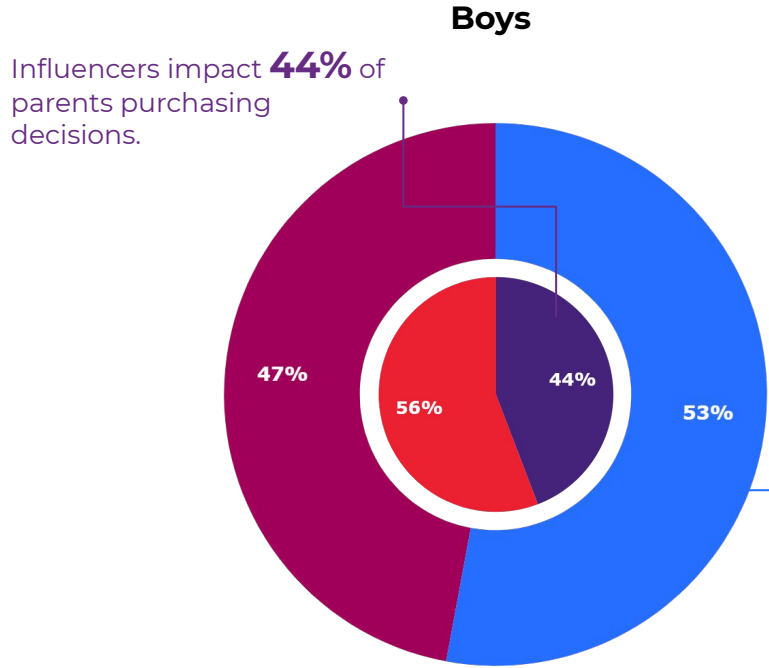
59% of kids aged 10-12 have asked their parents to purchase an item because it was associated with an influencers.

Influencers impact **34%** of parents purchasing decisions.

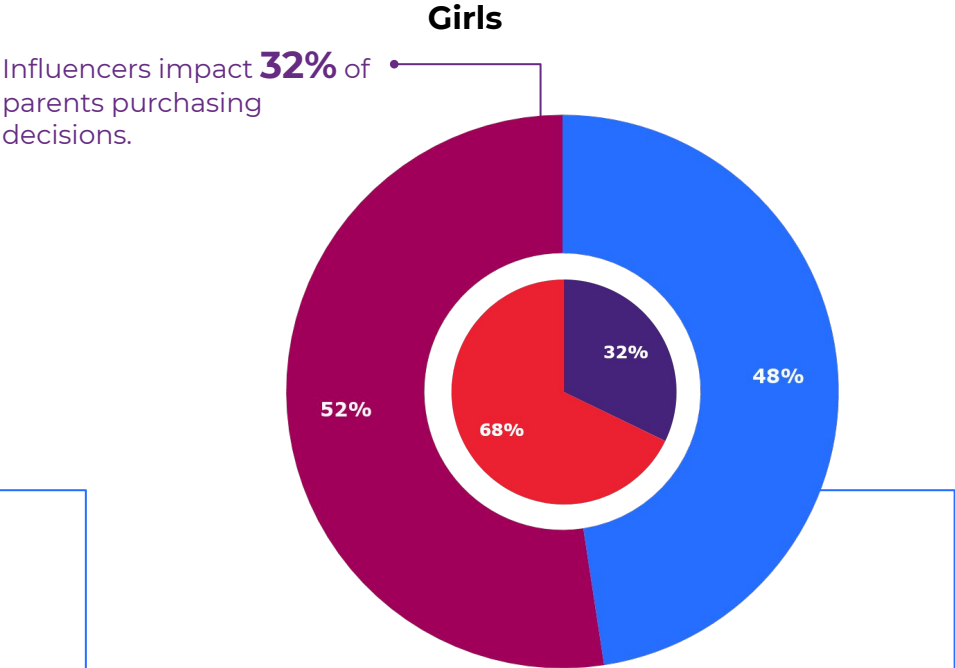


43% of kids aged 13-16 have asked their parents to purchase an item because it was associated with an influencers.

Influencer influence on purchasing decisions



53% of Boys have asked their parents to purchase an item because it was associated with an influencers.



48% of Girls have asked their parents to purchase an item because it was associated with an influencers.

Aussie Kids Favourite Influencers

**TOTALLY
AWESOME**

Kids aged 4-6



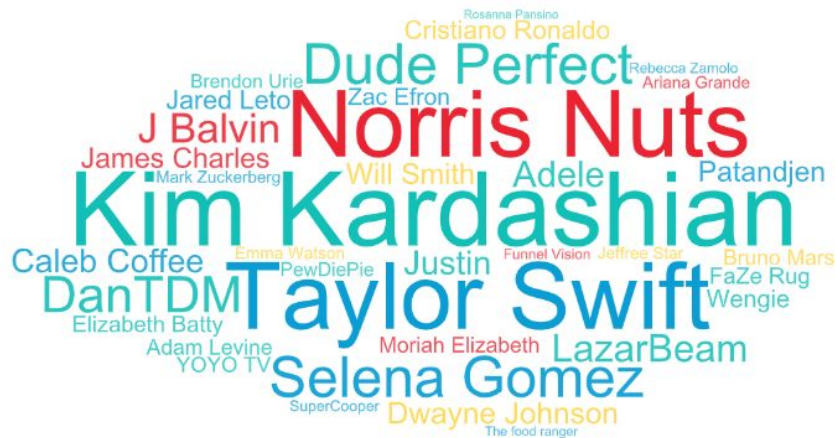
Kids aged 7-9



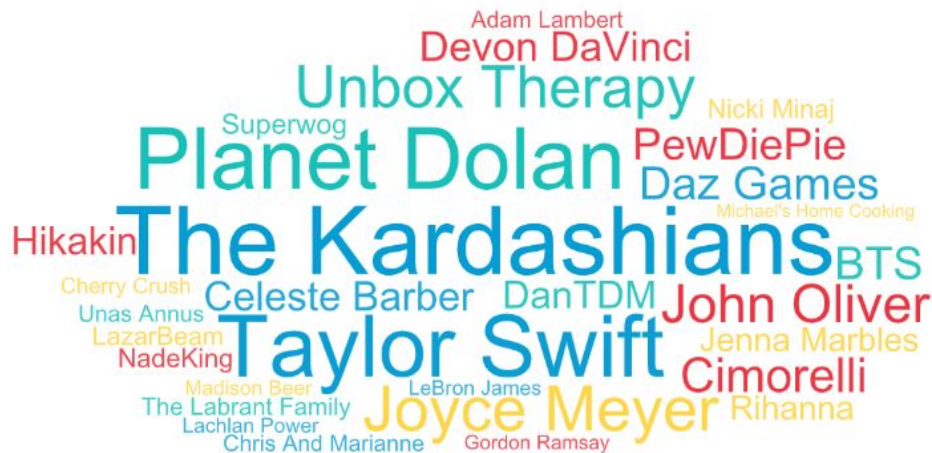
Aussie Kids Favourite Influencers

**TOTALLY
AWESOME**

Kids aged 10-12



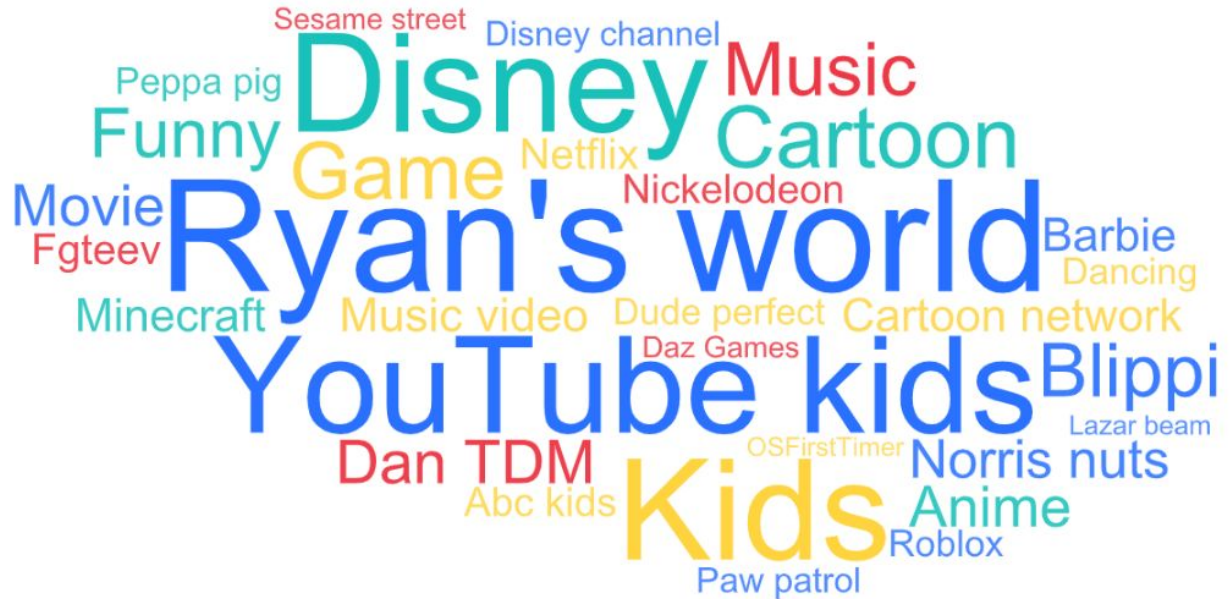
Kids aged 13-16



Favourite YouTube channels to watch

What are your favourite YouTube channels to watch?

Disney Channel and Hikakin are most popular channels on YouTube amongst Kids




Today's influencers are skilled at working the ecosystem

**TOTALLY
AWESOME**




Ryan's World


 25.8 million


 112k




Dan TDM

 23.5 million


 3.1 million


 112.1k


 1.6 million



Jojo Siwa

 11.6 million


 9.7 million

 27 million


 454k



Blippi

 9.15 million


 382.2k

 6.5 million


 20.6k



The Norris Nuts

 4.62 million

 867K

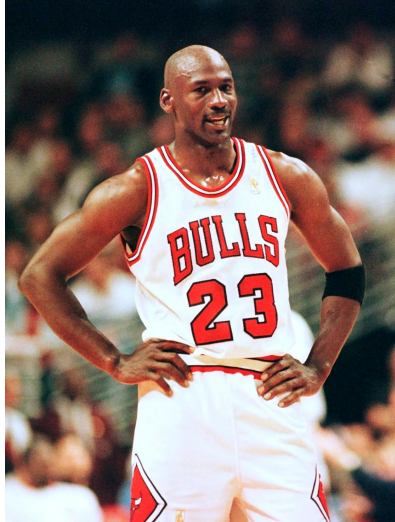
 1.9 million

Have we reached
Peak Influencer?

**TOTALLY
AWESOME**

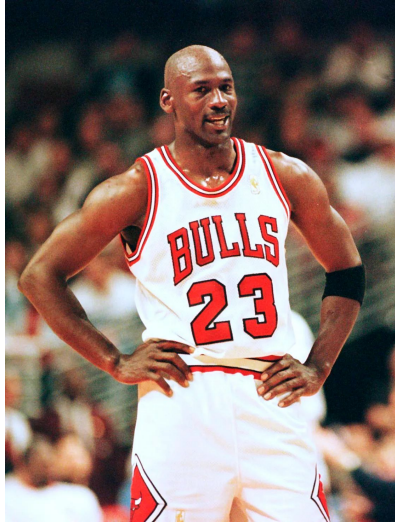
Influencers have been around a long time

**TOTALLY
AWESOME**



Its not the only brand they have in common

**TOTALLY
AWESOME**



Travis Scott / Michael Jordan

**TOTALLY
AWESOME**



VARIETY

Travis Scott McDonald's
Deal Marks First
Celebrity Meal Since
Michael Jordan in 1992

10 hours ago

Influencer Alignment in September 2020:

**TOTALLY
AWESOME**



ACTION FIGURE SERIES T-SHIRT II
\$48



CACTUS JACK STYROFOAM CUP 10-
PACK
\$25



CJ MENU RUG
\$250



CACTUS ARCHES OUTLINE DENIM
PANTS
\$300



CJ BURGER TIE
\$45



I'M LOVIN' IT LUNCH TRAY
\$30

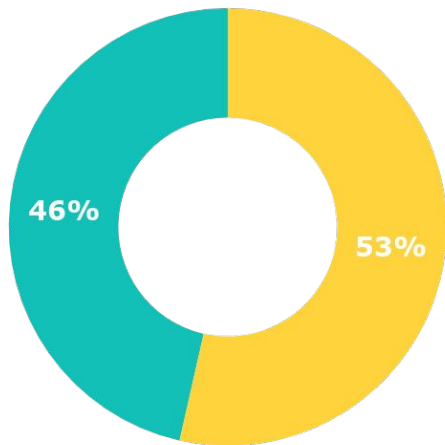


What if parents *aren't*
influenced on
the things kids want?

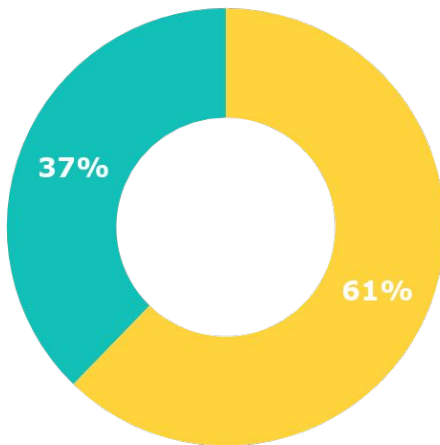
They're still going to buy toys...

Question: Do you intend to buy a toy (value up to \$10) in the Next 1 month, Next 3 months, Next 6 months?

Next 1 month



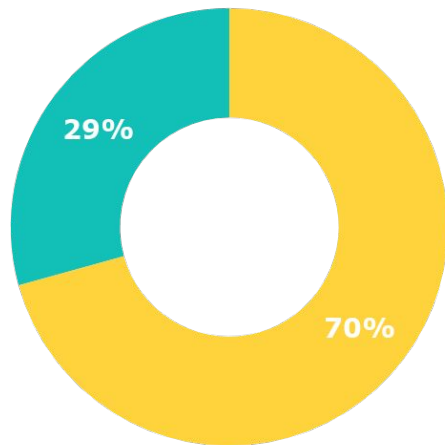
Next 3 months



● Yes

● No

Next 6 months



**TOTALLY
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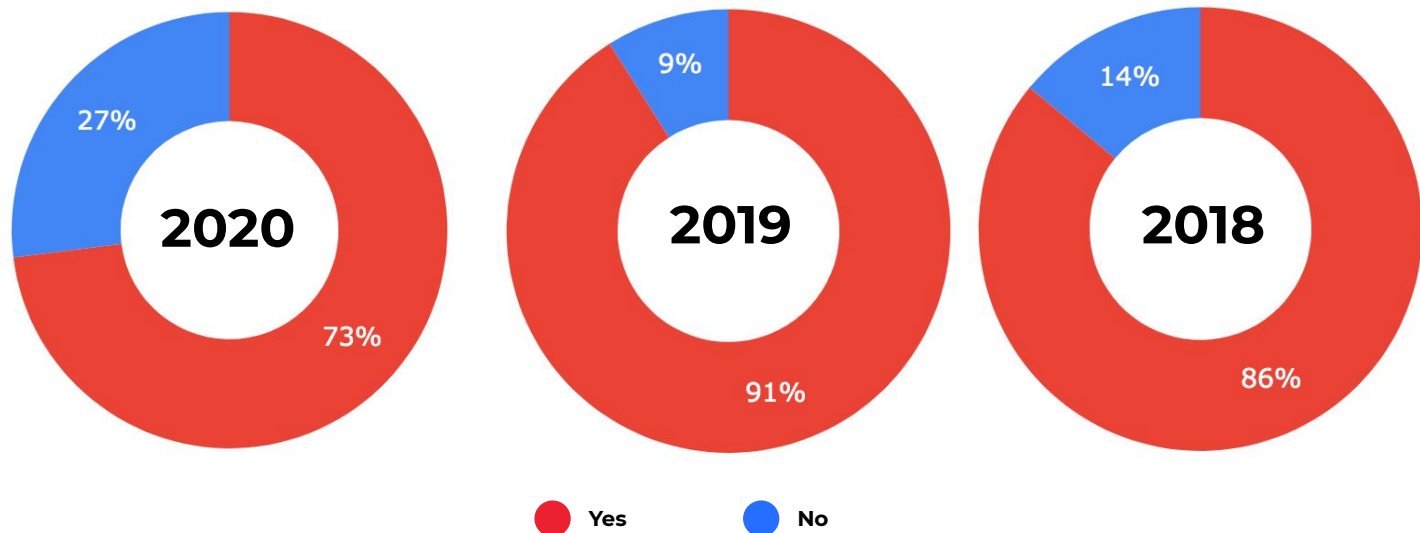
Q:

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AWESOME**

In 2019 81% of parents gave pocket money to their kids. In 2020, do you think this has:

More time at home, spent as a family (and spent on board games perhaps) means less kids got pocket money

Do you give pocket money to your child?



Kids receive AU\$ 131 pocket money

Monthly, on average

**TOTALLY
AWESOME**



How much do you give to your child (AU\$)?

Kids get **more pocket money** as they **age up** and becoming more independent and mobile.



90%

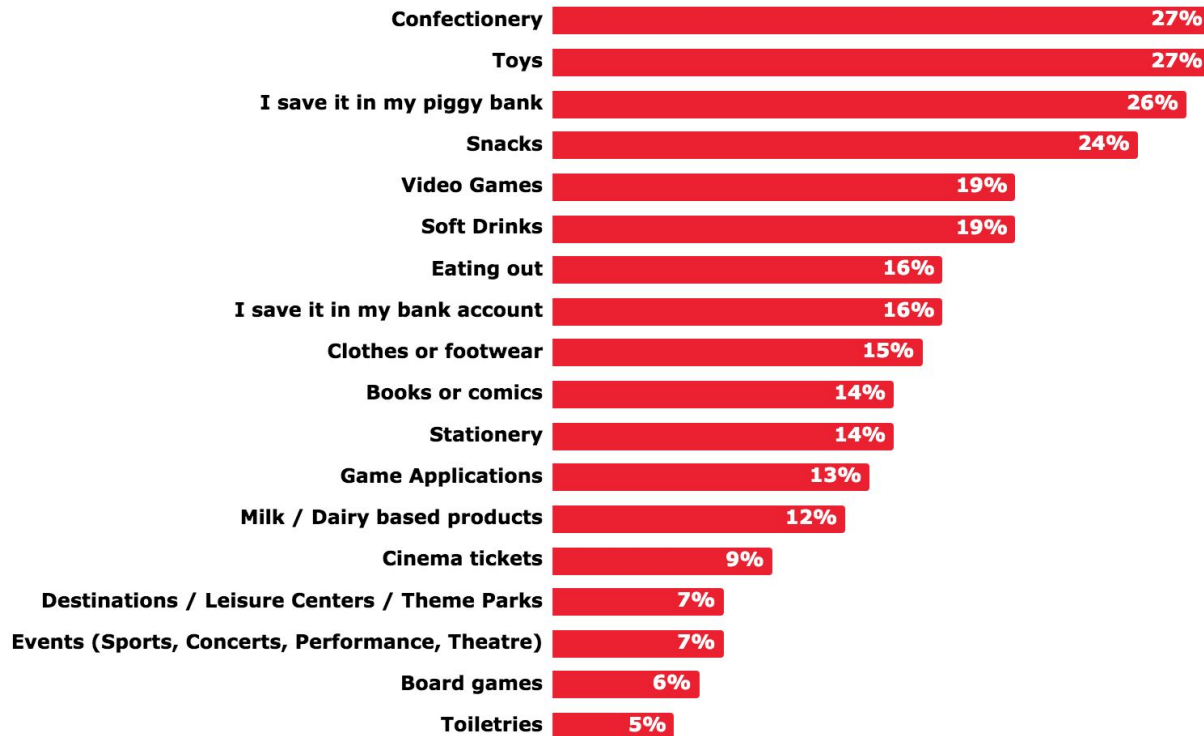
of kids said that
saving pocket
money important.



Weekly spending categories

*In average week,
what do you spend
your money on?*

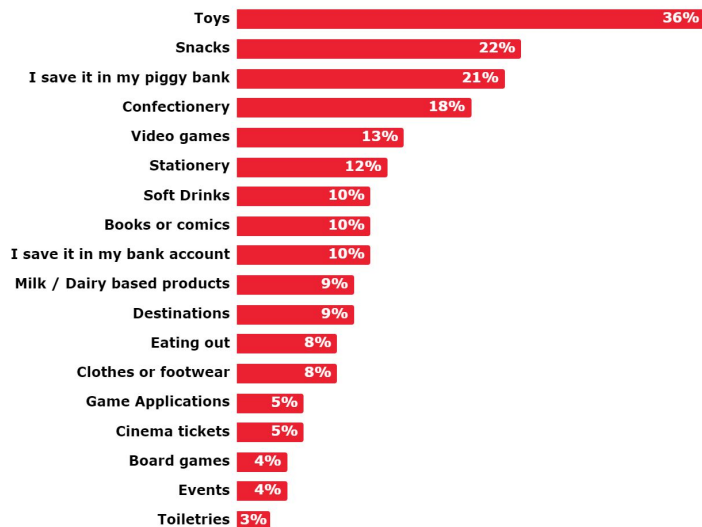
Savings are as
important as
spending on **Eating
out and Clothes or
footwear**



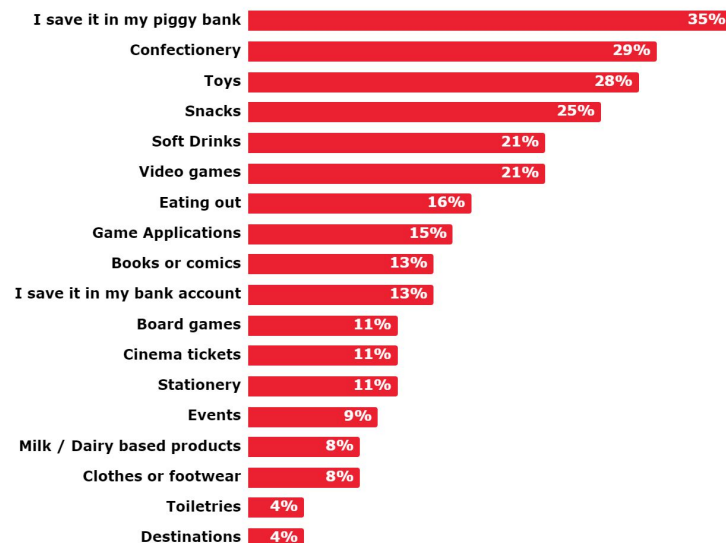
Weekly spending categories

**TOTALLY
AWESOME**

Kids aged 4-6



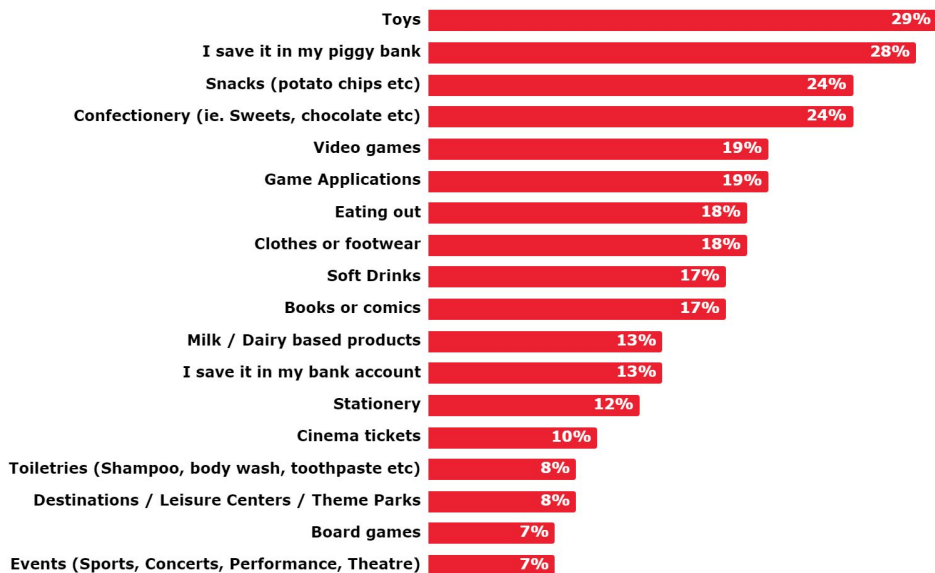
Kids aged 7-9



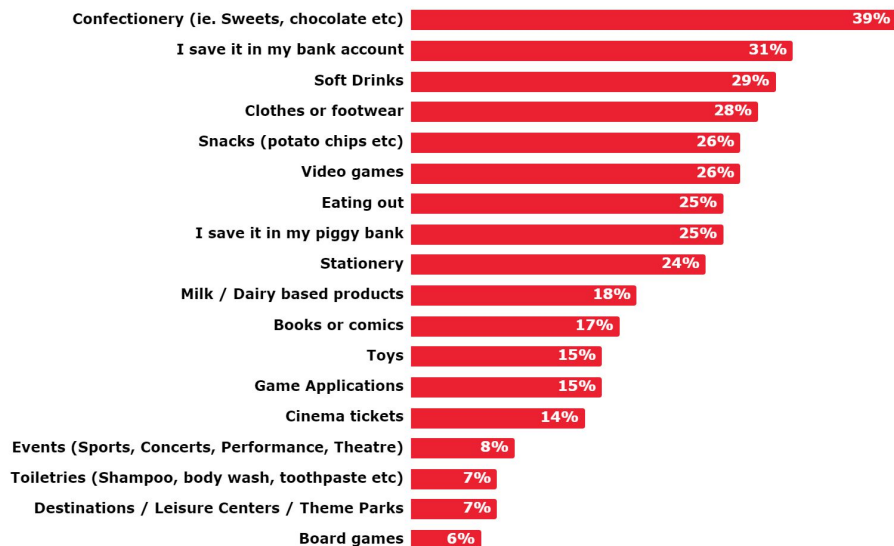
Weekly spending categories

**TOTALLY
AWESOME**

Kids aged 10-12



Kids aged 13-16



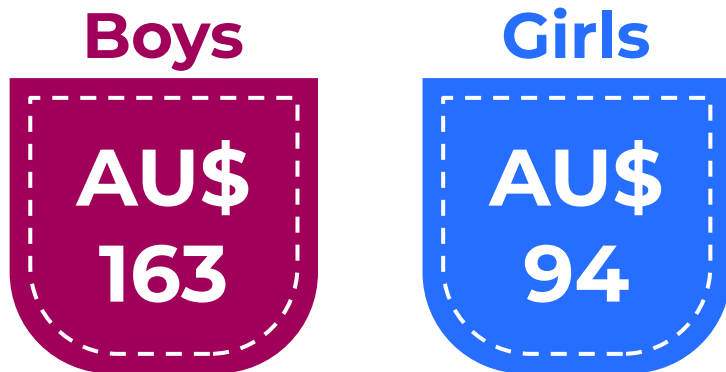
Q:

**TOTALLY
AWESOME**

Boys vs Girls: Who gets more pocket money? Who is more likely to save it?

The gender pay gap starts at home

**TOTALLY
AWESOME**



Kids, on an average, receive **AU\$131** with **boys** receive almost **2x more pocket money** than girls.

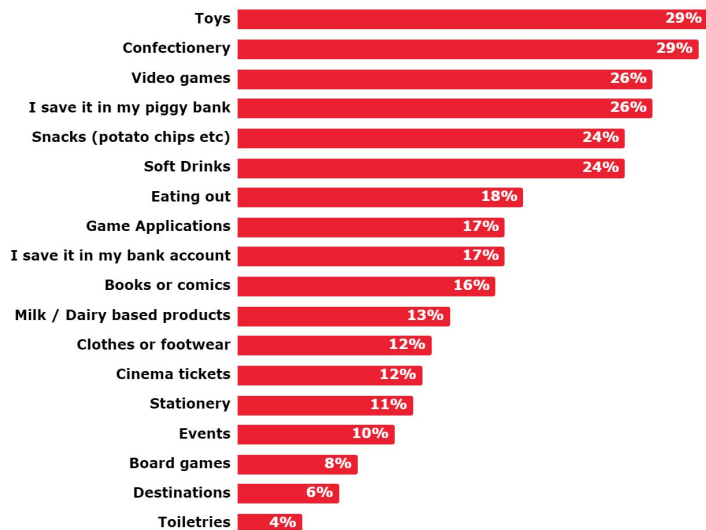
How much do you give to your child (AU\$)?



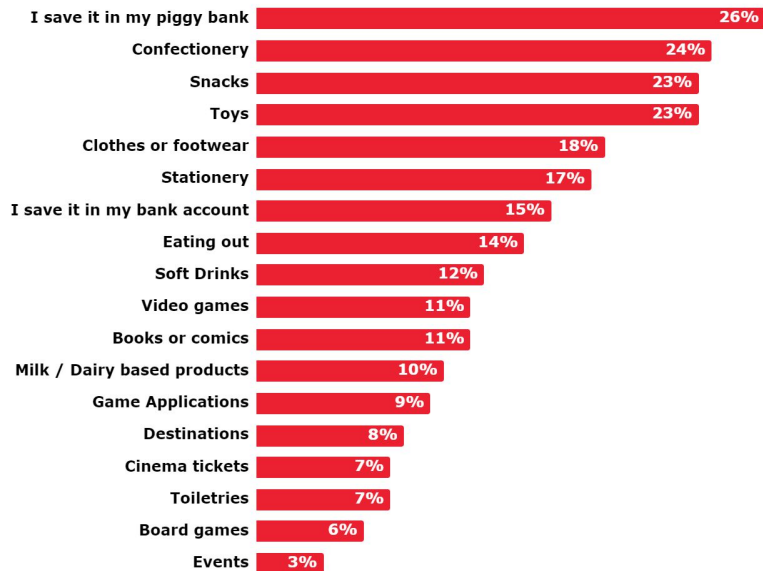
Weekly spending categories

**TOTALLY
AWESOME**

Boys



Girls



TOTALLY AWESOME

Girls



Key Takeaways

1. Kids are even more savvy than before and will expect the same sophistication from every brand engagement
2. They are collaborating and creating storylines with content on and off screen, can they do that with yours?
3. How does your brand enter family conversations?
4. Parents are engaging more deeply with their kids online lives: are you providing the right reassurances?
5. Travis Scott!

Want to know more?

Methodology and sample

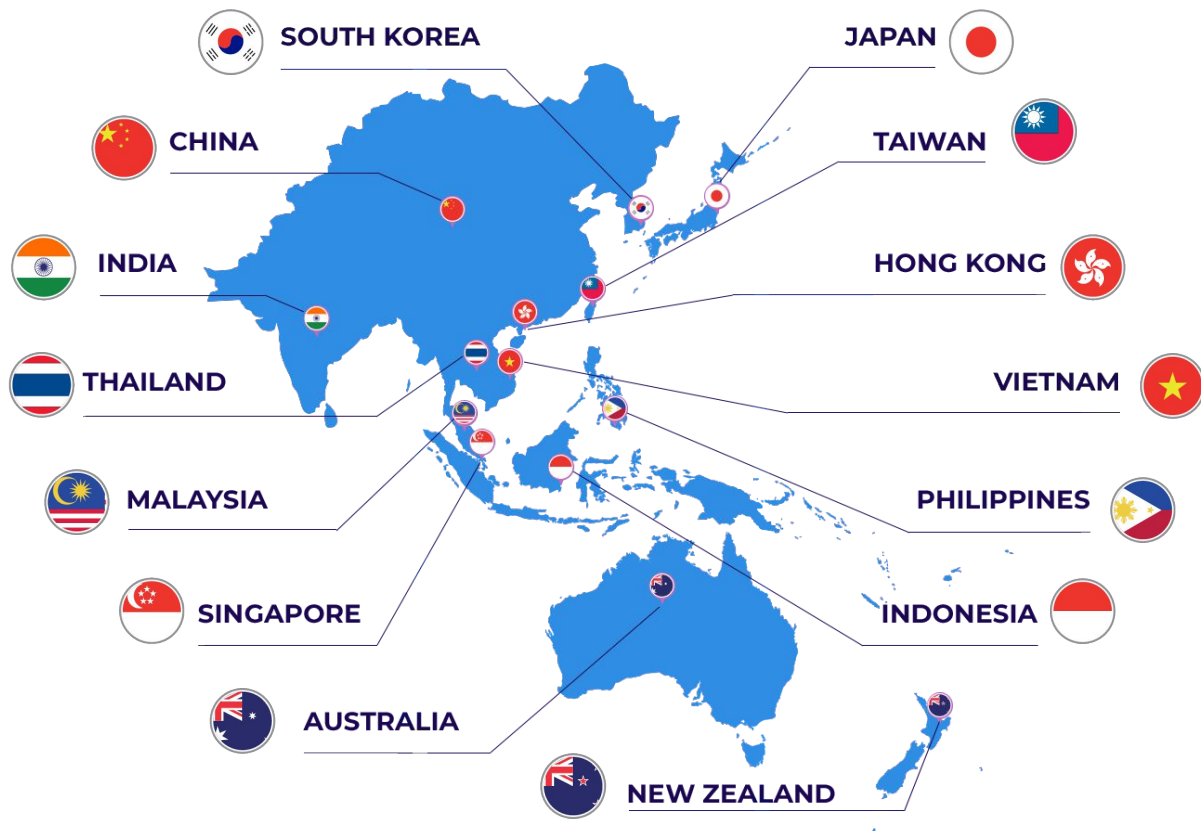
TotallyAwesome interviewed a sample of 4,482 children aged 4-16 with their parents across 14 key APAC markets.

Children and parents were recruited via trusted sample provider Toluna.

Distribution of respondents was national with the majority being from urban areas. The sample was split evenly by gender and age and distribution.

Parents were instructed to let their children respond to the questions and only assist them if they required help.

The survey was in field from 22 May - 15 June 2020.



The world continues to change.
Even in the last hour.

TOTALLY AWESOME

Making the Internet
Safer for Kids

KADSLIFT

Strictly Confidential | Copyright TotallyAwesome 2020



Want the latest on what's happening with Kids and Families in Australia and around the world?



Insights Report

Insights and trends from the
world's largest digital
kid-safe community



Kids Trends 2020



Does Covid-19 mean the
end of movie theaters for
kids and families?

Data, observations and
recommendations from the Trolls:
World Tour direct-to-digital release



A day in the life of a
kid during Covid-19:
meet **Generation C**

How the pandemic is restructuring day parts
for 6-16yr olds and creating an entirely new
generation.

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Or on how your brand
can engage with kids
and their families
safely and effectively
online

Digital Advertising



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KSV

KIDSAFE
SOCIAL VIDEO™



SAFE AD



**KSV
FAMILY**

KIDSAFE
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Content & Influencer

**TOTALLYAWESOME
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CREATIONHUB

**TOTALLY
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Get in touch:
steve.marshall@totallyawesome.tv