

KINDER
MEDIEN
MONITOR

2022

ORIENTATION IN
THE CHILDREN'S
MEDIA UNIVERSE.



RELEVANT

REPRESENTATIVE

RICH

TREND-SETTING

The **KINDER MEDIEN MONITOR 2022** offers orientation in the children's media universe and is the only countable study of its kind in Germany.

DETAILED DATA MATERIAL FOR MEDIA PLANNING

- Represents 7.59 million German-speaking children: 5.99 million 6 to 13 years, 1.60 million 4 to 5 years.
- Reach for 27 print magazines among children and parents/guardians reading along.
- Includes all media relevant to the target group: watching, listening, reading, communicating, gaming.
- Multifaceted insights into different areas of children's lives - through responses from children and their parents.
- **Face-to-face survey:** 2,055 double interviews with 6- to 13-year-olds and one of their guardians + 548 interviews with a guardian of 4- to 5-year-olds.



THE CHILDREN'S FREE TIME - COLOURFUL & FULFILLING



OUTPOWING

playing outdoors
exercising

RESTING

doing nothing /
chilling

ENGAGING

sustainability &
environment

PLAYING

parlor games
puzzles
dolls, stuffed animals
action heroes
collections

play boxes / play sets
craft, experiment kits

interactive learning
games
augmented reality

USING MEDIA

gaming
communicating
reading
listening
watching

CONSUMING

desires, freedom,
advertising, influence on
purchasing decisions,
spending by parents.

MAINTAINING SOCIAL CONTACTS

spending time with family and friends

ENGAGING WITH ANIMALS

feeding and caring for animals

BEING CREATIVE

making music
cooking / baking
painting, drawing,
handicrafts
dressing up

CHAPTER 1 THE ANALOG FREE TIME OF CHILDREN

1

Kids love media - sure! But what else is on their list of leisure activities?



CHAPTER 2 MEDIA USE IN FREE TIME

2

What role do media play in leisure time? Which ones are used - for what, how often, how intensively?



CHAPTER 4 GAMING

4

Which digital games do children like to play the most? Which devices do they use and what is important when gaming?

CHAPTER 5 CHILDREN & CONSUMPTION

5

What do the children want? How do they feel about brands, about advertising? What do parents invest in their children?



CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

6

How strong is the children's environmental awareness? What contribution do they make?

A TREND ARROW INTRODUCES ITSELF

 TREND	POSITIVE
 TREND	NEGATIVE
 TREND	CONSISTENT
 TREND	PARTLY PARTLY

For various questions, a comparison with the previous year is made as part of this presentation.

The trend arrow indicates whether the development compared to the previous year has proceeded:

- positive (rising),
- negative (falling) or
- unchanged (no significant change).

"Partly partly" represents a development that includes (and/or) two or three components:

- partly positive, partly negative, partly constant.

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CHAPTER 3 MEDIA ACCEPTANCE & COMPETENCE

3

Which media do parents trust? How free are children in dealing with media - what influence do parents have?



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CHAPTER 1

THE ANALOG FREE TIME OF CHILDREN

98% OUTPOWING

playing outdoors
exercising

MAINTAINING SOCIAL CONTACTS 98%

spending time with family and friends

92% PLAYING

parlor games
puzzles
dolls, stuffed animals
action heroes

collections
play boxes / play sets
craft, experiment kits

interactive learning games
augmented reality

RESTING 85%

doing nothing /
chilling

BEING CREATIVE 83%

making music
cooking / baking
painting, drawing,
handicrafts
dressing up

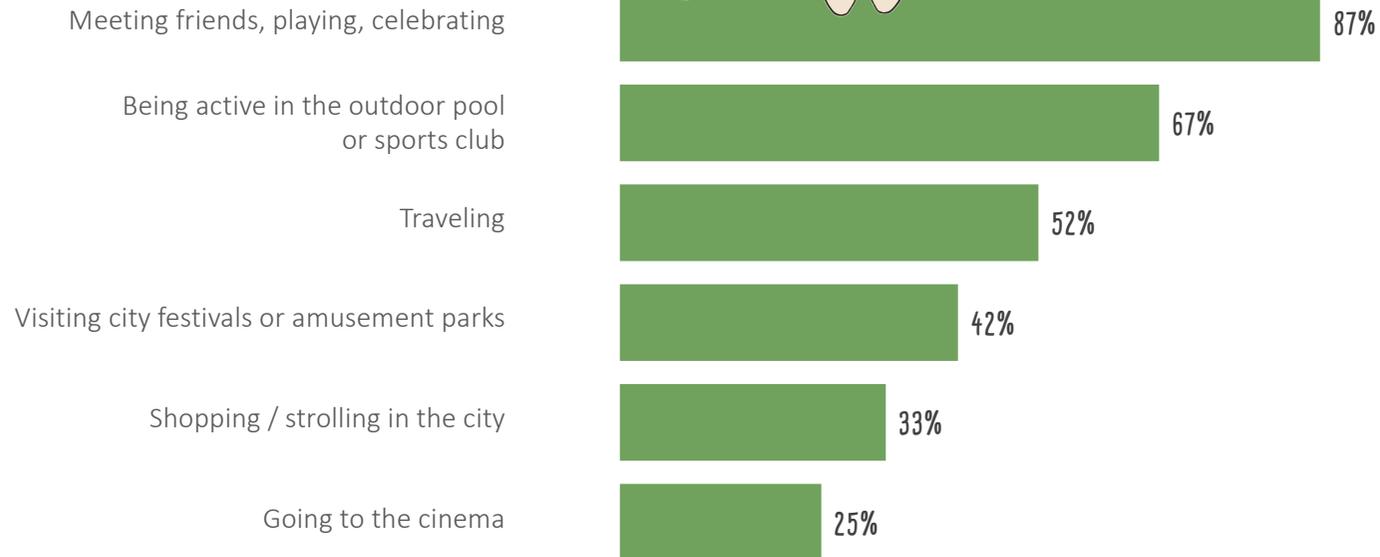
43% ENGAGING WITH ANIMALS

feeding and caring for animals

AT LEAST ONCE A WEEK

Question: I'm going to tell you a few things to do in your free time. For each one, please tell me if you do it in your free time pretty much every day, several times a week, about once a week, less often, or never. The survey asked about 26 leisure activities. Basis: 7.59 million girls and boys aged 4-13. Frequency: at least once a week; 4-5 years: parents' responses, 6-13 years: children's responses.

WHAT DID THE CHILDREN MISS MOST DURING THEIR TIME AT CORONA? THEIR FRIENDS, OF COURSE!

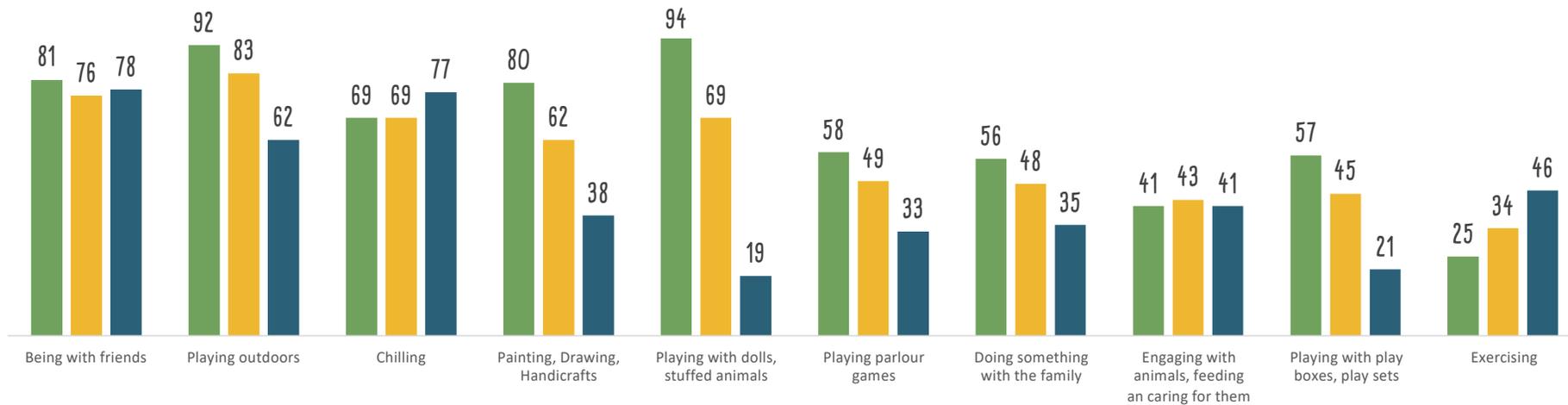


Question: During the time when there were restrictions due to Corona: What did you miss? And how much did you miss it? Answer options: very much missed, somewhat missed, not missed. The questionnaire asked about 10 leisure activities.
Basis: 5.99 million girls and boys aged 6-13; children's responses: "very much miss".

PLAYING IN ANY FORM DETERMINES THE FREE TIME OF THE GIRLS



GIRLS TOP 10 - AT LEAST SEVERAL TIMES A WEEK
FIGURES IN %



4-5 YEARS 6-9 YEARS 10-13 YEARS

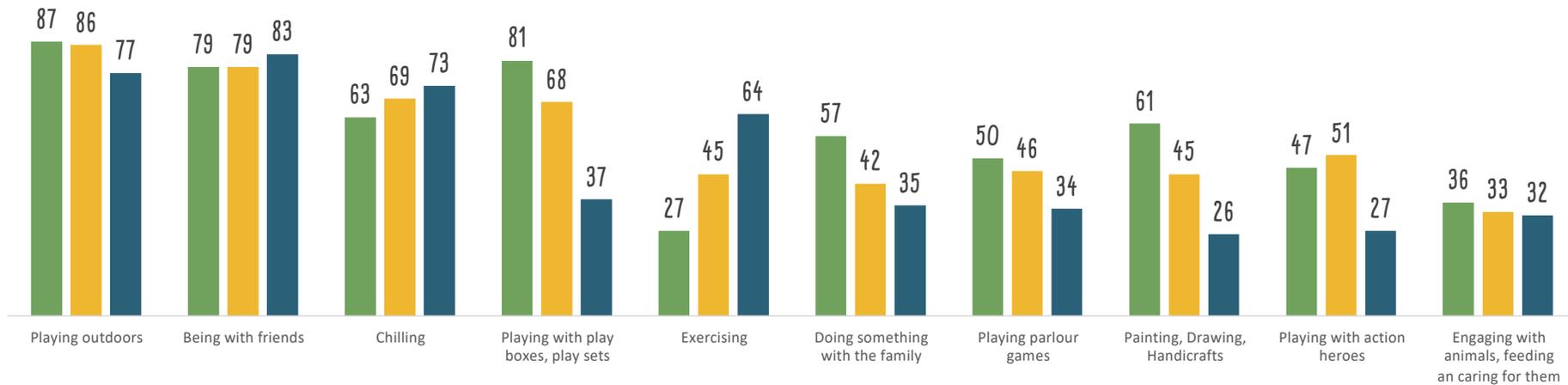
Question: I'm going to tell you a few things to do in your free time. For each one, please tell me if you do it in your free time pretty much every day, several times a week, about once a week, less often, or never. The survey asked about 26 leisure activities. Basis: 3.69 million girls aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

OUT INTO THE FRESH AIR!

AT THE TOP OF THE LIST FOR BOYS UP TO 9 YEARS OF AGE



BOYS TOP 10 - AT LEAST SEVERAL TIMES A WEEK
FIGURES IN %



4-5 YEARS

6-9 YEARS

10-13 YEARS

Question: I'm going to tell you a few things to do in your free time. For each one, please tell me if you do it in your free time pretty much every day, several times a week, about once a week, less often, or never. The survey asked about 26 leisure activities. Basis: 3.90 million boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

CHAPTER 1 THE ANALOG FREE TIME OF CHILDREN

CONCLUSION

- Children's life balance has three strong pillars: Playing outdoors (80 percent), spending time with friends or family (86 percent), and doing nothing/chilling (71 percent).
- „Tough test Corona“: 87 percent of 6- to 13-year-olds really missed spending time with their friends.
- Family is an important „place of retreat“: For girls (44 percent) as well as for boys (43 percent) - at least several times a week.
- All children love to play! The younger, the more analog.
- Getting out in the fresh air - 80 percent of all children play outdoors at least several times a week!





CHAPTER 1 THE ANALOG FREE TIME OF CHILDREN

Kids love media - sure! But what else is on their list of leisure activities?

CHAPTER 2 MEDIA USE IN FREE TIME

What role do media play in leisure time? Which ones are used - for what, how often, how intensively?

CHAPTER 3 MEDIA ACCEPTANCE & COMPETENCE

Which media do parents trust? How free are children in dealing with media - what influence do parents have?



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Which digital games do children like to play the most? Which devices do they use and what is important when gaming?

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What do the children want? How do they feel about brands, about advertising? What do parents invest in their children?



CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

How strong is the children's environmental awareness? What contribution do they make?

CHAPTER 2 MEDIA USE IN LEISURE TIME



96% WATCHING

96% watch series, films or videos at least several times a week.

COMMUNICATING 94%

94% use media at least occasionally for phone calls, text/voice/video messages or to post their status or pictures.

84% LISTENING

84% listen to music, (children's) radio programs, radio plays, audio books or podcasts at least several times a week.

READING 72%

72% read books, magazines, journals, comics, e-books or e-magazines at least several times a week.

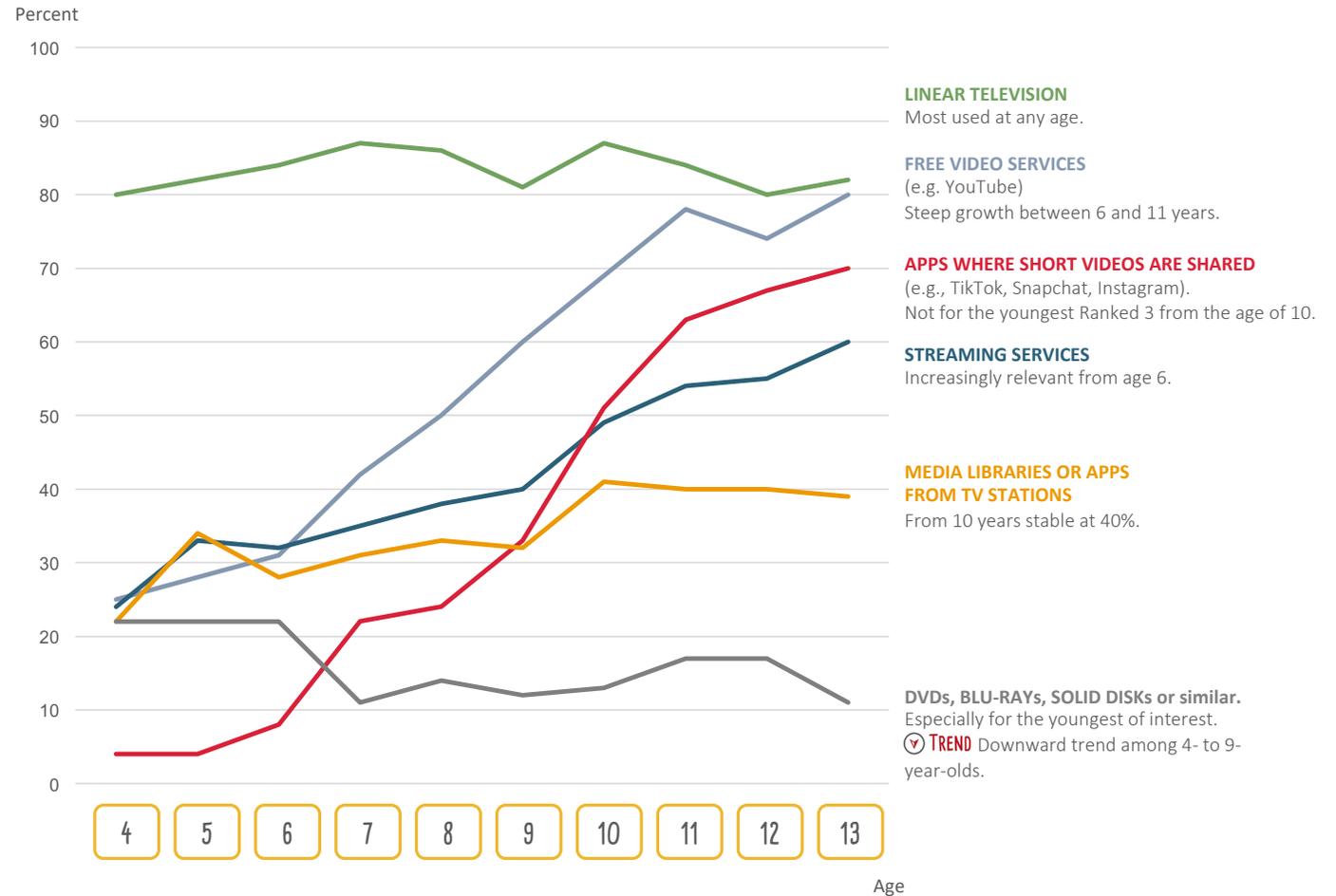
67% GAMING

67% play games at least several times a week via console, computer, tablet or smartphone.

Questions: 1. watching: When you watch series, movies, videos in your free time, do you do so ... (query of 6 items) and if so, how often do you do so, regardless of the device you do so with? 2. listening: Do you listen to ... (query of 5 items) in your free time and if so, how often? 3. reading: Do you read or watch ... in your free time? (request of 3 items) in your free time and if yes, how often do you do that? 4. gaming: How often do you play games in your free time with a portable console, a game console on the TV, on a smartphone/tablet, on a PC/laptop? Basis 1-4: 7.59 million girls and boys aged 4-13. Frequency: at least several times per week; 4-5 yrs: parents' responses, 6-13 yrs: children's responses. 5. communicating: How and how often do you communicate with your friends? 8 items were asked. Basis: 5.99 million girls and boys aged 6-13. Frequency: at least once in a while; children's responses.

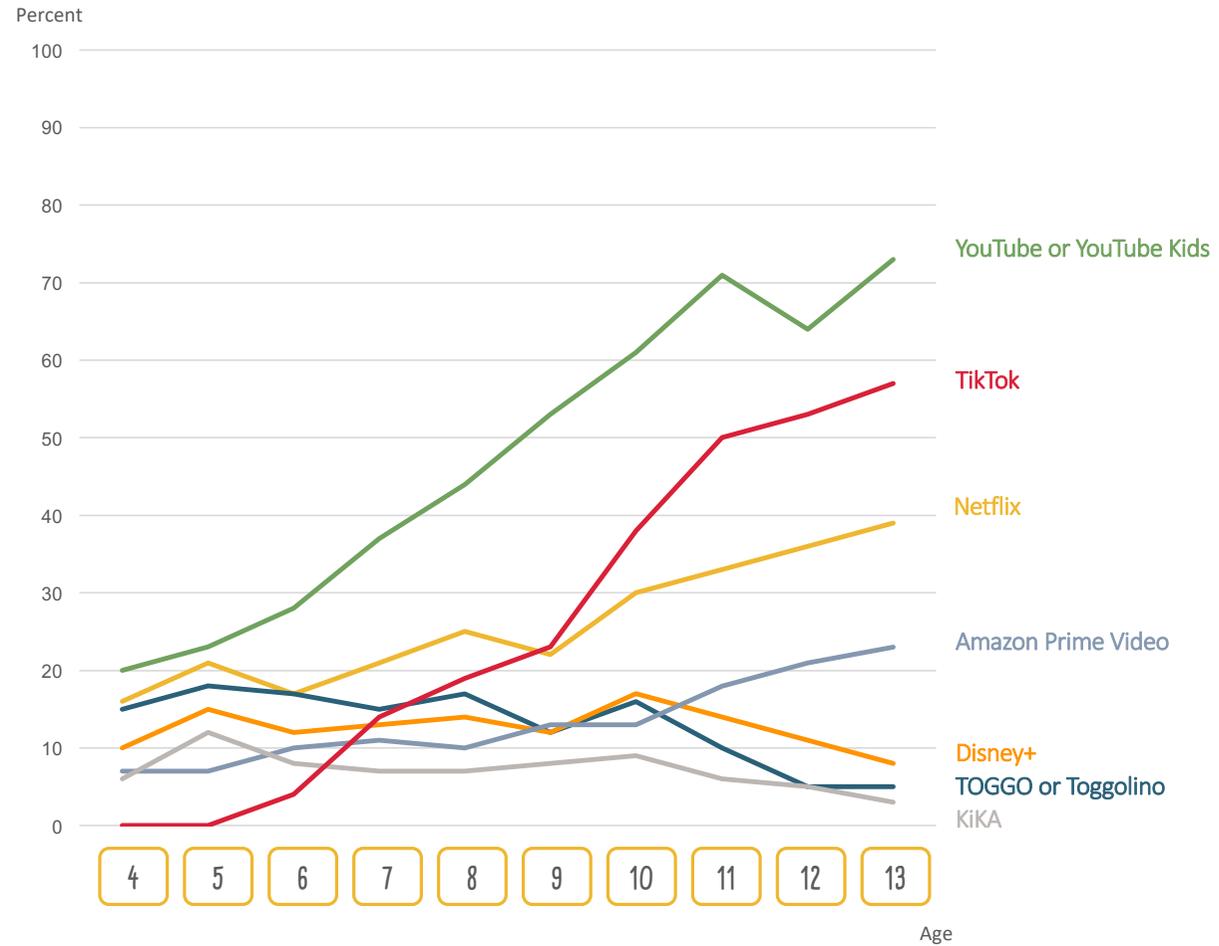
WHEN IT COMES TO
WATCHING, THERE ARE
MANY OFFERS.

LINEAR TELEVISION IS THE
MOST IMPORTANT.



Question: When you watch series, films or videos in your free time, do you do so? (query of 6 items) and if yes, how often do you do it? Do you do this in your free time pretty much every day, several times a week, about once a week, less often or never, regardless of the device you use to do it?
Basis: 7.59 million girls and boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

CHILDREN FROM 11 YEARS
CONQUER
YOUTUBE, TIKTOK &
NETFLIX



Question: And if you watch series, films or videos in your free time, then you can also do that with media libraries, apps, video services and streaming services in such a way that you can choose when you want to watch what. Do you then also do that with . . . (query of 13 items) and if so, how often do you use it? Do you do this in your free time pretty much every day, several times a week, about once a week, less often or never, regardless of the device with which you do it?
Basis: 7.59 million girls and boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

CHAPTER 2 MEDIA USE IN LEISURE TIME

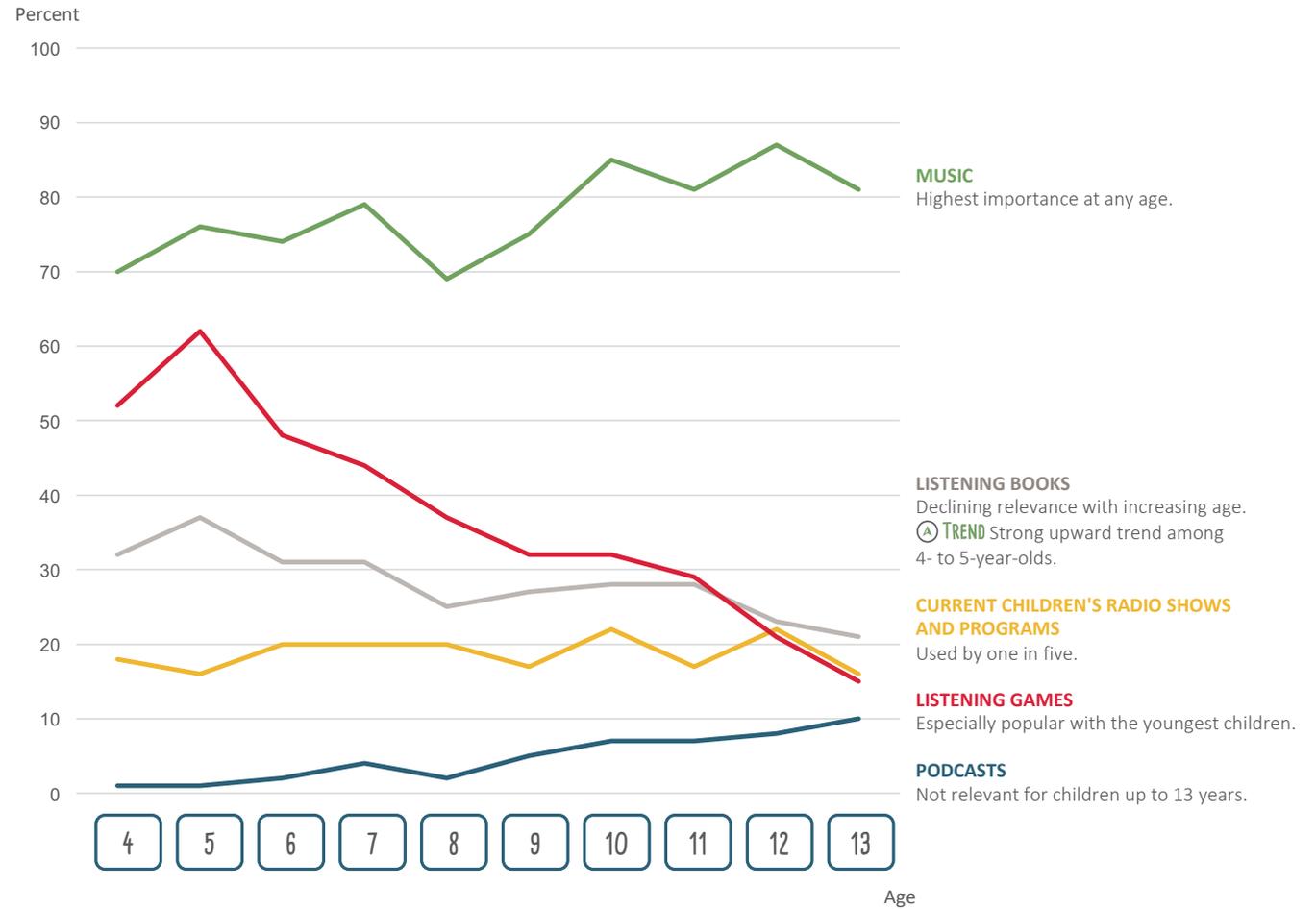
WATCHING

CONCLUSION

- Movement is at play: 96 percent of children watch series, movies or videos at least several times a week in their free time.
- The children mainly use linear television. So they watch exactly when it is on TV (83 percent).
- Beyond linear TV, YouTube is the channel of choice. From the age of 11, TikTok moves up.
- Streaming services are steadily gaining in importance from the age of 6.



MUSIC HAS THE
HIGHEST IMPORTANCE
AT ANY AGE

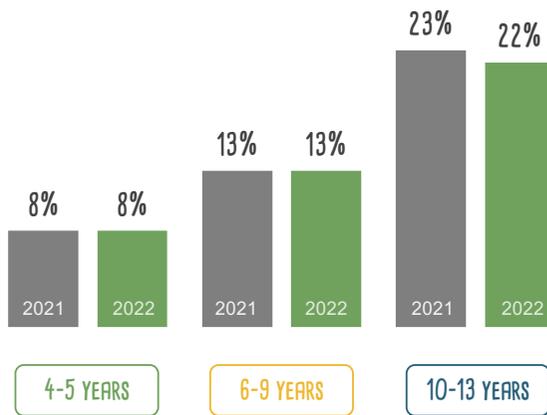


Question: Do you listen to ... (query of 5 items) in your free time and if so, how often do you do so? Do you do it in your free time pretty much every day, several times a week, about once a week, less often or never regardless of the device you do it with?
Basis: 7.59 million girls and boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

SPEAKERS STABLE AT PREVIOUS YEAR'S LEVEL

USE OF DEVICES SUCH AS ALEXA, GOOGLE HOME

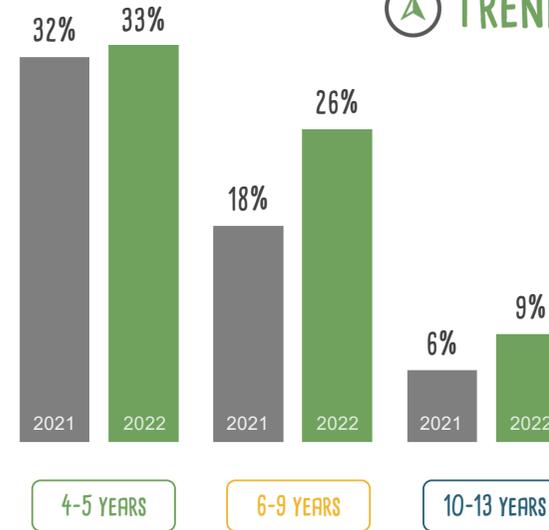
TREND



TONIEBOX & Co. ON THE RISE

USE OF DEVICES SUCH AS TONIEBOX, V-STORY OR TIGERBOX

TREND



Question: When you listen to these things in your free time, do you listen with... (query of 8 items)? If yes, how often do you listen with it? In your free time, do you do this pretty much every day, several times a week, about once a week, less often, or never? Base: 7.59 million girls and boys 4-13 years old. Frequency: at least several times a week; ages 4-5: parents' responses, ages 6-13: children's responses.

CHAPTER 2 MEDIA USE IN LEISURE TIME

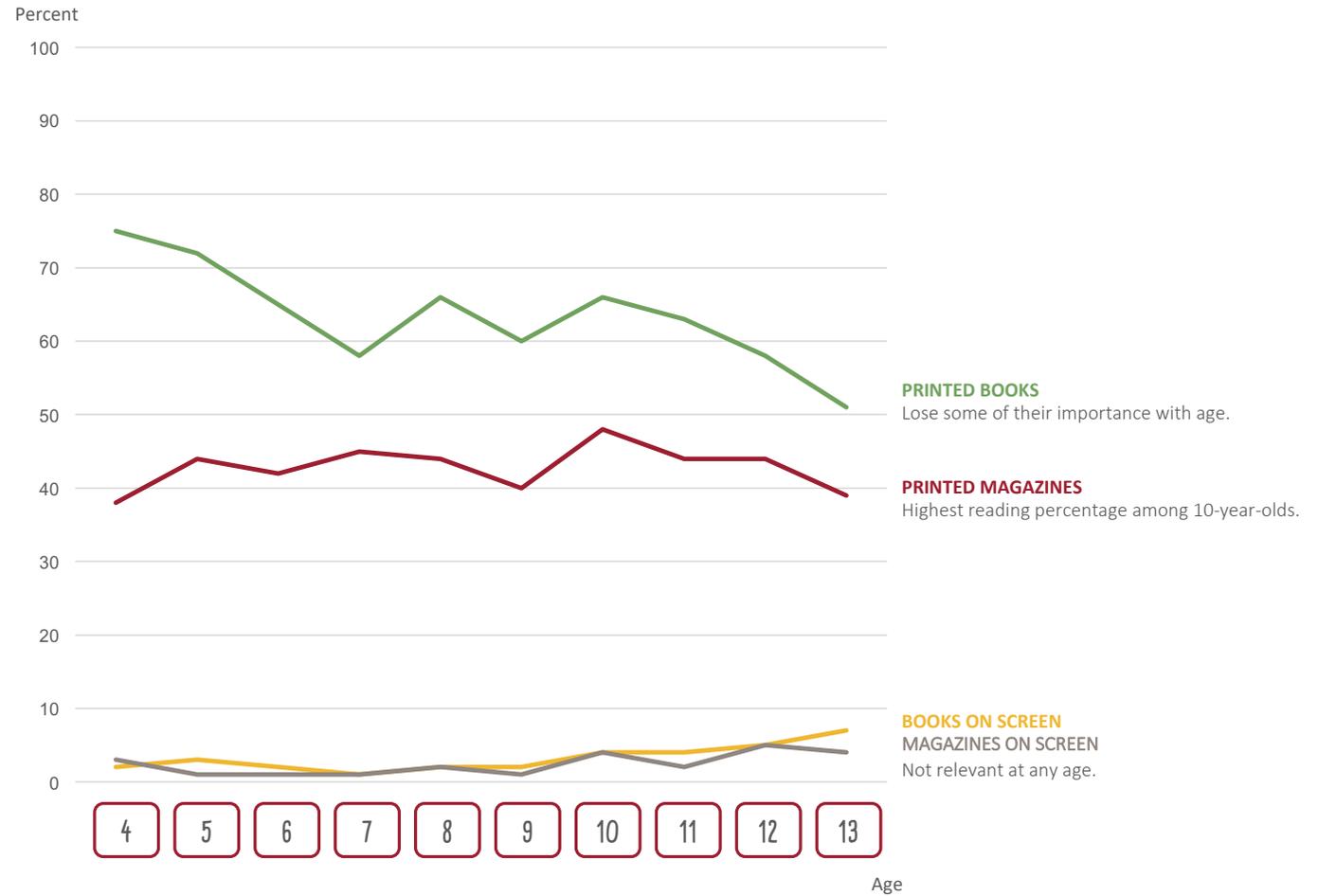
LISTENING

CONCLUSION

- At least several times a week, 84 percent of 4- to 13-year-olds listen to music, (children's) radio programs, radio plays/books or podcasts.
- Music retains a high level of importance among both young and older children, while audio books and audio games disappear from children's rooms as they get older.
- Ongoing children's radio shows and programs are used at about the same level at each age (by about one-fifth of children).
- While speakers are maintaining their status, Toniebox & Co. continue to be a strong growth market - especially among 6- to 9-year-olds.



MAGAZINES ARE VERY
POPULAR AT ANY AGE
THEY ARE A HAPTIC PLEASURE



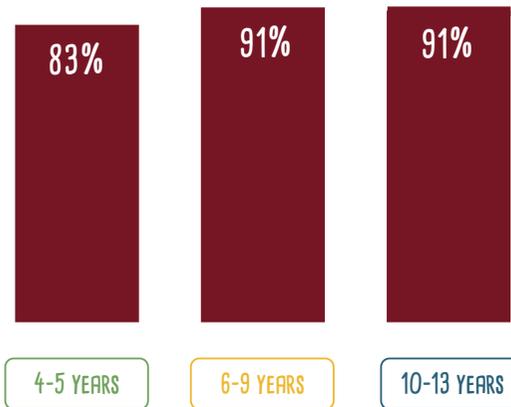
Question: Please tell me how often you read or watch the just mentioned from paper / on a screen in your free time. How is that for ... (Asking for 3 items) Is it pretty much every day, several times a week, about once a week, less often, or never? Base: 7.59 million girls and boys 4-13 years old. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

MAGAZINES ARE USED INTENSIVELY



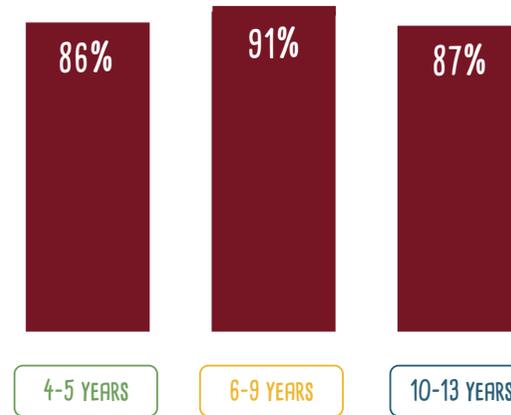
TREND

I usually read/flip through the magazines in their entirety.



TREND

I read/ flip through the magazines every now and then.



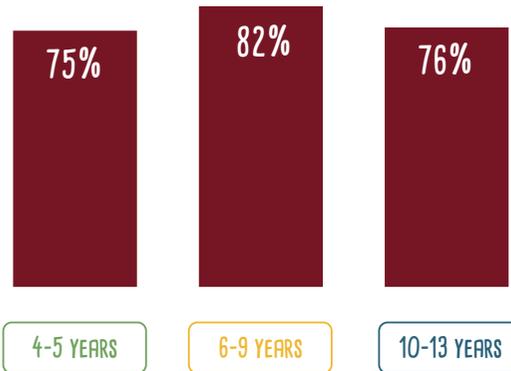
Question: The following statements may apply to you and the magazine(s) you read regularly or occasionally. For each statement on this list, please tell me if it is true, only partially true because, for example, it only applies to very specific magazines, or if it is not true. The survey asked about 9 items. Basis: 7.59 million girls and boys aged 4-13. Agreement: applies/applies in part; 4-5 years: parents' responses, 6-13 years: children's responses.

MAGAZINES ARE VALUABLE AND CONNECTING



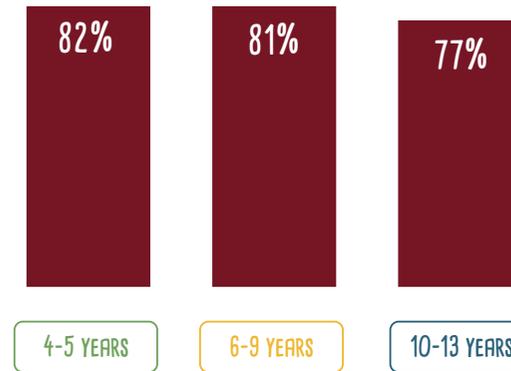
TREND

I collect the magazines, keep them.



TREND

I read/ flip through magazines with others.



Question: The following statements may apply to you and the magazine(s) you read regularly or occasionally. For each statement on this list, please tell me if it is true, only partially true because, for example, it only applies to very specific magazines, or if it is not true. The survey asked about 9 items. Basis: 7.59 million girls and boys aged 4-13. Agreement: applies/applies in part; 4-5 years: parents' responses, 6-13 years: children's responses.

MAGAZINES:
A SUPER COMBO OF
FUN & LEARNING -
THERE IS NO ROOM FOR
ANYTHING ELSE

I feel like I often learn something interesting from magazines.

88%

I am inspired by the characters, heroes and stories in magazines.

86%

When I read magazines, I do not listen to or watch other things on the side.

78%

I participate in puzzles and raffles of magazines.

61%

Question: The following statements may apply to you and the magazine(s) you read regularly or occasionally. For each statement on this list, please tell me if it is true, only partially true because, for example, it only applies to very specific magazines, or if it is not true. The survey asked about 9 items. Basis: 7.59 million girls and boys aged 4-13. Agreement: applies/applies in part; 4-5 years: parents' responses, 6-13 years: children's responses.

CHILDREN'S MAGAZINES ALSO REACH PARENTS!

4.8 MILLION*

of 4- to 13-year-olds read
at least one of the reported journals.

5.9 MILLION**

parents are also reached by reported
journals, at a minimum.



* Basis: 7.59 million girls and boys aged 4 to 13. 4-5 years: parents' responses. 6-13 years: children's responses.

** Parent co-reads at least one of the issues read by the child. Results on a per-readership basis. Basis: 7.59 million girls and boys ages 4-13; responses from parents.

PARENTS READ ALONG

REGARDLESS OF THE AGE OF THE CHILDREN

TREND

A parent reads along with ...

91%

of 4- to 5-year-olds.

77%

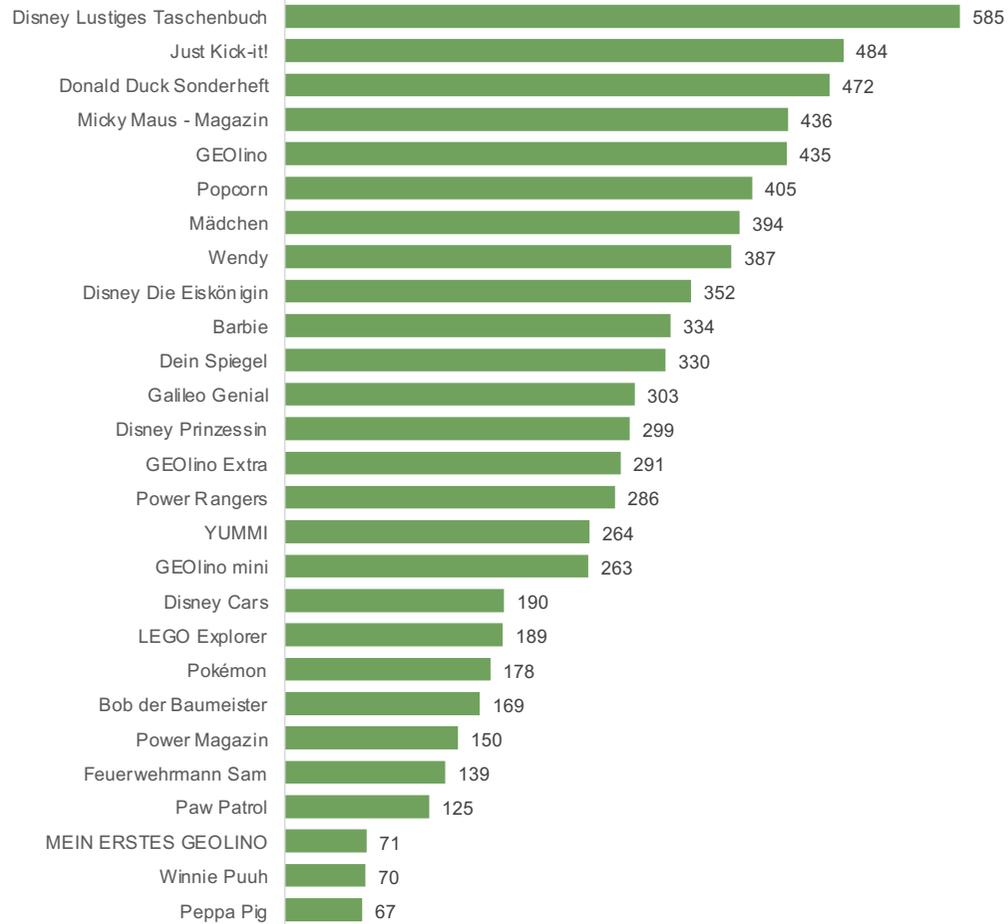
of 6- to 9-year-olds.

67%

of ten- to 13-year-olds.

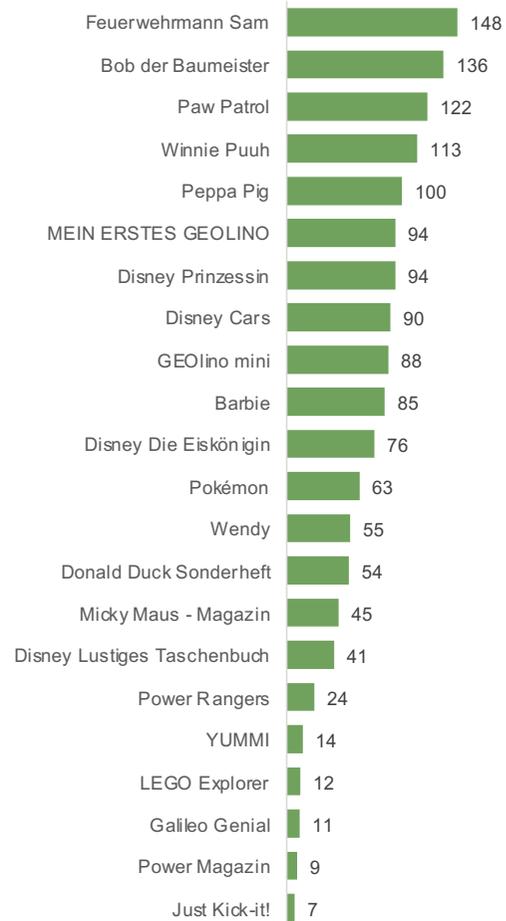
Question: The following is about children's and youth magazines that the child/adolescent surveyed reads at home from time to time or regularly. How many issues of these magazines are read at least occasionally by a parent? Please indicate in the following list for all magazines how many issues of the magazine are also read, or whether the magazine is not read by the child/adolescent surveyed.
Base: 7.59 million girls and boys 4-13 years. Number of issues: Parents read at least some issues; Parents' responses.

TOTAL 6-13 YEARS
27 TITLE



Basis: 5.99 million girls and boys aged 6-13. Figures in thousands. Children's responses.

TOTAL 4-5 YEARS
22 TITLE



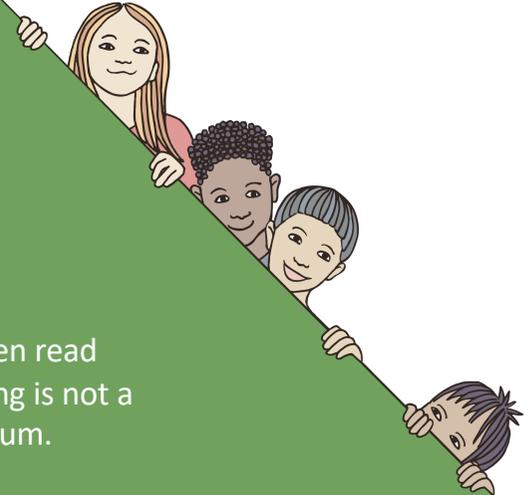
Basis: 1.60 million girls and boys aged 4-5. Data in thousands. Parents' responses.

CHAPTER 2 MEDIA USE IN LEISURE TIME

READING

CONCLUSION

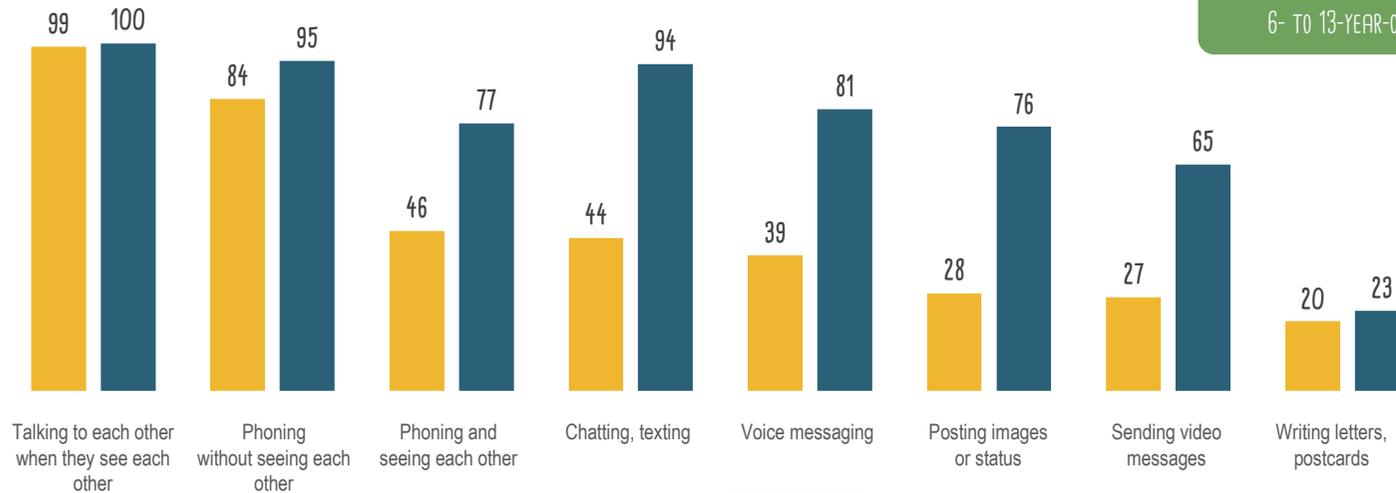
- Enthusiasm for reading continues: 72 percent of all 4 to 13 year old children read books or magazines at least several times a week in their free time. Reading is not a trend, it is and remains a popular activity with a reliable and familiar medium.
- Reading is a haptic pleasure - in every age group. Electronic reading media do not play a role with children.
- Children's magazines have a broad readership: 4.8 million of 4- to 13-year-olds read at least one of the 27 magazines reported. In addition, these also reach at least 5.9 million parents.
- Reading connects: 80% of children read together with others.
- Reading is very intensive and attentive: 89 percent of the children read the magazines completely most of the time, 88 percent read the magazines every now and again.



WITH INCREASING AGE, THE VARIETY OF COMMUNICATION GROWS



6- TO 13-YEAR-OLDS - FIGURES IN %.

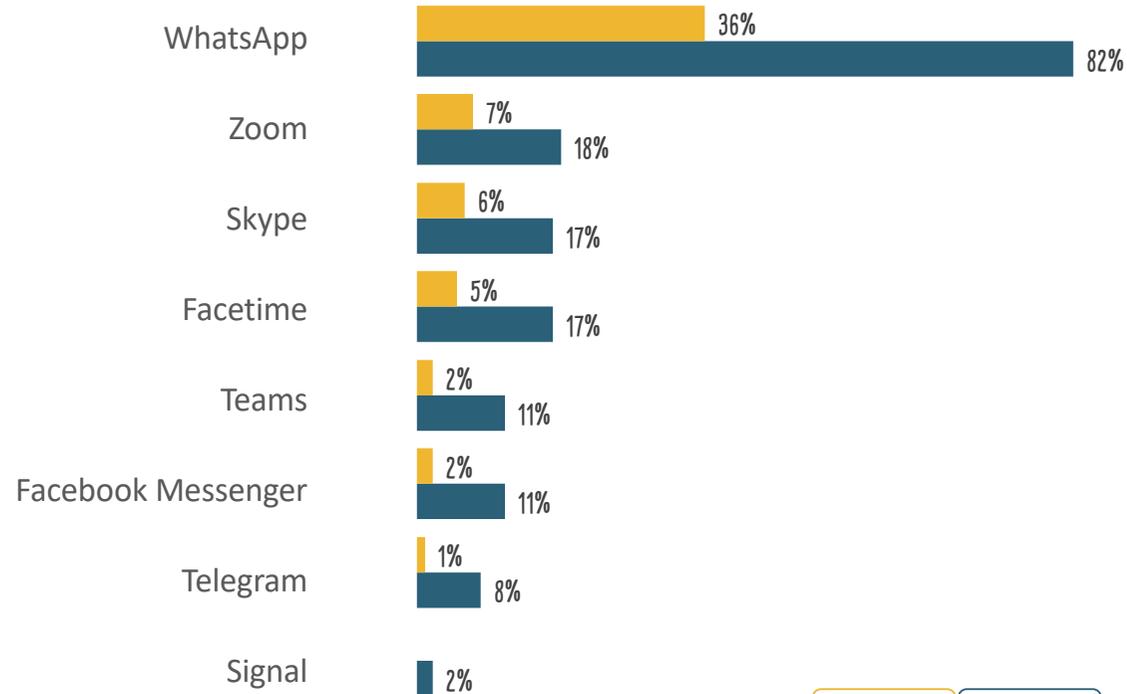


6-9 YEARS 10-13 YEARS **TREND**

Question: How do you exchange information with your friends? How is it with ... (query of 8 items), do you do it often, from time to time, or not at all?
Base: 5.99 million girls and boys 6-13 years, frequency: at least once in a while; children's responses.



WHATSAPP CONTINUES TO LEAD THE FIELD AMONG COMMUNICATION APPS

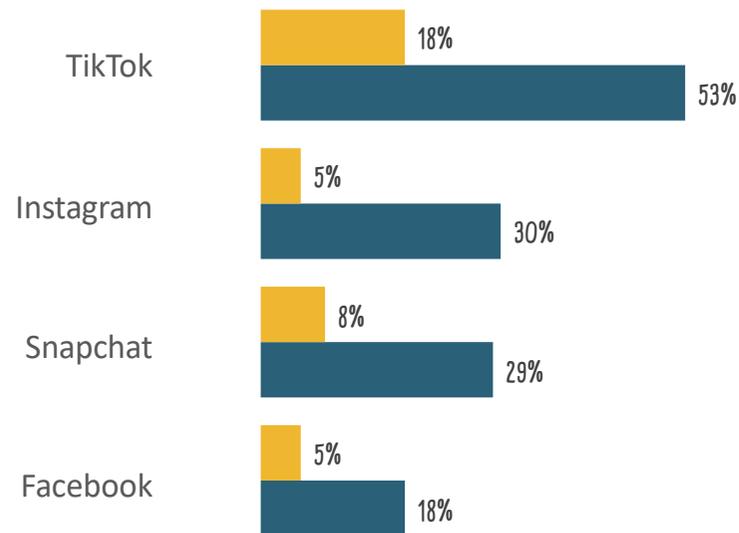


6-9 YEARS 10-13 YEARS TREND

Question wording: You said you own or can share a smartphone or tablet. Which of the following apps do you use? (Query of 14 items)
Basis: 5.99 million girls and boys aged 6-13. Children's responses.



AMONG SOCIAL MEDIA APPS, THE YOUNG MEDIUM TIKTOK SECURED FIRST PLACE



6-9 YEARS

10-13 YEARS



Question wording: You said you own or can share a smartphone or tablet. Which of the following apps do you use? (Query of 14 items)
Basis: 5.99 million girls and boys aged 6-13. Children's responses.

CHAPTER 2 MEDIA USE IN LEISURE TIME

COMMUNICATING

CONCLUSION

- Children use many ways to engage in conversation: physically, by phone, via apps.
- Communication apps are only relevant for the 10- to 13-year-olds. WhatsApp is far ahead of the rest.
- Instagram and TikTok are clear trend winners among social media apps. The young medium TikTok has secured first place.
- Incidentally, 6- to 13-year-olds even use gaming as a communication platform: They talk via the headset (20 percent) or chat with their fellow players (18 percent).



CHAPTER 1 THE ANALOG FREE TIME OF CHILDREN

1

Kids love media - sure! But what else is on their list of leisure activities?



CHAPTER 2 MEDIA USE IN FREE TIME

2

What role do media play in leisure time? Which ones are used - for what, how often, how intensively?

CHAPTER 3 MEDIA ACCEPTANCE & COMPETENCE

3

Which media do parents trust? How free are children in dealing with media - what influence do parents have?



CHAPTER 4 GAMING

4

Which digital games do children like to play the most? Which devices do they use and what is important when gaming?

CHAPTER 5 CHILDREN & CONSUMPTION

5

What do the children want? How do they feel about brands, about advertising? What do parents invest in their children?



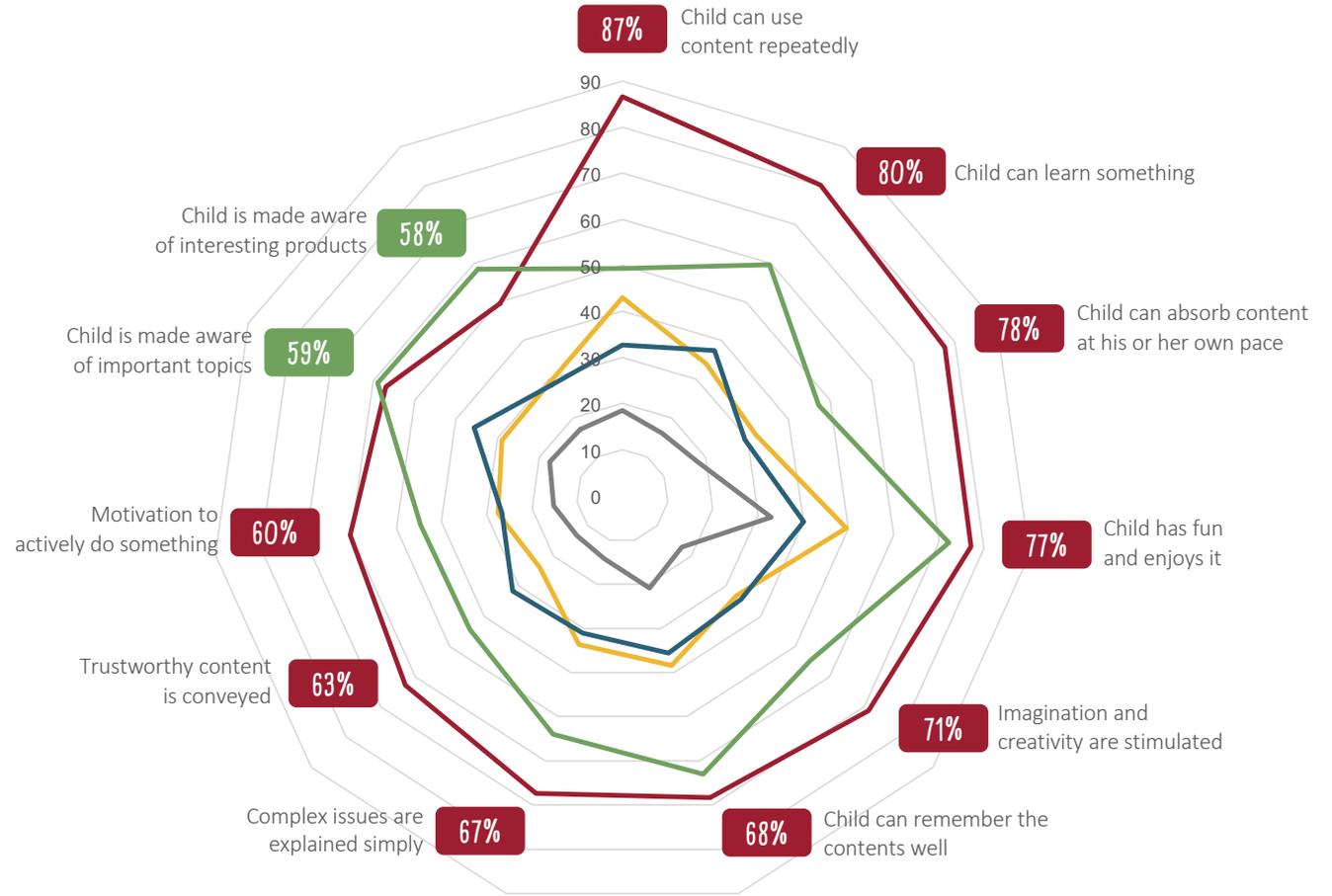
CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

6

How strong is the children's environmental awareness? What contribution do they make?

PARENTS TRUST MAGAZINES

- Magazines
- TV, media libraries, streaming services
- YouTube
- Audio media such as radio and podcasts
- Social networks



Question: There are other media genres besides children's and youth magazines. Now it's about your opinion on these media. For each of the following statements, please indicate to which media it applies in your opinion. The survey asked about 11 criteria. Basis: 7.59 million girls and boys ages 4-13. Parents' responses.



THE CHILD MAY:

Decide for itself what books,
magazines it reads

68%

Decide for itself which TV
shows it watches

46%

Surfing the internet alone without
supervision, using apps

42%

Decide for itself which apps on the
smartphone/tablet it uses

30%

CHILDREN HAVE MEDIA FREEDOM ACCORDING TO CLEAR INSTRUCTIONS FROM THEIR PARENTS

Question: What is the child/adolescent being interviewed allowed to do? Is the child/adolescent being interviewed allowed to ...?
Query of 11 items. Basis: 5.99 million girls and boys aged 6-13. Parents' responses.

MEDIA USE - PARENTS AND CHILDREN IN THE TENSION BETWEEN TRUST AND CONTROL

6-9 YEARS

FEEL GOOD / TRUST

10-13 YEARS



My child feels in good hands with media offerings made especially for children.

In the search for feel-good moments, my child likes to return to familiar children's media offerings.

It is important that my child learns media competence on its own, so I hold back on the topic.



Question: Thinking about these media, how would you rate the media competence of the child/adolescent interviewed in terms of the following characteristics? For each of the following statements, please indicate how much they apply. 9 items were surveyed. Basis: 5.99 million girls and boys aged 6-13. Parents' responses.

MEDIA USE - PARENTS AND CHILDREN IN THE TENSION BETWEEN TRUST AND CONTROL

6-9 YEARS

COMPETENCE TRANSFER

10-13 YEARS



The use of digital media at school means that my child also uses it more in his or her free time.



POTENTIAL FOR CONFLICT / CONTROL



I do not have to check media offerings that are generally aimed at children.



I often worry that my child is watching/listening/playing media content that is inappropriate for its age.



The ideas about media use often differ between my child and us parents. That leads to discussions.



Question: Thinking about these media, how would you rate the media competence of the child/adolescent interviewed in terms of the following characteristics? For each of the following statements, please indicate how much they apply. 9 items were surveyed. Basis: 5.99 million girls and boys aged 6-13. Parents' responses.

CHAPTER 3 MEDIA ACCEPTANCE & MEDIA COMPETENCE

CONCLUSION

- Parents like it classic when it comes to their children: The strength of print and TV is evident in media acceptance. They are diverse and positively anchored in their offerings and forms of presentation.
- Reading educates: 80 percent of the mothers and fathers surveyed believe that their child can learn something through magazines.
- Parents particularly appreciate the fact that their child is made aware of important topics on TV.
- When school makes school: The use of digital media in the classroom leads to increased use in leisure time, say 47 percent of parents. In the 6 to 9 age group, 39 percent agree, and in the 10 to 13 age group, 55 percent agree.
- Me-time for the kids: 73 percent of parents are convinced that their children feel comfortable with media offerings aimed specifically at children. In the 6 to 9 age group in particular, 80 percent of parents are of this opinion.





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CHAPTER 2 MEDIA USE IN FREE TIME

2

What role do media play in leisure time? Which ones are used - for what, how often, how intensively?

CHAPTER 3 MEDIA ACCEPTANCE & COMPETENCE

3

Which media do parents trust? How free are children in dealing with media - what influence do parents have?



CHAPTER 4 GAMING

4

Which digital games do children like to play the most? Which devices do they use and what is important when gaming?

CHAPTER 5 CHILDREN & CONSUMPTION

5

What do the children want? How do they feel about brands, about advertising? What do parents invest in their children?



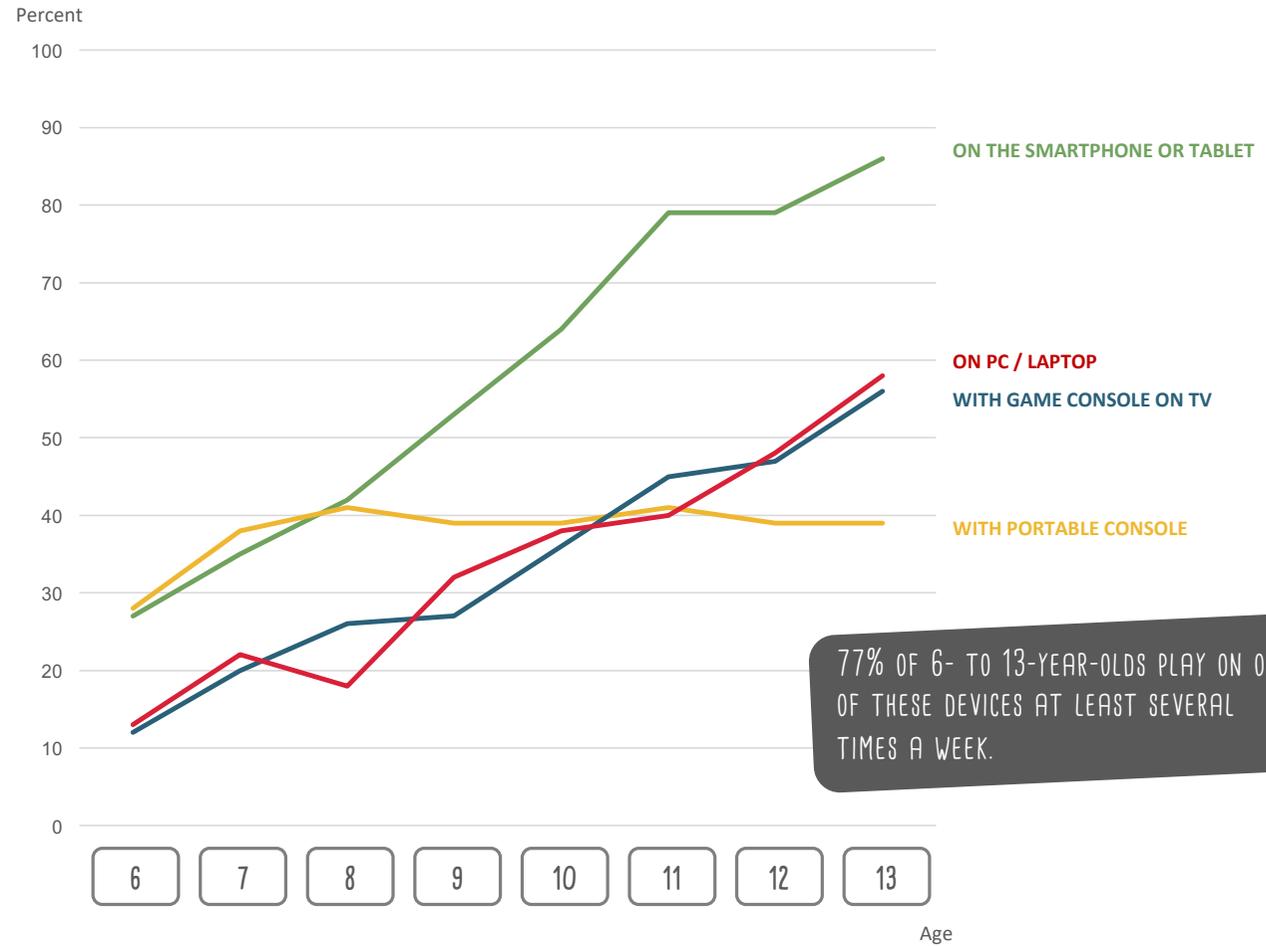
CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

6

How strong is the children's environmental awareness? What contribution do they make?

THE DIGITAL GAMING
WORLD OPENS UP

MORE AND MORE AS
CHILDREN GROW OLDER

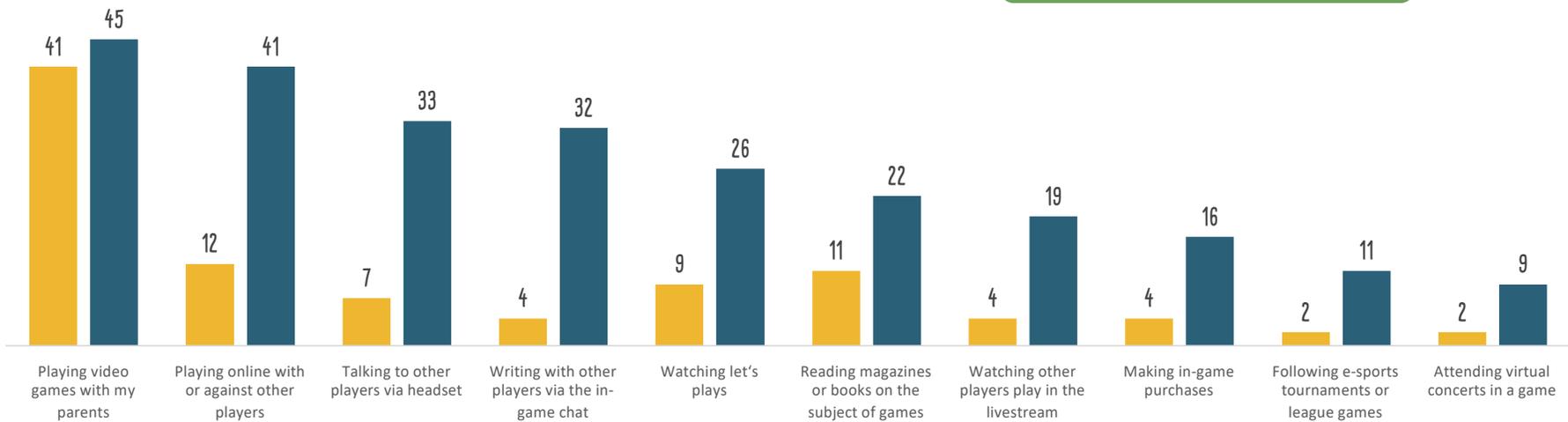


Question: I'm going to tell you a few things to do in your free time. For each one, please tell me if you do it in your free time pretty much every day, several times a week, about once a week, less often, or never. The survey asked about 26 leisure activities. Basis: 5.99 million girls and boys aged 6-13. Frequency: at least several times a week; children's responses.

GAMING MAKES LONELY? NO: ALMOST HALF OF THE CHILDREN PLAY TOGETHER WITH THEIR PARENTS



6- TO 13-YEAR-OLDS - FIGURES IN %.



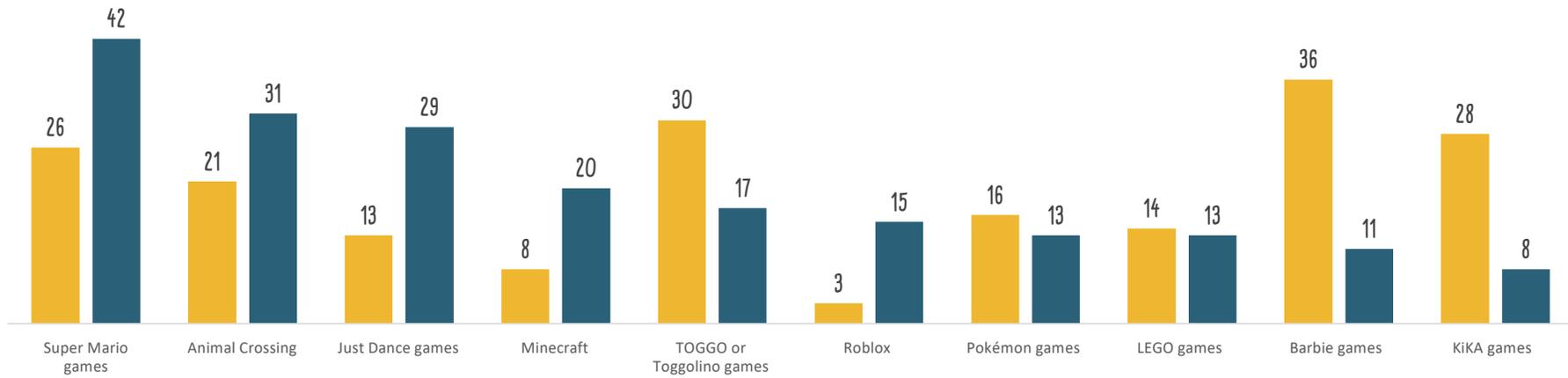
6-9 YEARS 10-13 YEARS

Question: When you think about video games and gaming, which of the following statements apply to you? (Query of 10 items)
Basis: 5.99 million girls and boys aged 6-13. Children's responses: "applies".

YOUNGER GIRLS PLAY BARBIE, TOGGO AND TOGGOLINO GAMES, OLDER ONES SUPER MARIO, ANIMAL CROSSING AND JUST DANCE



GIRLS TOP 10 - FIGURES IN %



6-9 YEARS

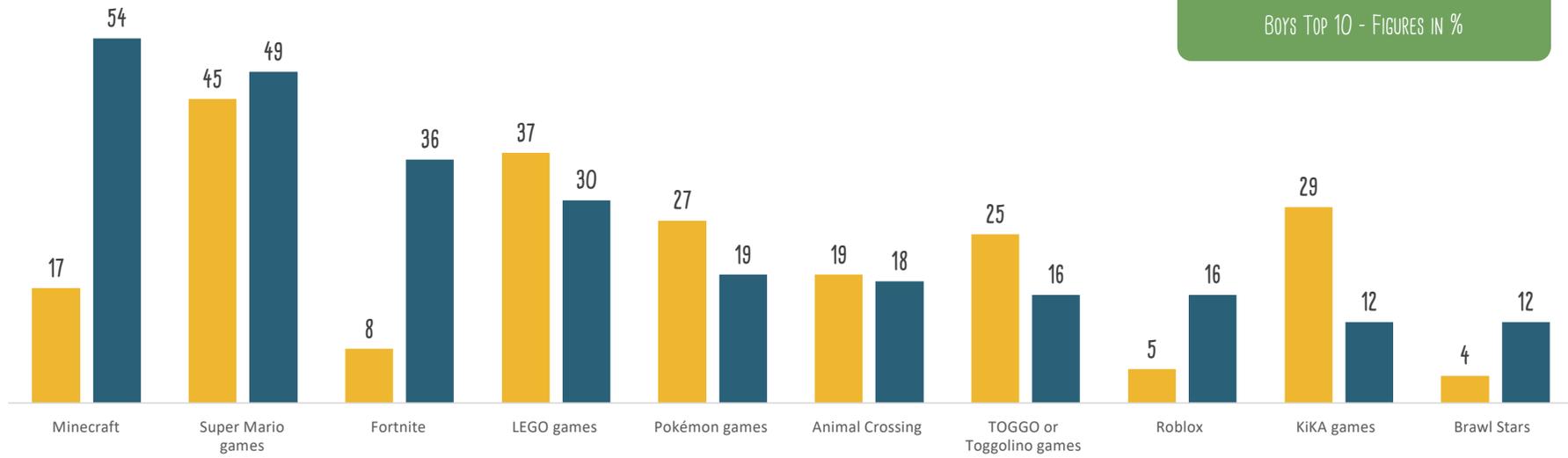
10-13 YEARS

Question: You said that you like to play games via console, computer, tablet or smartphone in your free time. Which of these games do you play? (13 items were asked)
Base: 2.91 million girls 6-13 years; children's responses.

BOYS AGES 10 AND OLDER HAVE THREE CLEAR GAMING FAVORITES: MINECRAFT, SUPER MARIO AND FORTNITE



BOYS TOP 10 - FIGURES IN %



6-9 YEARS 10-13 YEARS

Question: You said that you like to play games via console, computer, tablet or smartphone in your free time. Which of these games do you play? (16 items were asked)
Base: 3.08 million boys 6-13 years; children's responses.

CHAPTER 4 GAMING

CONCLUSION

- Playing connects children - and children with their parents. And that is especially true when it comes to gaming. More than 40 percent of 6 to 13 year old children play together with their parents.
- Children use many ways to get into conversation: physically, by phone, via apps. 6- to 13-year-olds also use gaming as a communication platform: They talk via headset (20 percent) or chat with their fellow players (18 percent).
- Reading in demand! 22 percent of 10- to 13-year-olds consume magazines and books on the topic of gaming.





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1

Kids love media - sure! But what else is on their list of leisure activities?

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CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

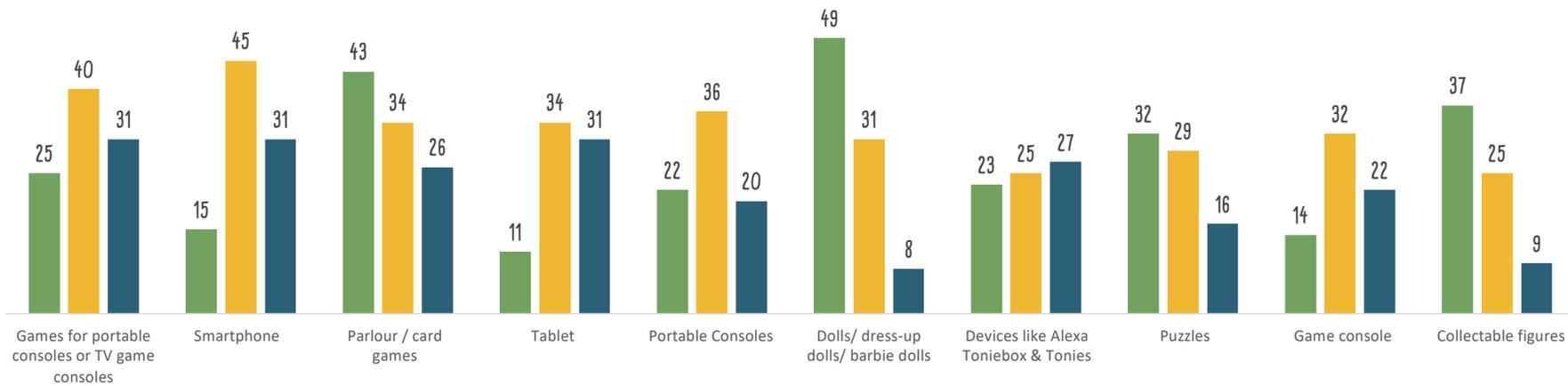
6

How strong is the children's environmental awareness? What contribution do they make?

THE DESIRE FOR DIGITAL OFFERINGS IS GREATEST AMONG 6 TO 9 YEAR OLD GIRLS



GIRLS TOP 10 - FIGURES IN %



4-5 YEARS

6-9 YEARS

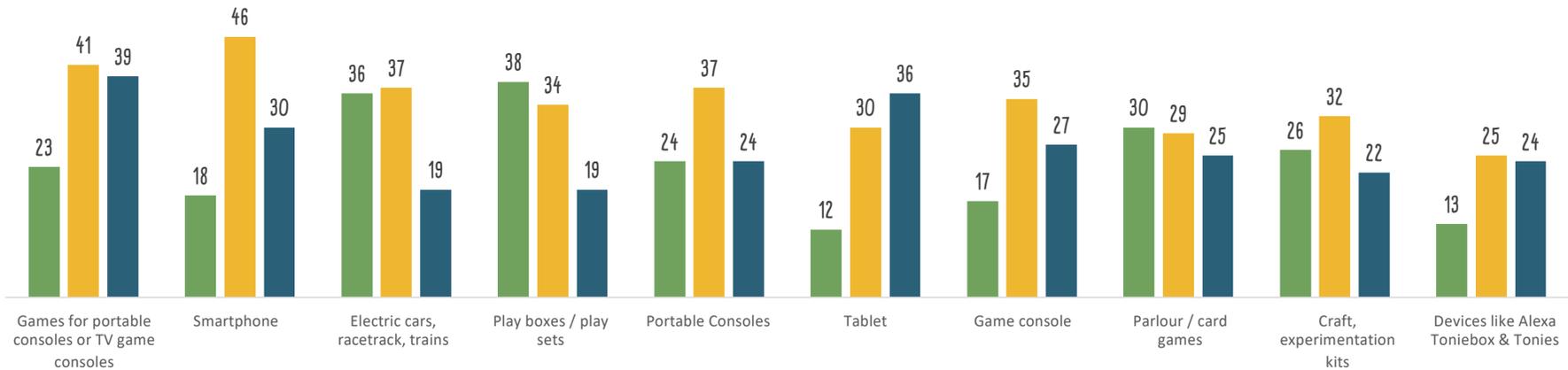
10-13 YEARS

Question: Do you wish you had your own ..., even if you already do? (Query of 15 items)
Base: 3.69 million girls 6-13 years; children's responses: "I wish for ..."

DIGITAL IS AT THE TOP OF THE WISH LIST FOR BOYS - AND CLASSIC TOYS ARE ALSO ON THE WISH LIST FOR UP TO 10-YEAR-OLDS



BOYS TOP 10 - FIGURES IN %



4-5 YEARS

6-9 YEARS

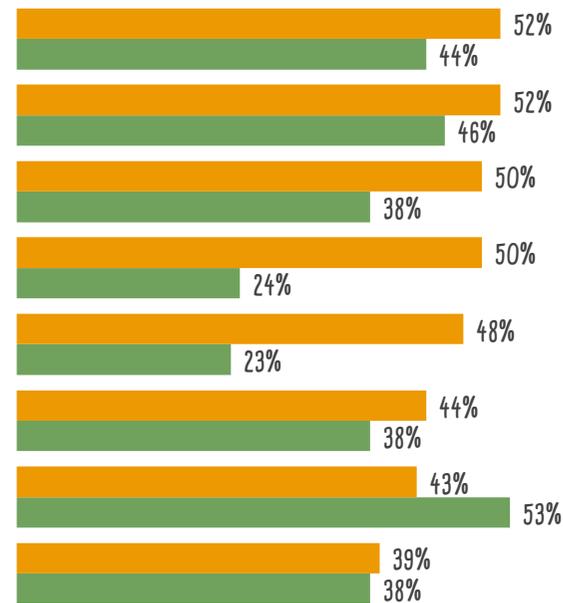
10-13 YEARS

Question: Do you wish you had your own ..., even if you already do? (15 items were asked)
Basis: 3.90 million boys 6-13 years. Children's responses: "I wish for ..."



- Sports shoes, sneakers
- Toys
- Bags, satchels, backpacks
- (Portable) game consoles
- Mobile / Smartphone
- Clothes
- Food and drink
- School supplies, pens, pencils

BRANDS ARE IMPORTANT TO CHILDREN. PARENTS (MOSTLY) GET INVOLVED



Brands are important to children in ...

Brand request is mostly fulfilled by parents at ...

Questioning children: I am going to read you some things that you or your parents can buy for you. For each one, please tell me if it is important for you to get a certain brand or if you don't care what brand it is. What about ...? (Query of 8 products) Would you like a particular brand, or do you not care? Basis: 7.59 million girls and boys ages 4-13; 4-5 years: parents' responses, 6-13 years: children's responses.

Questioning parents: I will name several products that you can buy for the child/adolescent being interviewed. If the child/adolescent interviewed wishes for a certain brand of the following products, does he/she usually get it? Please tell me all the products for which the brand wish is mostly fulfilled or was fulfilled. Query of 8 products. Basis: 7.59 million girls and boys aged 4-13. Parents' responses.

Children and youth magazines

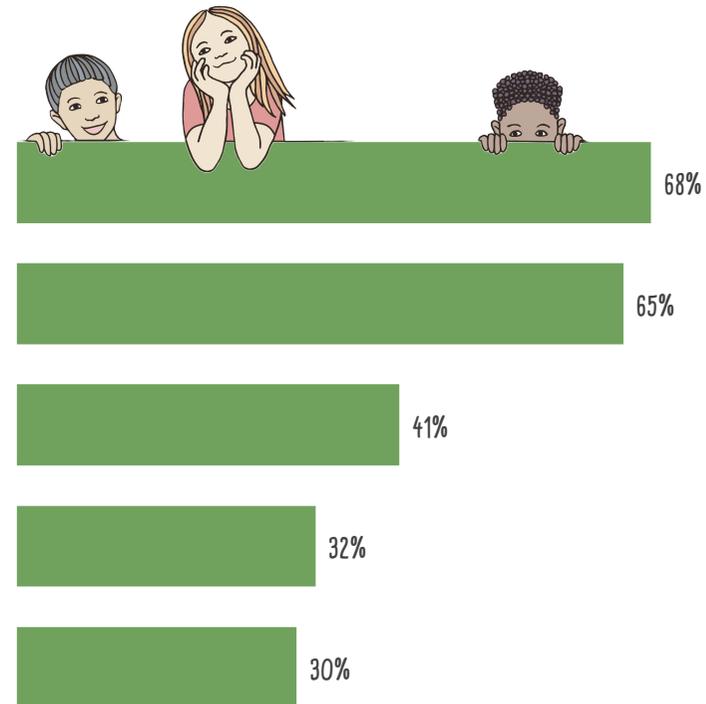
Television, media libraries and
streaming services

YouTube

Audio media such as radio and
podcasts

Social networks

CHILDREN LIKE ADVERTISING IN PRINT AND ON TV



Question wording: Please think about advertising for things that interest you. How do you like such advertising when you see/hear/read it in/on ...? The survey covered 5 media. Basis: 5.99 million girls and boys aged 6-13. Children's responses: "I like it very much / well".

ADVERTISING IN MAGAZINES WORKS

I find out what is new through advertising in magazines.

70%

I can easily explain to my parents why I want the thing with the help of advertising in magazines.

67%

I talk about things from advertisements in magazines with my friends.

63%

I like to look at advertising in magazines.

61%

I have often looked at stuff in stores that I have seen advertised in magazines before.

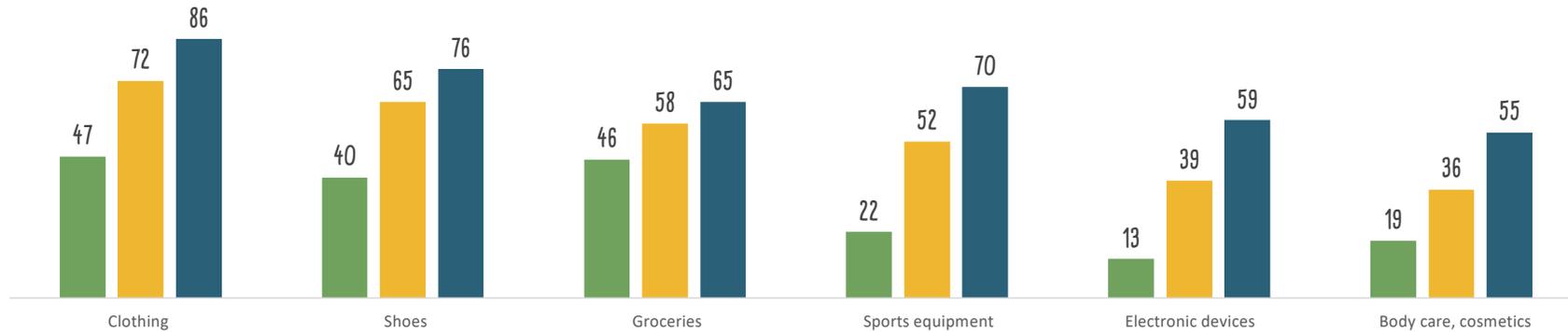
60%

Question: What do you think about advertising in magazines for things that interest you? I'm going to read you a few opinions. And please answer me with YES or NO, depending on whether this applies to you, even if only a little, or whether it does not. Query of 6 items. Basis: 5.99 million girls and boys aged 6-13. Agreement: „yes, applies“. Children's responses.

CHILDREN HAVE INFLUENCE ON THE PURCHASING DECISIONS OF THEIR PARENTS BECAUSE THEY ARE OFTEN IMPORTANT SOURCE OF INFORMATION



FIGURES IN %



4-5 YEARS

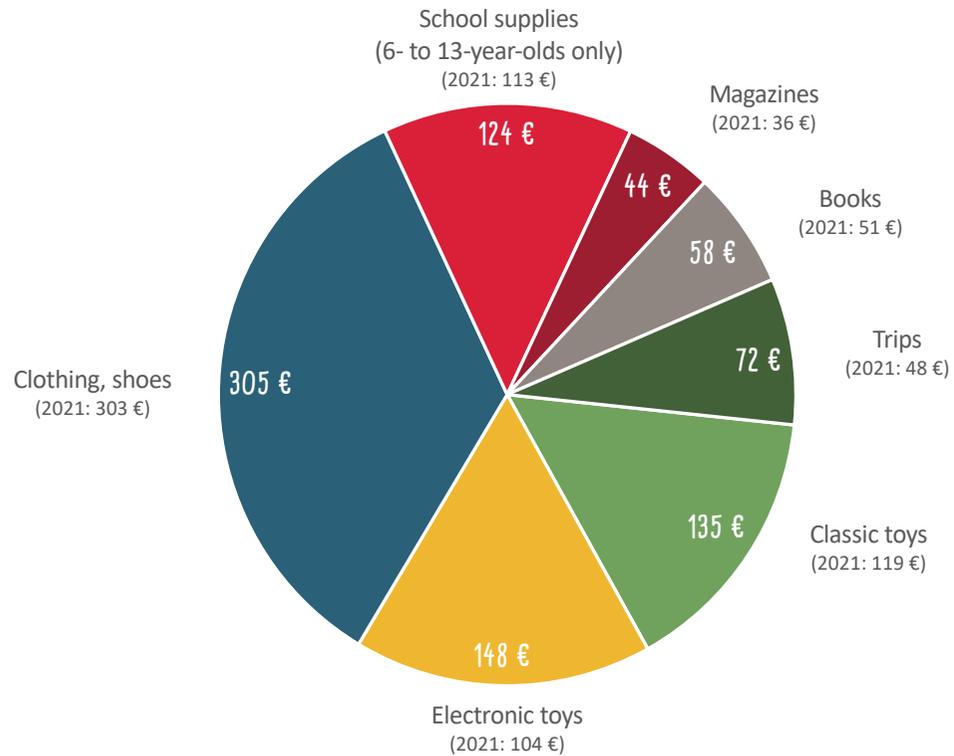
6-9 YEARS

10-13 YEARS

Question: You can buy the following things for the interviewed child/adolescent. Who do you mainly ask or where do you get information when you want to buy these things for the interviewed child/adolescent? Respondents were asked about 7 product categories and 6 sources of information. Basis: 7.59 million girls and boys 4-13 years. Parents' responses.

PARENTS INVEST IN THEIR
CHILDREN:

6.7 BILLION EUROS
IN THE LAST TWELVE
MONTHS



Ø-EXPENDITURE PER CHILD IN
THE LAST TWELVE MONTHS

Question: How much euros do you estimate you have spent in the last 12 months on ... for the child/adolescent interviewed? Query of 7 items.
Base: 7.59 million girls and boys aged 4-13. Parents' responses.

CHAPTER 5 CHILDREN & CONSUMPTION

CONCLUSION

- Children have many wishes. The desire for digital offerings is greatest among 6 to 9 year old girls and boys.
- When it comes to consumption, children between the ages of 4 and 13 have their own opinions. Brands are important to them and their wishes are often fulfilled by their parents. Especially when it comes to food and drinks (53 percent), toys (46 percent) or sports shoes and sneakers (44 percent).
- Children like advertising - especially in children's magazines (68 percent) and on television (65 percent). And: advertising in magazines works!
- Children have an influence on their parents' purchasing decisions. This is because they are often an important source of information.
- Parents invest in their children: A total of 6.7 billion euros in the last twelve months - significantly more than in 2021.



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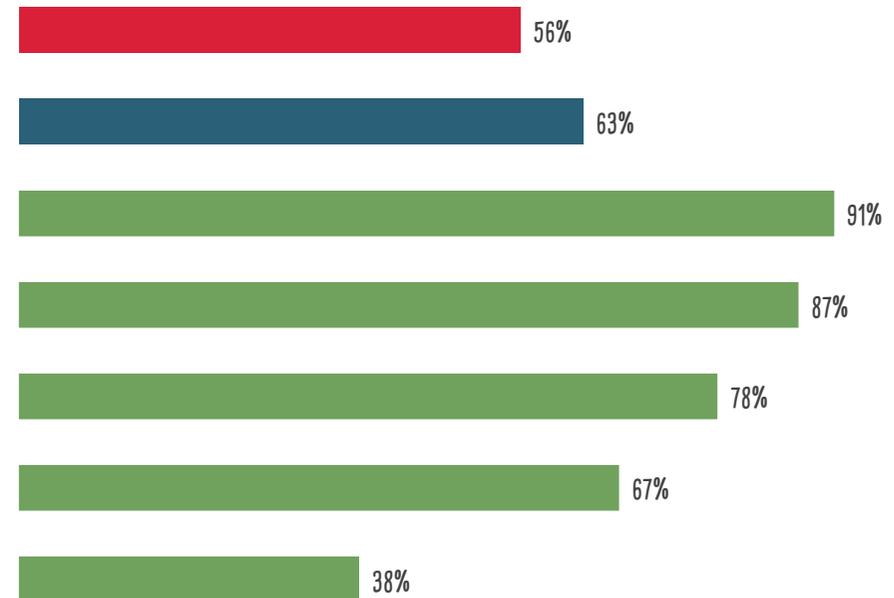
6

How strong is the children's environmental awareness? What contribution do they make?



- I am worried about climate change
- We talk about environmental protection in the family
- I pay attention to waste separation and recycling
- I make sure to save energy
- I pay attention to environmentally friendly packaging or try to avoid plastic
- I ride my bike or walk as many ways as possible
- I pay attention to organic food, try to eat less meat or eat a vegetarian / vegan diet

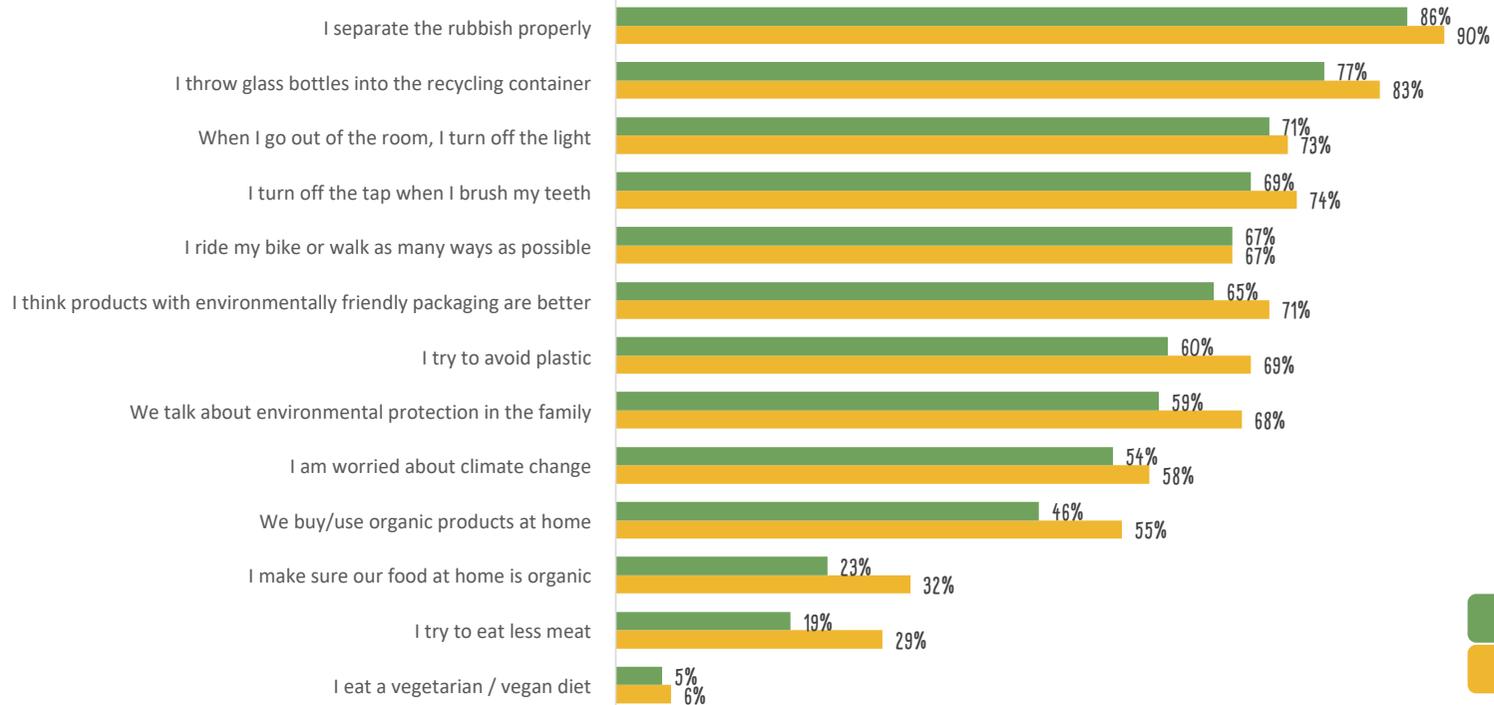
CHILDREN HAVE DIFFERENT STRATEGIES TO DEAL WITH ENVIRONMENTAL PROBLEMS



Question: The topic is now sustainability or environmental and animal protection. Do the following statements apply to you? even if it is only sometimes true? Is the statement true or not true or are you not quite sure? Query of 13 items clustered here. Basis: 5.99 million girls and boys aged 6-13. Children's responses: "applies".



ENVIRONMENTAL AWARENESS IS PRONOUNCED - EVEN MORE SO AMONG GIRLS THAN AMONG BOYS



Boys
Girls

Question: The topic is now sustainability or environmental and animal protection. Do the following statements apply to you? even if it is only sometimes true? Is the statement true or not true or are you not quite sure? Query of 13 items clustered here. Basis: 5.99 million girls and boys aged 6-13. Children's responses: "applies".

CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

CONCLUSION

- Around half of children between the ages of 6 and 13 are concerned about climate change. Especially from the age of 10, the worries come to the fore.
- Children from the age of 6 are actively involved in shaping and contributing to environmental improvements. For example, by separating waste (88 percent), avoiding plastic (64 percent) and using organic products (51 percent).
- The girls are slightly ahead of the boys but overall, their commitment to the environment is at a very high level.





Population	5.99 million German-speaking children aged 6 to 13 years 1.60 million German-speaking children aged 4 to 5 years
Sample	2,055 dual interviews '6-13 years' (one child and one guardian each). 548 interviews with a guardian for 4- to 5-year-olds.
Sampling method	Quota procedure
Survey method	C.A.P.I./C.A.S. I.
Field time wave 2022	14.2. until 31.3.2022
Methodological support/lead institute	Immediate GmbH, Bremen
Field institutes	KRÄMER Marktforschung GmbH, Münster forsa marplan Markt- und Mediaforschungsgesellschaft mbH, Frankfurt am Main

KINDER MEDIEN MONITOR 2022 - SURVEY PROFILE

The KINDER MEDIEN MONITOR 2022 is a reach study according to the ZAW framework.

KINDER MEDIEN MONITOR - IHRE ANSPRECHPARTNER



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