



TRADITIONAL MEDIA
PROVIDE SECURITY -
SOCIAL MEDIA UNDER
SCRUTINY.



COMPREHENSIVE

VERSATILE

CONTINUOUS

RELEVANT

REPRESENTATIVE

The **KINDER MEDIEN MONITOR 2023** is the only countable study of its kind in Germany. It provides information about children's media usage behavior - and about parents' media acceptance.

COMPREHENSIVE DATA MATERIAL FOR MEDIA PLANNING

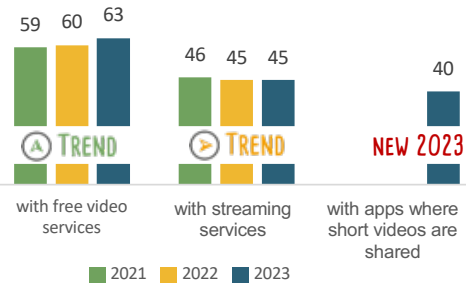
- Represents 7.69 million German-speaking children: 6.06 million ages 6 to 13, 1.63 million ages 4 to 5.
- Reach for 26 print magazines among children and parents/guardians reading them.
- Includes all media relevant to the target group: watching, listening, reading, gaming.
- Multifaceted insights into different areas of children's lives - through responses from children and their parents.
- **Face-to-face survey:** 2,029 dual interviews with the 6 to 13 year olds and one of their legal guardians + 545 interviews with a guardian of the 4 to 5 year olds.



MEDIA USE - SELECTED KEY FACTS AT A GLANCE

DIGITAL & SOCIAL MEDIA: WATCHING

Children watch series, films or videos in their leisure time at least several times a week ...



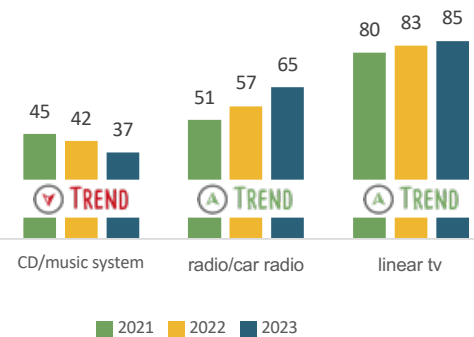
6 TO 13 YEAR OLDS - FIGURES IN %

Digital and social media are unstoppable. Moving images exert a particular fascination. Free video services such as **YouTube** are on the agenda of **63% of 6 to 13 year old children at least several times a week.**

WOW Fact: TikTok is experiencing rapid growth: **42% use the platform** today, up from 26% in 2021.*

*Use: yes; without indication of frequency

CLASSICAL MEDIA: WATCHING & LISTENING

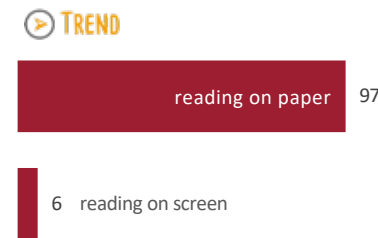


4 TO 13 YEAR OLDS - FIGURES IN %.

Classic media continue to be used at a very high level: **85% watch series, films or videos at least several times a week on linear TV.** 65% listen to music from the radio at least several times a week.

FUN fact: 37% of children listen to music at least several times a week on a CD player or stereo.

CLASSICAL MEDIA: READING



Basis: Children who read at least several times a week.

4 TO 13 YEAR OLDS - FIGURES IN %.

Reading remains a haptic pleasure: When it comes to reading, children swear by paper; electronic reading media play virtually no role.

WOW Fact: **74% of 4 to 13 year olds read books or magazines at least several times a week in their leisure time.**

MAGAZINES: REACH



4 TO 13 YEAR OLDS & PARENTS

Magazines are important for children and parents. This is indicated by the slightly increased net range of the 26 children's magazines reported compared to the previous year: **5.1 million 4 to 13 year old girls and boys read at least one of them.**

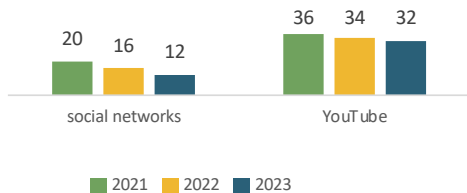
WOW Fact: In total, the published children's magazines reach **5.8 million parents**** of 4 to 13 year olds.

**Parent reads at least one of the issues read by the child. Results on a per reader basis.

MEDIA ACCEPTANCE - SELECTED KEY FACTS AT A GLANCE

DIGITAL & SOCIAL MEDIA

Parents say:
My child can learn something.

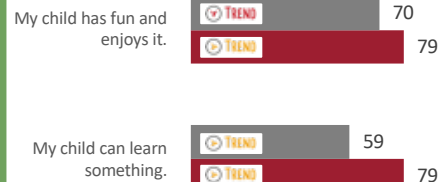


PARENTS OF 4 TO 13 YEAR OLDS - FIGURES IN %

Platforms such as YouTube and social networks are **increasingly** being **viewed critically**: while in the time of the Corona pandemic in 2021, 36% of parents were still of the opinion that their children could learn something via YouTube, in 2023 this figure is only 32%.

Social networks fare even worse in this respect, **slipping from 20% in 2021 to 12% currently**.

MAGAZINES & TV



PARENTS OF 4 TO 13 YEAR OLDS - FIGURES IN %

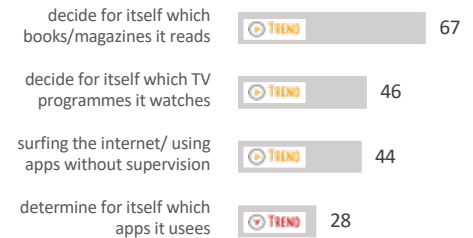
Magazines as well as TV, media libraries or streaming services enjoy a **trust bonus among parents**.

Among the top arguments are:

The **pedagogical meaningfulness** and the **fun factor** for the child.

FREEDOM IN MEDIA CONSUMPTION

Parents say: My child may ...



PARENTS OF 6 TO 13 YEAR OLDS - FIGURES IN %

Parents give their children **more freedom with traditional media** than with digital media:

46% of 6 to 13 year olds are allowed to decide for themselves which TV programmes they watch. 67% have a free choice of magazines or books.

44% of children are allowed to surf the internet and use apps alone without supervision.

MEDIA COMPETENCE - SELECTED KEY FACTS AT A GLANCE

THE TENSION FACTOR

Parents say: That is true.

It is important that my child learns media competence independently. 45

I often worry that my child is watching/listening/playing media content that is inappropriate for its age. 41

The ideas about media use often differ between my child and us parents. This leads to discussions within the family. 37

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

Media use leads to tensions and uncertainties within the family. There are many discussions about the right way to deal with media - as a way out, parents would like to see the independent acquisition of media competence.

WOW Fact: Parents of 10 to 13 year olds are more concerned about the child encountering inappropriate content than parents of younger ones.

THE FEEL-GOOD FACTOR

Parents say: That is true.

My child feels in good hands with media offerings made especially for children. 75

In the search for feel-good moments, my child likes to return to familiar children's media offerings. 69

Printed media (e.g. children's magazines and/or children's books) are important for children's media use. 68

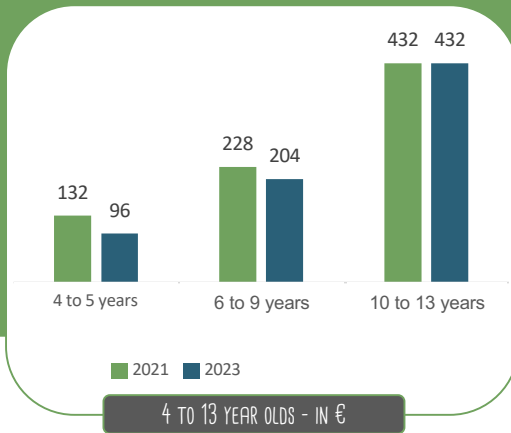
PARENTS OF 6 TO 13 YEAR OLDS - FIGURES IN %.

Children-only programmes give children and parents a good feeling.

Me-time for the children: 75% of parents are convinced that their children feel comfortable with media offerings that are specifically aimed at children.

CHILDREN & CONSUMPTION - SELECTED KEY FACTS AT A GLANCE

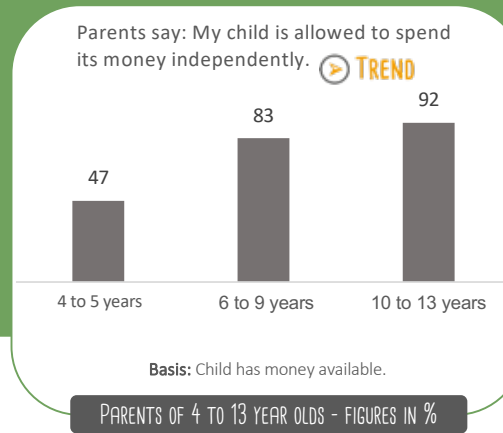
POCKET MONEY



Children - boys as well as girls - receive an **average of € 26 pocket money per month - the same as in 2021** (€ 312 per year). However, 4-6 year olds will have to get by with slightly less money in 2023 than two years ago.

WOW Fact: 20% of all children go empty-handed. Two years ago, it was only 15% of children who had no pocket money.

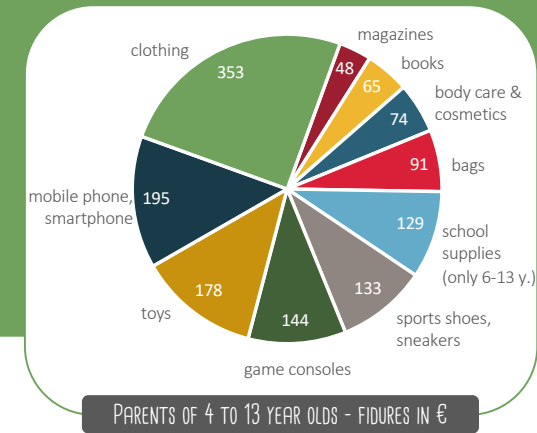
FREEDOM IN MONEY EXPENDITURE



Those who have money may also decide about it: **84% of the children who have pocket money at their disposal may spend it fully independently.** And that's what they do! They prefer to spend it on sweets, salty drinks and magazines.

WOW-Fact: 51% of all children who have pocket money spend it on magazines, among other things.

EXPENSES FOR THE CHILD*



Parents invest in their children!

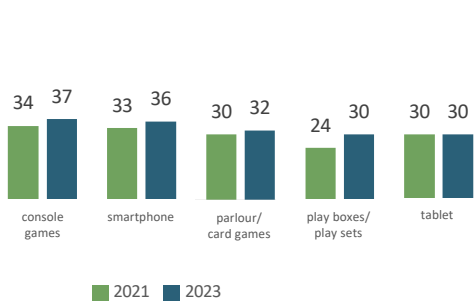
*Ø-Expenditure per child in the last twelve months

WOW Fact: In total, parents have spent **€ 10.8 billion in the past twelve months.**

CHILDREN & CONSUMPTION - SELECTED KEY FACTS AT A GLANCE

CHILDREN'S WISHES

Top 5 on the 2023 wish list



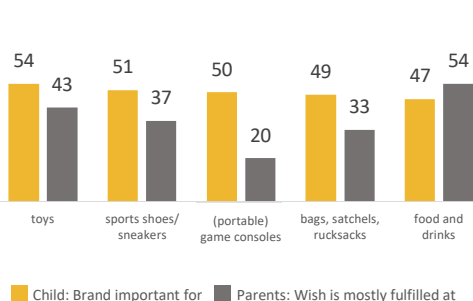
4 TO 13 YEAR OLDS - FIGURES IN %.

Perfectly happy? No way! Children have many wishes - and the trend is rising.

WOW Fact: Wishes have risen particularly in the age group of 6 to 9 year olds – regardless of which toy or digital device it is.

BRAND IMPORTANCE

Top 5 Brand Importance 2023

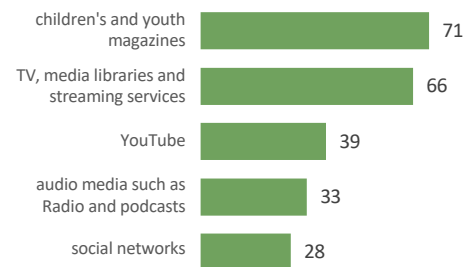


4 TO 13 YEAR OLDS - FIGURES IN %.

Brands are important to many children across the different product categories and their brand wishes are often fulfilled by their parents.

ADVERTISEMENT

Children like advertising in ...



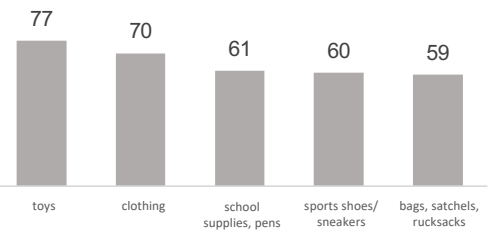
6 TO 13 YEAR OLDS - FIGURES IN %.

Children like advertising for things that interest them. They find them especially in magazines or on TV.

Only a minority say they like advertising on YouTube, in audio media or on the social web.

SOURCES OF INFORMATION

Parents ask their children - Top 5 product categories 2023



4 TO 13 YEAR OLDS & PARENTS - FIGURES IN %.

Children are one of the most important sources of information for parents when making purchases for the child.

Good to know: This percentage is particularly high for toys: 77% of parents follow the wishes of their offspring.

THE CHILDREN'S LEISURE TIME - COLORFUL & FULL

OUTPOWING

playing outdoors
exercising

RESTING

doing nothing /
chilling

ENGAGING

sustainability &
environment

PLAYING

parlor games
puzzle
dolls, stuffed animals
action heroes
collections

play boxes / playsets
craft, experimental kits

interactive learning games
augmented reality

USING MEDIA

reading
listening
watching
gaming
going to the cinema

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





CHAPTER 1 THE ANALOUG LEISURE TIME OF THE CHILDREN

Children love media - of course!
But what else is on their list of
leisure activities?

CHAPTER 2 MEDIA USE IN LEISURE TIME

What role do media
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?



CHAPTER 4 GAMING

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

CHAPTER 5 CHILDREN & CONSUMPTION

What do children want? How do
they feel about brands, about
advertising? How much money do
they have to spend and what do
parents invest in their children?



CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

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

A TREND ARROW INTRODUCES ITSELF



TREND

POSITIVE



TREND

NEGATIVE



TREND

CONSISTENT

For various questions, a comparison with previous years will be made as part of this presentation.

The trend arrow shows the development compared to previous years:

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



CHAPTER 1 THE ANALOUG LEISURE TIME OF THE CHILDREN

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

CHAPTER 2 MEDIA USE IN LEISURE TIME

What role do media 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?



CHAPTER 4 GAMING

4

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

CHAPTER 5 CHILDREN & CONSUMPTION

5

What do children want? How do they feel about brands, about advertising? How much money do they have to spend and 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?



CHAPTER 1

THE ANALOG LEISURE TIME OF CHILDREN

99% OUTPOWING

playing outdoors
exercising

MAINTAINING SOCIAL CONTACTS 99%

Spending time with family and friends

91% PLAYING

parlor games
puzzle
dolls, stuffed animals
action heroes

collections
play boxes / playsets
craft, experimental kits

interactive learning games
augmented reality

RESTING 86%

doing nothing /
chilling

BEING CREATIVE 81%

making music
Cooking, baking
painting, drawing
handicrafts

45% ENGAGING WITH ANIMALS

feeding and caring for animals

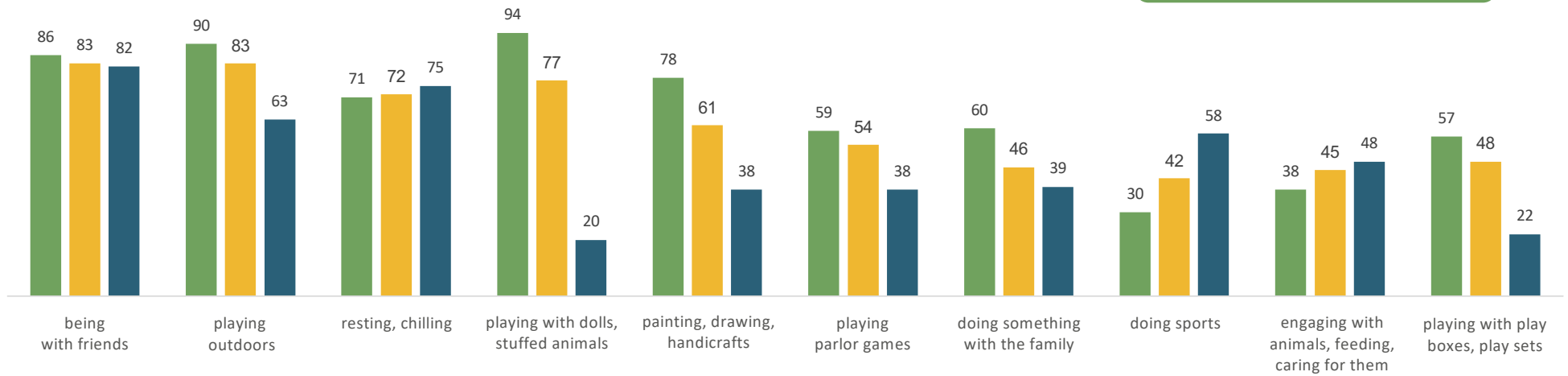
AT LEAST ONCE A WEEK

Question: You do many things in your free time. How often do you do the following things? Answer choices: (almost) every day, several times a week, about once a week, less often, never. 25 leisure activities were surveyed. Basis: 7.69 million girls and boys aged 4-13. Frequency: at least once a week; 4-5 years: parents' responses, 6-13 years: children's responses.

ESPECIALLY IMPORTANT:
TO BE WITH FRIENDS, TO PLAY
OUTDOORS, TO REST



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



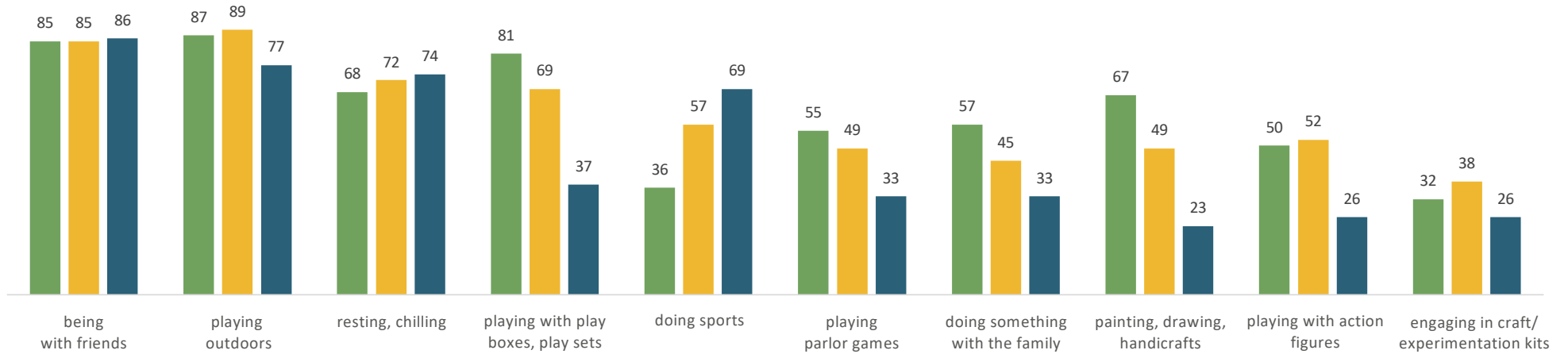
4-5 YEARS 6-9 YEARS 10-13 YEARS

Question: You do many things in your free time. How often do you do the following things? Answer choices: (almost) every day, several times a week, about once a week, less often, never. 25 leisure activities were surveyed. Basis: 3.74 million girls aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

BOYS ARE MORE INTERESTED IN SPORTS IN THEIR FREE TIME THAN GIRLS



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



4-5 YEARS

6-9 YEARS

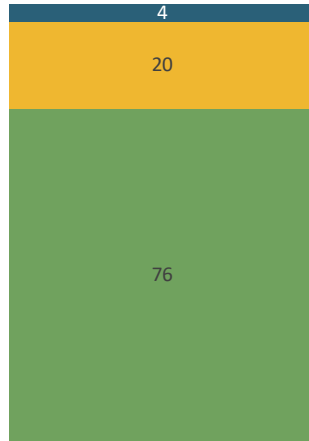
10-13 YEARS

Question: You do many things in your free time. How often do you do the following things? Answer choices: (almost) every day, several times a week, about once a week, less often, never. 25 leisure activities were surveyed. Basis: 3.95 million boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

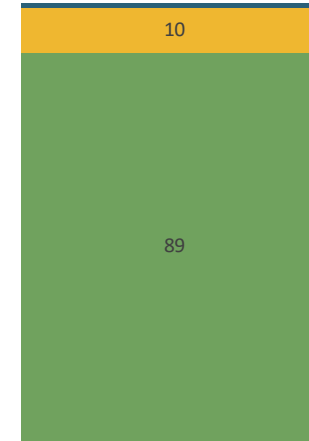
MORE GIRLS THAN BOYS
ONLY DO SPORTS AT SCHOOL



GIRLS - FIGURES IN %



BOYS - FIGURES IN %



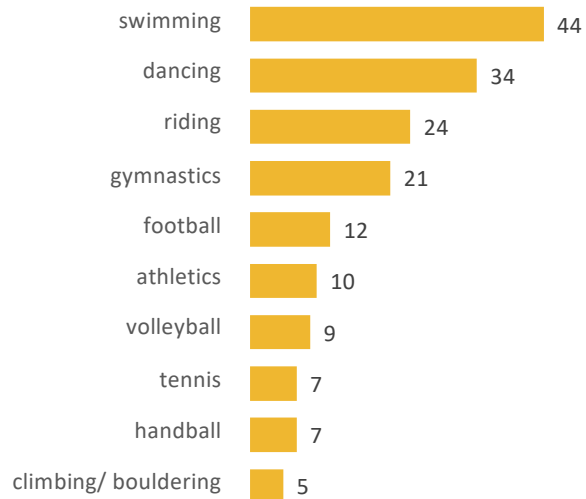
■ sports in leisure time ■ sports only at school ■ no sports

Question: Do you do sports yourself? Basis: 6.06 million girls and boys aged 6-13. Children's answers.

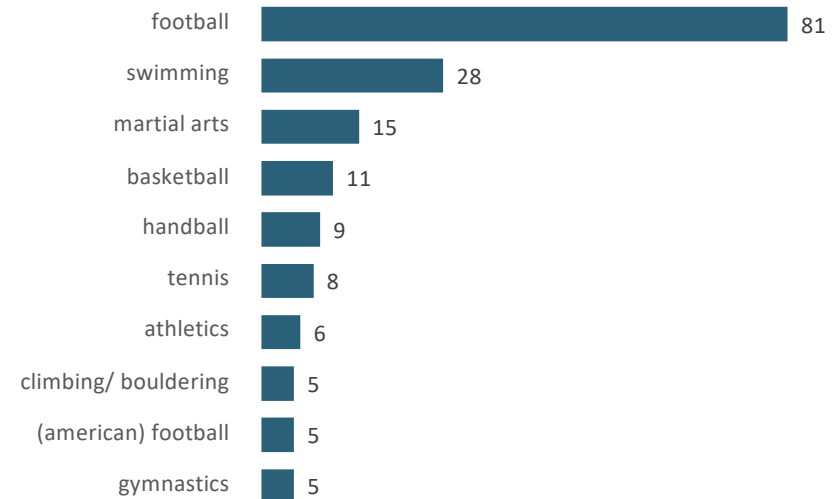
INTEREST IN SPORTS:

GIRLS LIKE SWIMMING, BOYS LIKE FOOTBALL

GIRLS TOP 10 - FIGURES IN %



BOYS TOP 10 - FIGURES IN %



Question: Irrespective of whether you do sports yourself. Which sports are you interested in? (query of 15 sports)
Basis: 6.06 million girls and boys aged 6-13. Children's responses.

CHAPTER 1 THE ANALOG LEISURE TIME OF CHILDREN

CONCLUSION

- Main free time activities: Being with friends, playing outdoors, resting. For older children, sports are added to the increasingly important media activities.
- Almost all children participate in sports; some only in school sports. 57% of 6 to 13 year olds do sports at least several times a week – significantly more than in 2022. Girls do less recreational sports than boys.
- Many other analog leisure activities (in addition to meeting friends) have become more relevant; these include playing with dolls/soft toys, parlor games, and working with handicrafts and experimental kits.





CHAPTER 1 THE ANALOUG LEISURE TIME OF THE CHILDREN

Children love media - of course!
But what else is on their list of
leisure activities?

CHAPTER 2 MEDIA USE IN FREE TIME

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

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Which digital games do children
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CHAPTER 5 CHILDREN & CONSUMPTION

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What do children want? How do
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they have to spend and 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?

CHAPTER 2 MEDIA USE IN LEISURE TIME

96% WATCHING

series, movies or videos at least several times a week

86% LISTENING

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

READING

74%

books, journals, magazines, comics, e-books or e-magazines at least several times a week

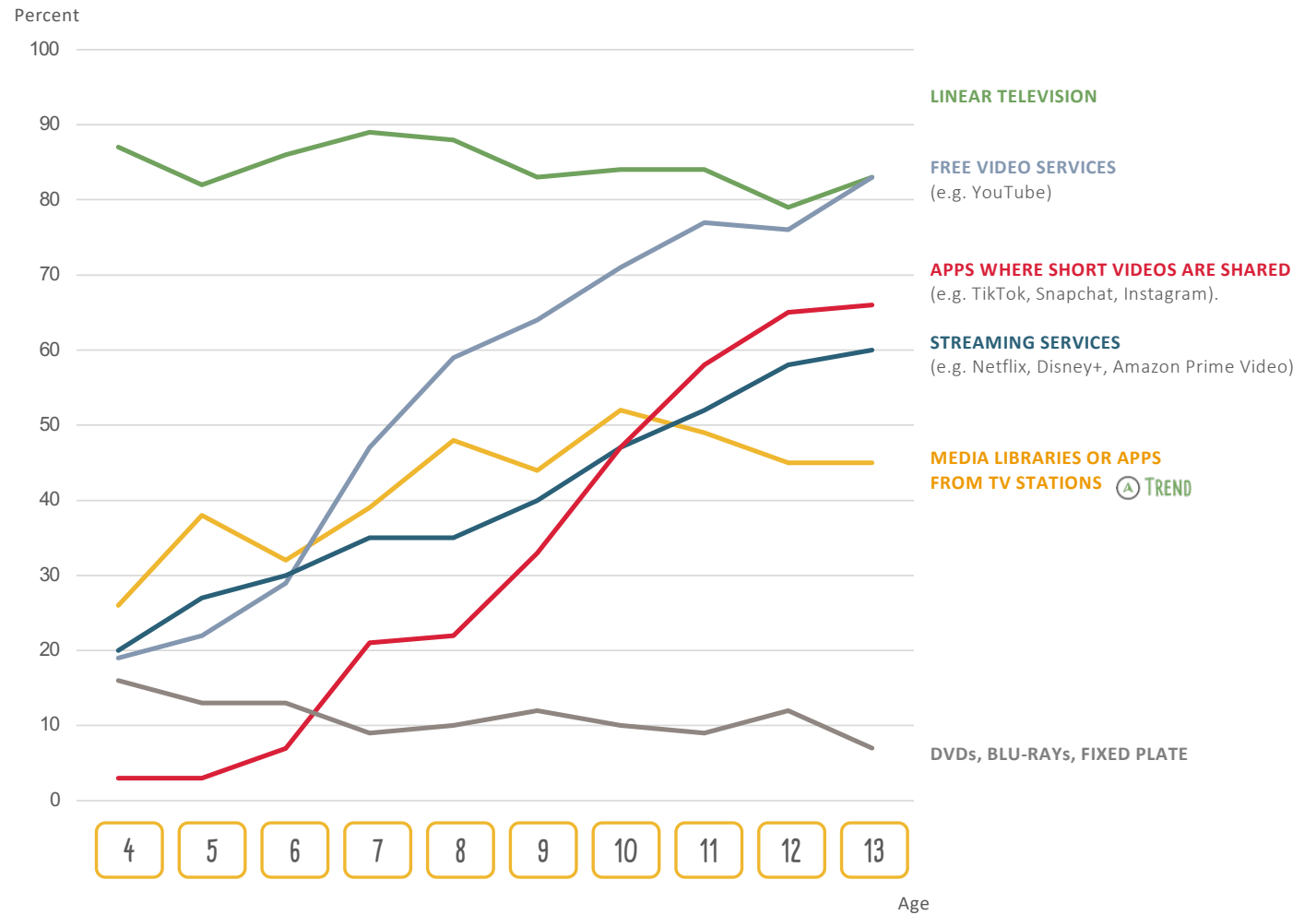
64% GAMING

at least several times a week via console, computer, tablet or smartphone

Questions: 1. Watching: In your free time, no matter what device you use for watching, how often do you watch series, movies, or videos in the following ways? (query of 6 items) 2. Listening: How often do you listen to ... (query of 5 items) in your free time - no matter what device you use for that? 3. reading: How often do you read or watch ... (query of 3 items) in your free time? 4. gaming: How often do you do the following things in your free time: play with portable console, game console on TV, on smartphone/tablet, on PC/laptop? Basis: 7.69 million girls and boys 4-13 yrs. Frequency: at least several times a week; 4-5 yrs: parents' responses, 6-13 yrs: children's responses.

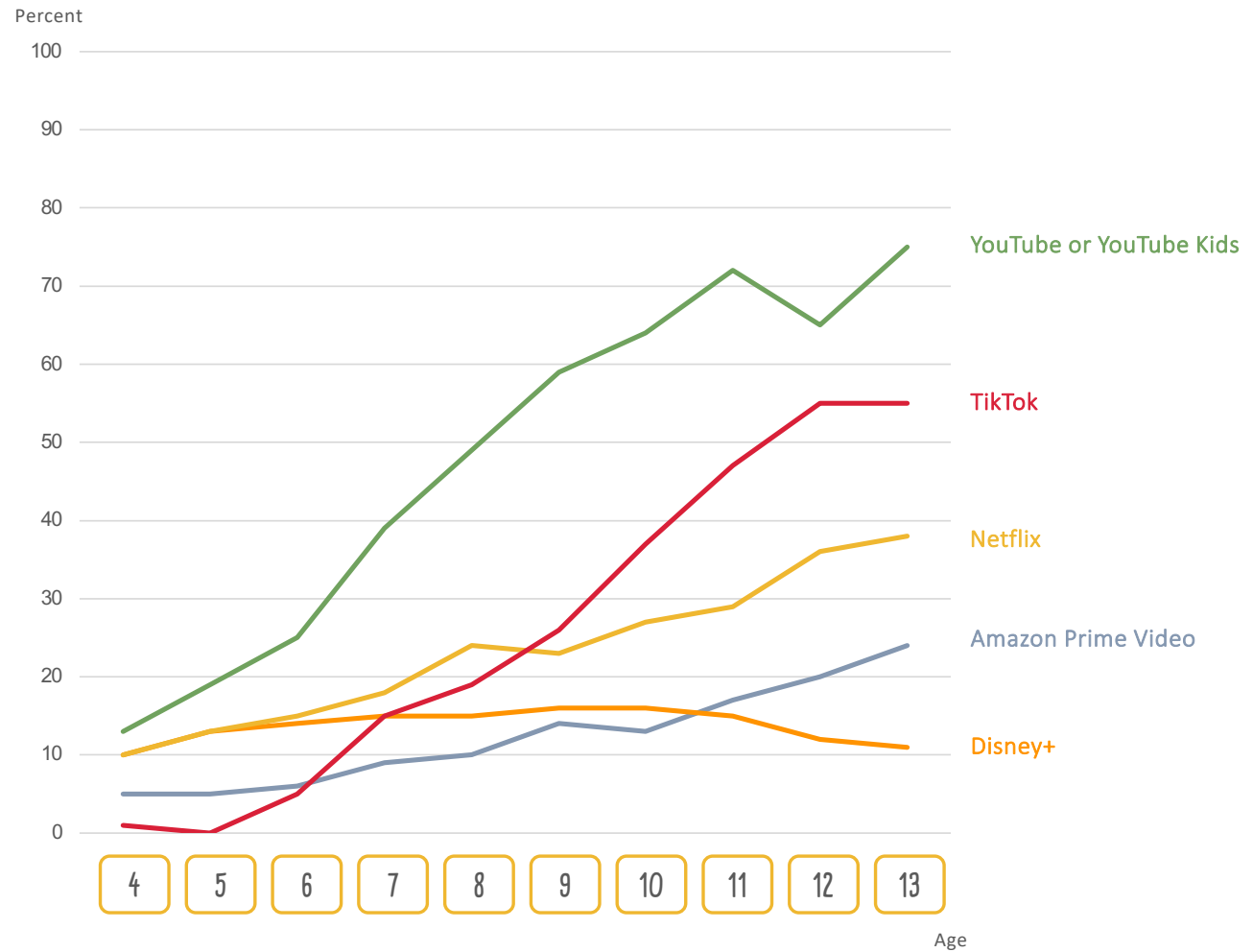
THERE ARE MANY OFFERS
FOR WATCHING

LINEAR TELEVISION IS THE
MOST IMPORTANT AT ANY
AGE.



Question: In your free time, how often do you watch series, films or videos - regardless of the device you use for this - in the following ways? (query of 6 items)
Basis: 7.69 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.

WITH INCREASING AGE,
YOUTUBE & TIKTOK GAIN
SIGNIFICANTLY IN
RELEVANCE



Question: And if you watch series, films or videos in your free time, you can do this in media libraries, apps or video and streaming services in such a way that you can choose when you want to watch what. How often do you use . . . (query of 14 items) in your free time, no matter what device you use for it?

Basis: 7.69 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

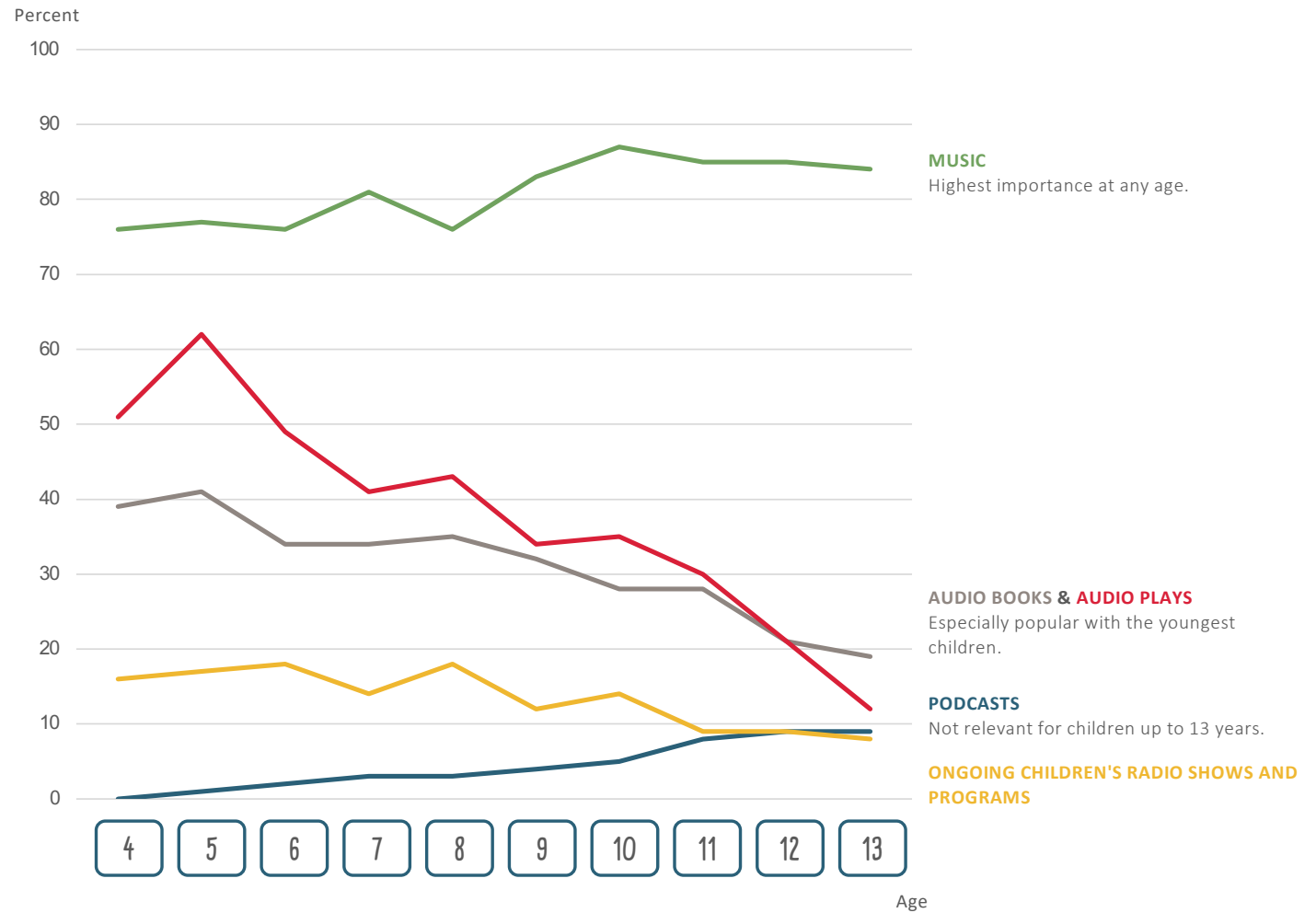
WATCHING

CONCLUSION

- Hard Fact: Linear television continues to be used at a very high level across all age groups.
- Use of free video services remains largely constant with a slight upward trend. However, usage among 4 to 5 year olds has dropped significantly compared to the previous year.
- WOW Fact: Share of use of media libraries or apps from TV stations rises significantly year-on-year from 34% to 42%.
- With increasing age, YouTube & TikTok gain significantly in relevance. YouTube remains the most important channel at every age. Well over half of 12 and 13 year olds use TikTok at least several times a week.



MUSIC IS BY FAR THE MOST POPULAR FOR SMALL & LARGE



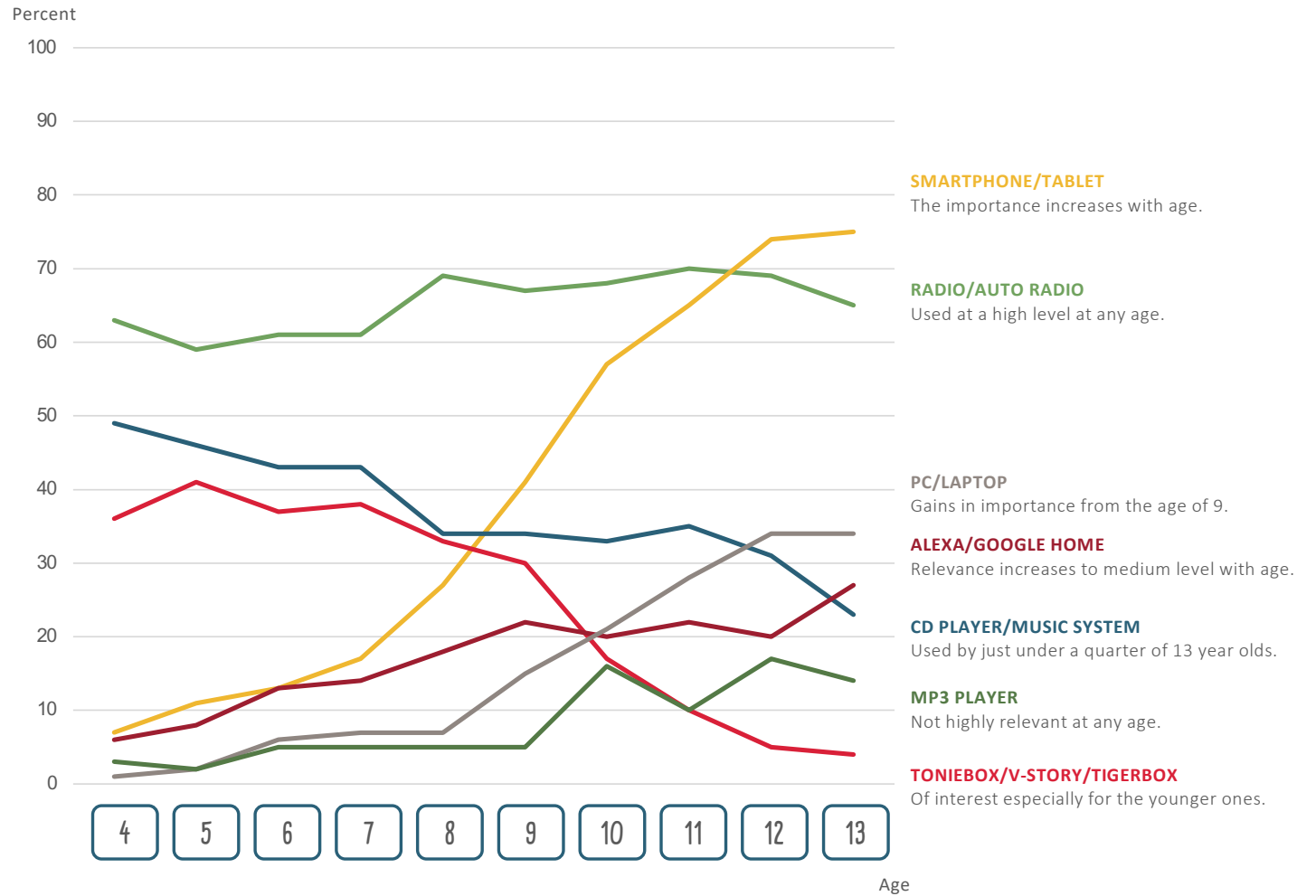
Question: How often do you listen to ... (query of 5 items) in your free time - no matter which device you use for it?
Basis: 7.69 million girls and boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.



LISTENING 4 TO 13 YEAR OLDS

MEDIA USE IN LEISURE TIME

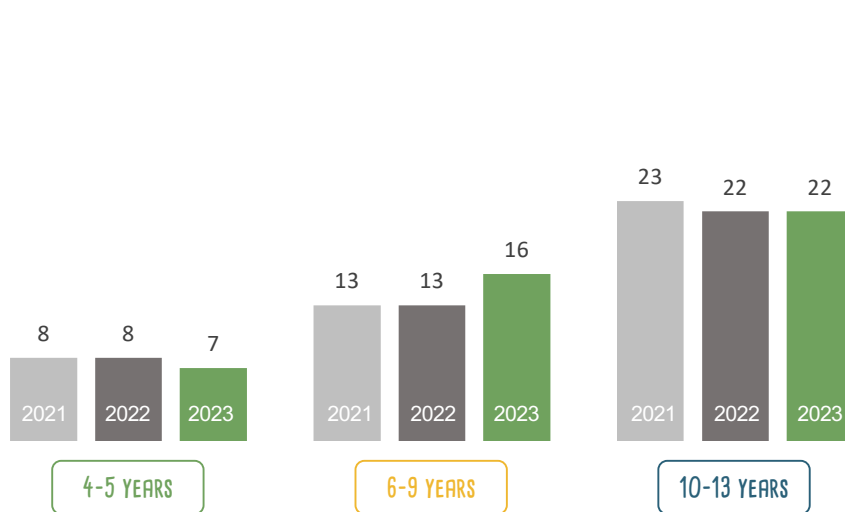
CHILDREN LISTEN IN CLASSICAL WAYS:
RADIO IS USED AT A HIGH LEVEL AT ALL AGES



Question: When you listen to these things in your free time: How often do you listen by ... (query of 8 items)?
Basis: 7.69 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.

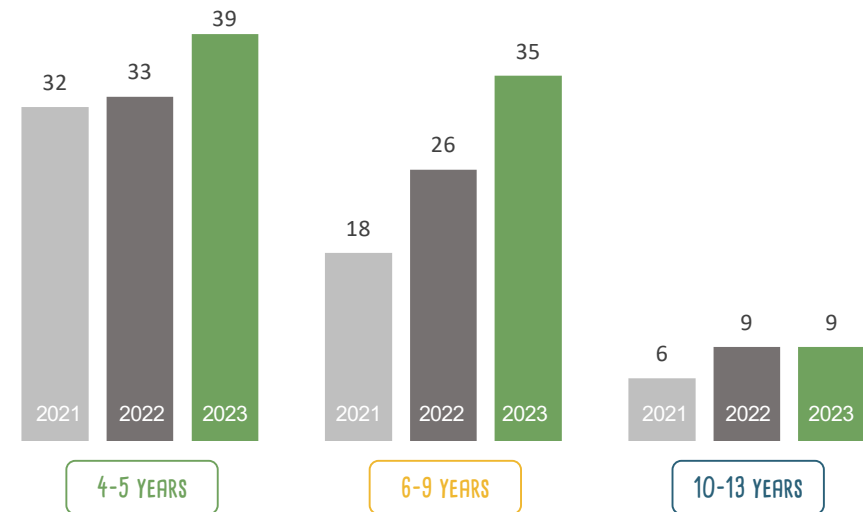
SPEAKER STABLE AT THE LEVEL OF PREVIOUS YEARS

USE OF DEVICES SUCH AS ALEXA, GOOGLE HOME
FIGURES IN %



TONIEBOX & Co. MORE ON THE RISE

USE OF DEVICES SUCH AS TONIEBOX
FIGURES IN %



Question: When you listen to these things in your free time, how often do you listen to them via ...? (query of 8 items)? Answer options: (almost) every day, several times a week, about once a week, less often or never. Basis: 7.69 million girls and boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' answers, 6-13 years: children's answers.

CHAPTER 2 MEDIA USE IN LEISURE TIME

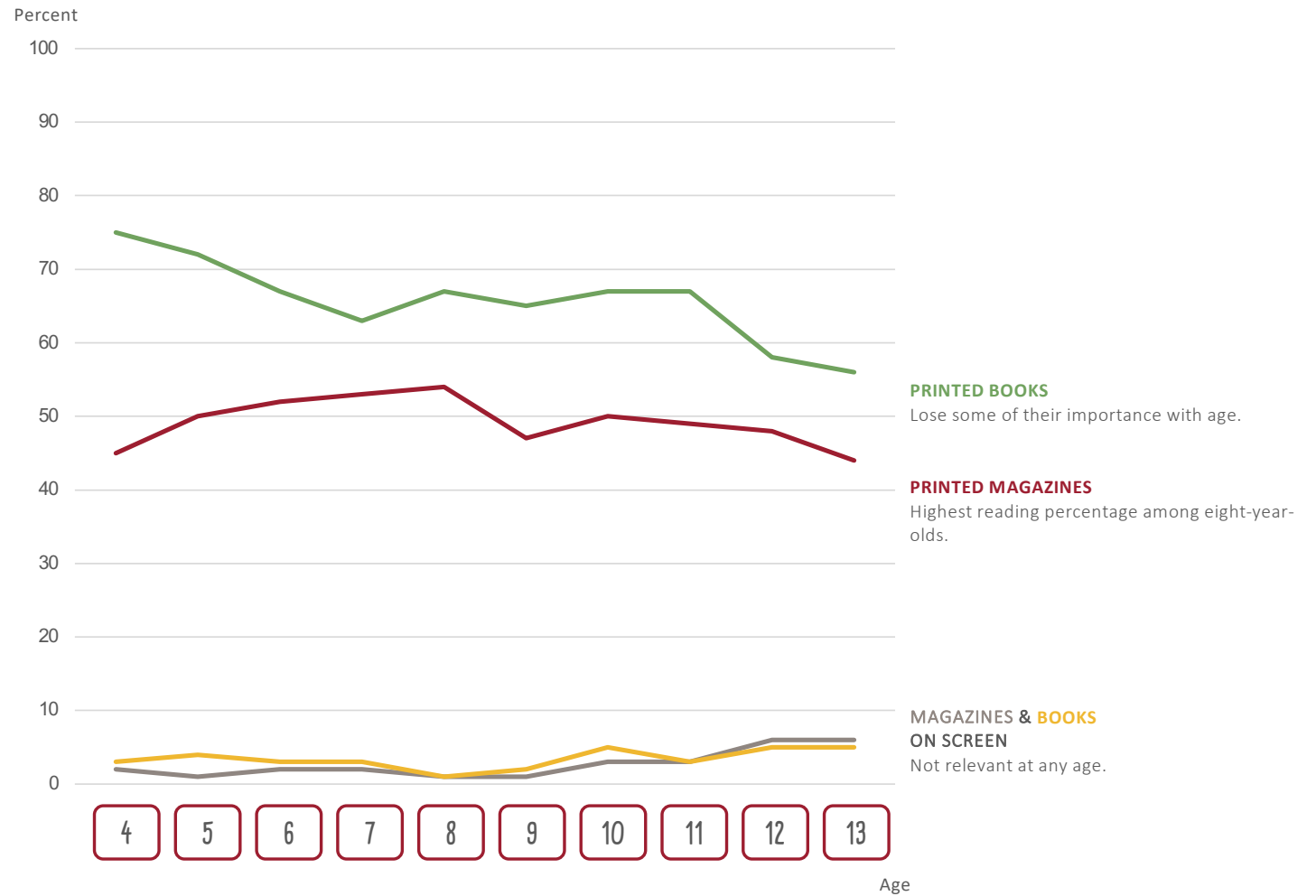
LISTENING

CONCLUSION

- From radios to smartphones, music is everywhere.
- Hard Fact: Music is the absolute hero when it comes to listening - even with a slight upward trend compared to the previous year.
- Use of children's radio stations/programs declines over the years.
- Most listening is done via radio.
- More than a third listen via smartphone or tablet.
- Fun Fact: Over one-third of children listen through CD players and stereos.



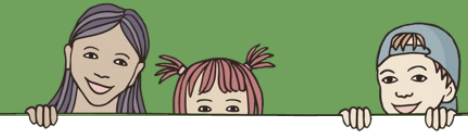
MAGAZINES ARE VERY
POPULAR AT ALL AGES -
THEY ARE A HAPTIC
PLEASURE



Question: How often do you read or watch ... (query of 3 items) in your free time?

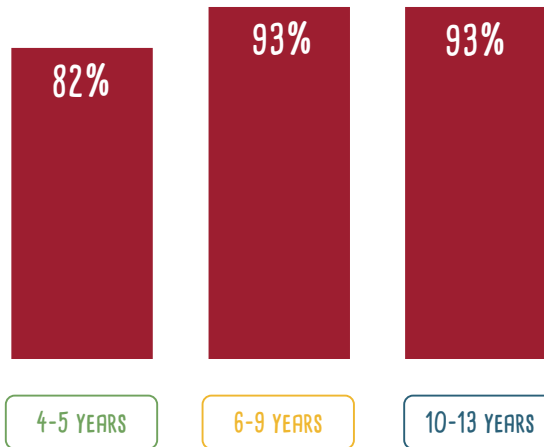
Basis: 7.69 million girls and boys aged 4-13. Frequency: at least several times a week; 4-5 years: parents' responses, 6-13 years: children's responses.

MAGAZINES ARE USED INTENSIVELY



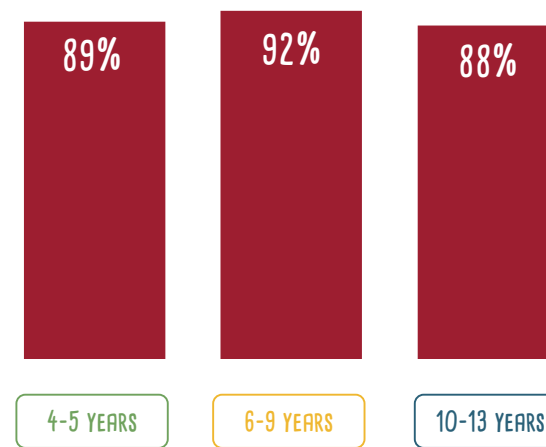
TREND

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



TREND

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



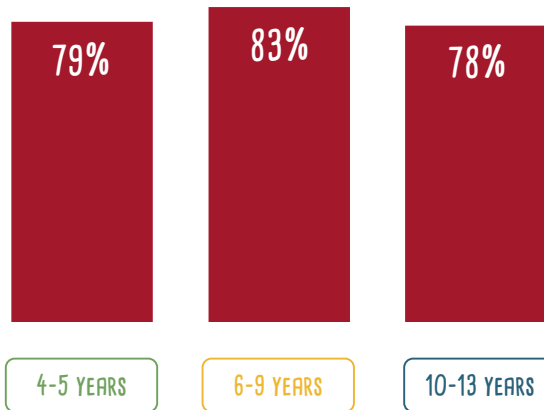
Question: To what extent do the following statements apply to you and the magazine(s) you read regularly or occasionally? (query of 10 items)
Basis: 7.69 million girls and boys aged 4-13. Agree: agree/disagree; 4-5 years: parents' responses, 6-13 years: children's responses.

MAGAZINES ARE VALUABLE - AND THEY CONNECT



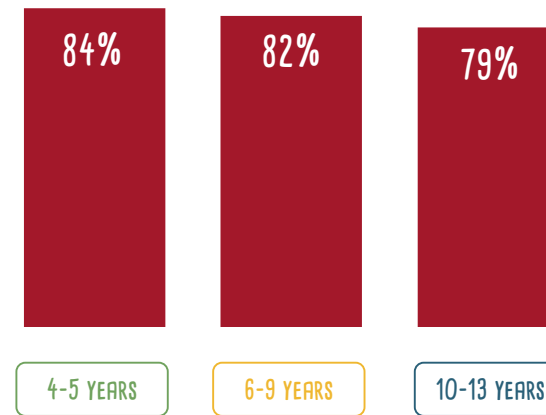
TREND

I collect the magazines, keep them.



TREND

I read/ flip through magazines with others.



Question: To what extent do the following statements apply to you and the magazine(s) you read regularly or occasionally? (query of 10 items)
Basis: 7.69 million girls and boys aged 4-13. Agree: agree/disagree; 4-5 years: parents' responses, 6-13 years: children's responses.



READING 4 TO 13 YEAR OLDS

MEDIA USE IN LEISURE TIME

MAGAZINES:
A GREAT COMBINATION OF
RELAXATION, FUN &
LEARNING

I relax while reading/ leafing through the pages.

90%

I learn something new/interesting from magazines.

89%

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

87%

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

79%

I pass the magazines on to others.

60%

I participate in puzzles and raffles of magazines.

56%

Question: To what extent do the following statements apply to you and the magazine(s) you read regularly or occasionally? (query of 10 items)
Basis: 7.69 million girls and boys aged 4-13. Agree: agree/disagree; 4-5 years: parents' responses, 6-13 years: children's responses.

CHILDREN'S MAGAZINES ALSO REACH PARENTS!

5.1 MILLION*

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

5.8 MILLION**

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



* Basis: 7.69 million girls and boys aged 4-13. 4-5 year olds: parents' responses. 6-13 year olds: children's responses.

** Parent co-reads at least one of the issues read by the child. Results on a per-readership basis. Basis: 7.69 million girls and boys ages 4-13; responses from parents.

PARENTS READ ALONG

IN FACT FOR CHILDREN OF ALL AGES



TREND

A parent reads along with ...

90%

of 4 to 5 year olds

78%

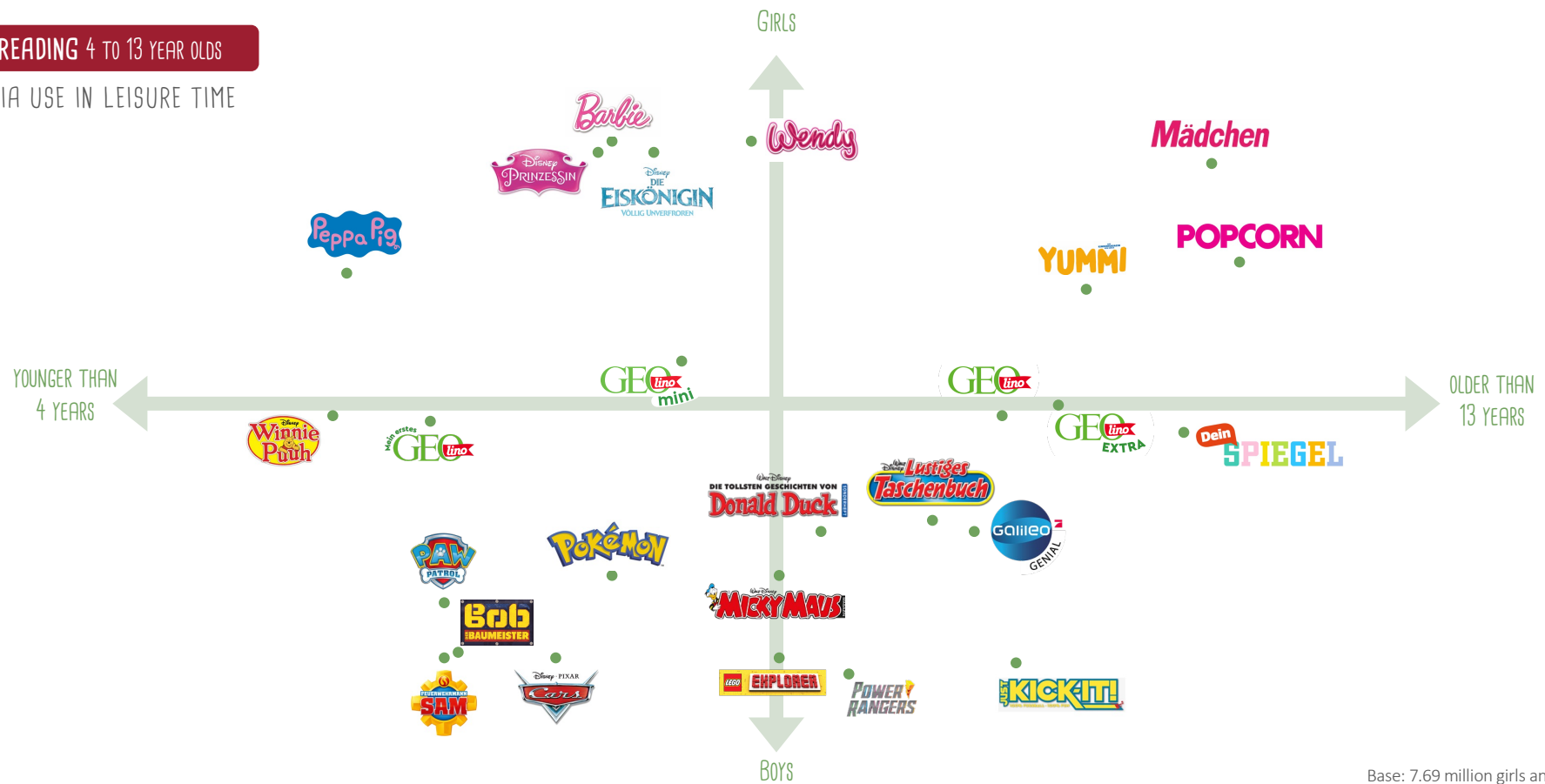
of 6 to 9 year olds

65%

of 10 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: 7.69 million girls and boys 4-13 years. Number of issues: Parents read issues at least occasionally; Parents' responses.



Base: 7.69 million girls and boys 4-13 years.

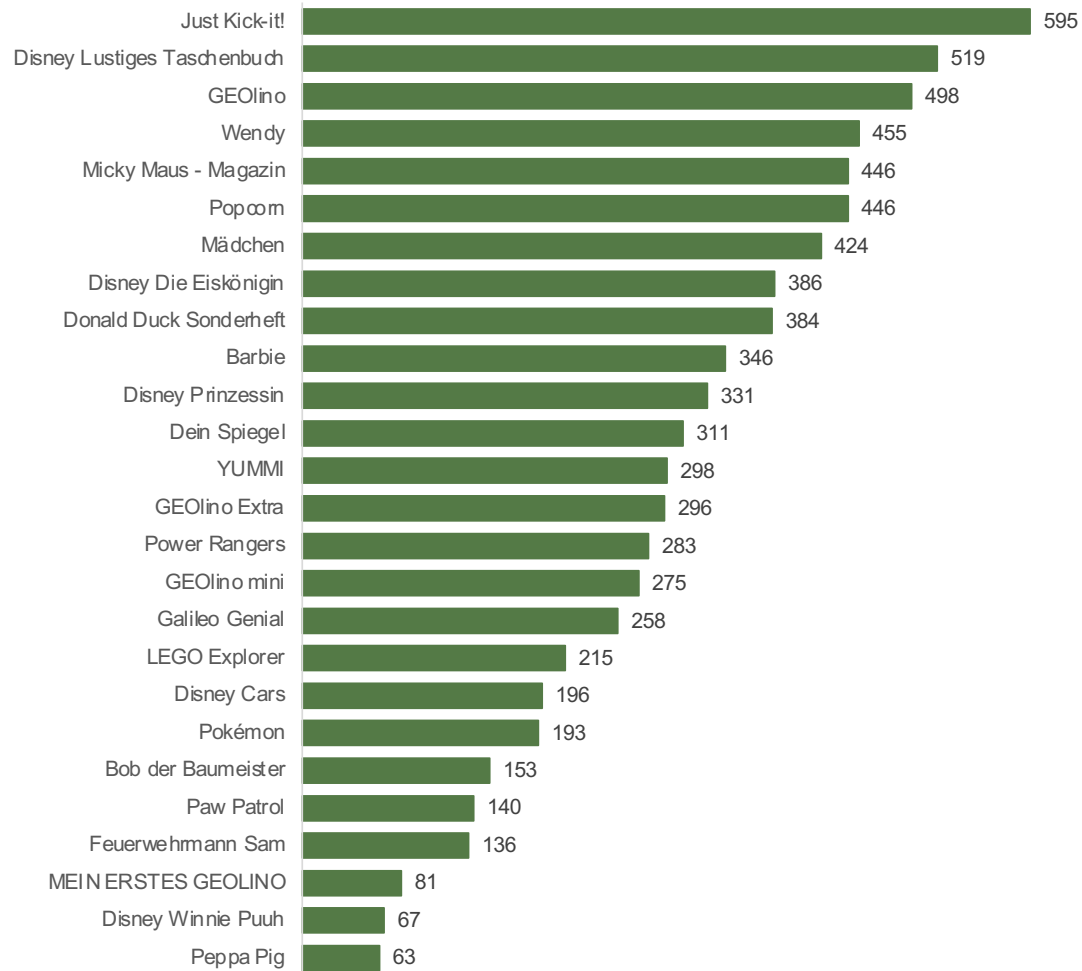
SOMETHING FOR EVERYONE!

VARIETY OF MAGAZINES FOR BOYS & GIRLS OF ALL AGES



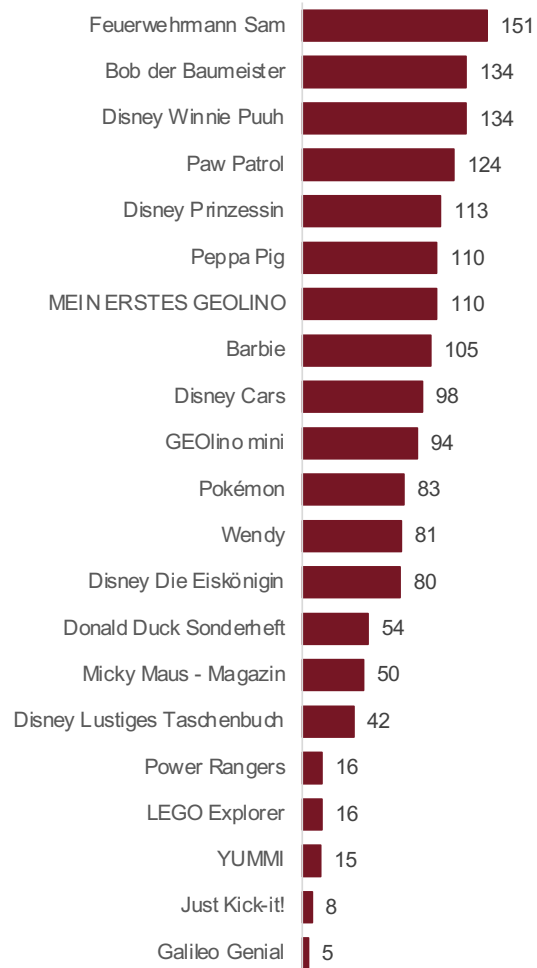
CHILDREN'S MAGAZINES REACH

TOTAL 6 TO 13 YEARS
26 MAGZINES



Basis: 6.06 million girls and boys aged 6-13. Figures in thousands of responses from children.

TOTAL 4 TO 5 YEARS
 21 MAGZINES



Basis: 1.63 million girls and boys aged 4-5. Figures in thousands of responses from parents.

CHAPTER 2 MEDIA USE IN LEISURE TIME

READING

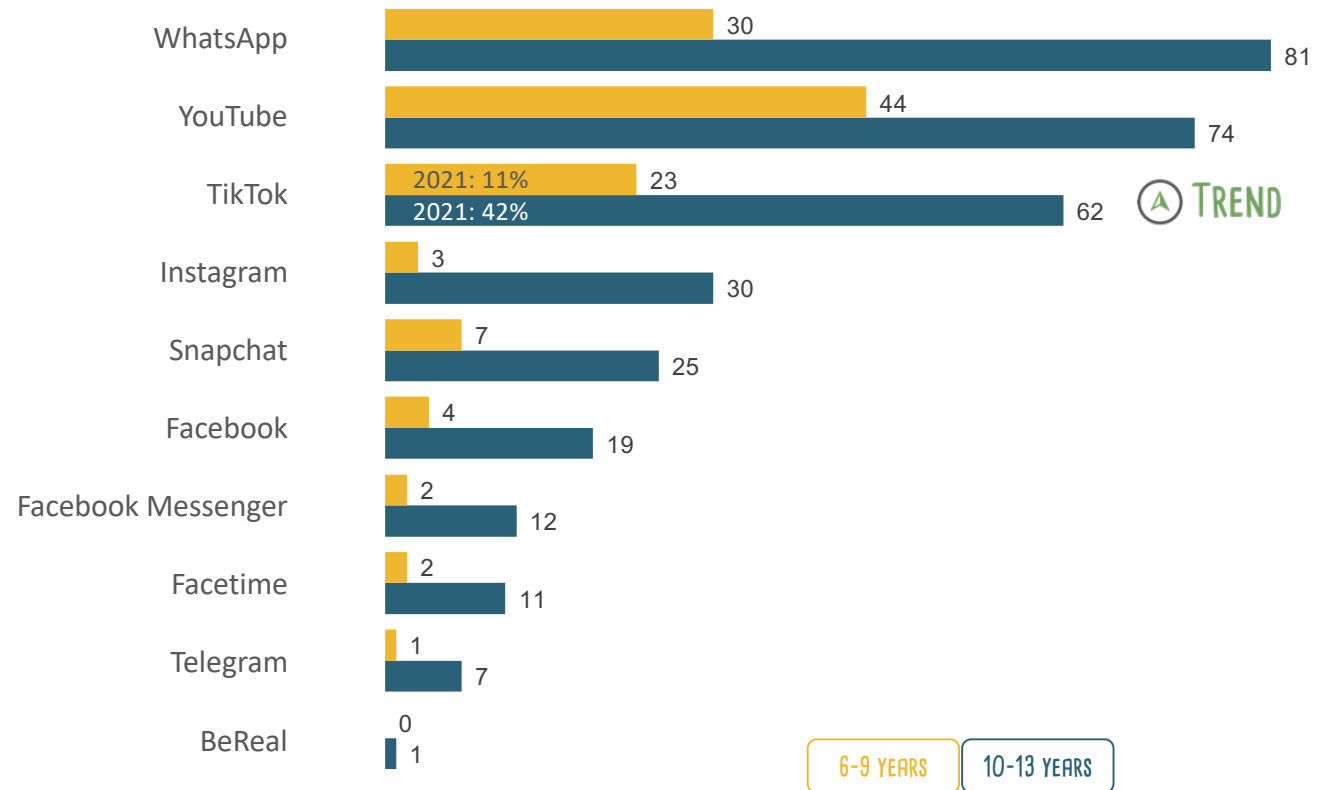
CONCLUSION

- Children are paper lovers: Reading printed magazines is the undisputed hero.
- Magazine use is up across all age groups compared to the previous year: biggest increases among 4 to 5 year olds and 6 to 9 year olds.
- This upward trend is also reflected in the net reach of the reported children's magazines: Slight increases in all age groups and equally among girls + boys. All in all, the 26 children's magazines listed reach 5.1 million children between the ages of 4 and 13. 5.8 million parents are readers of the children's magazines listed.
- Magazines are used intensively and serve for relaxation.
- Book use is stable at a high level across all age groups.





WHATSAPP & YOUTUBE ARE AHEAD, TIKTOK IS ON A RAPID UPWARD COURSE



Question: You said you own or can share a smartphone or tablet. Which of the following apps do you use You? (query of 13 items) Basis: 6.06 million girls and boys aged 6-13. Children's responses.



CHAPTER 1 THE ANALOUG LEISURE TIME OF THE CHILDREN

Children love media - of course!
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leisure activities?

CHAPTER 2 MEDIA USE IN LEISURE TIME

What role do media
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?



CHAPTER 4 GAMING

Which digital games do children
like to play most? What devices
do they use and what is important
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What do children want? How do
they feel about brands, about
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parents invest in their children?

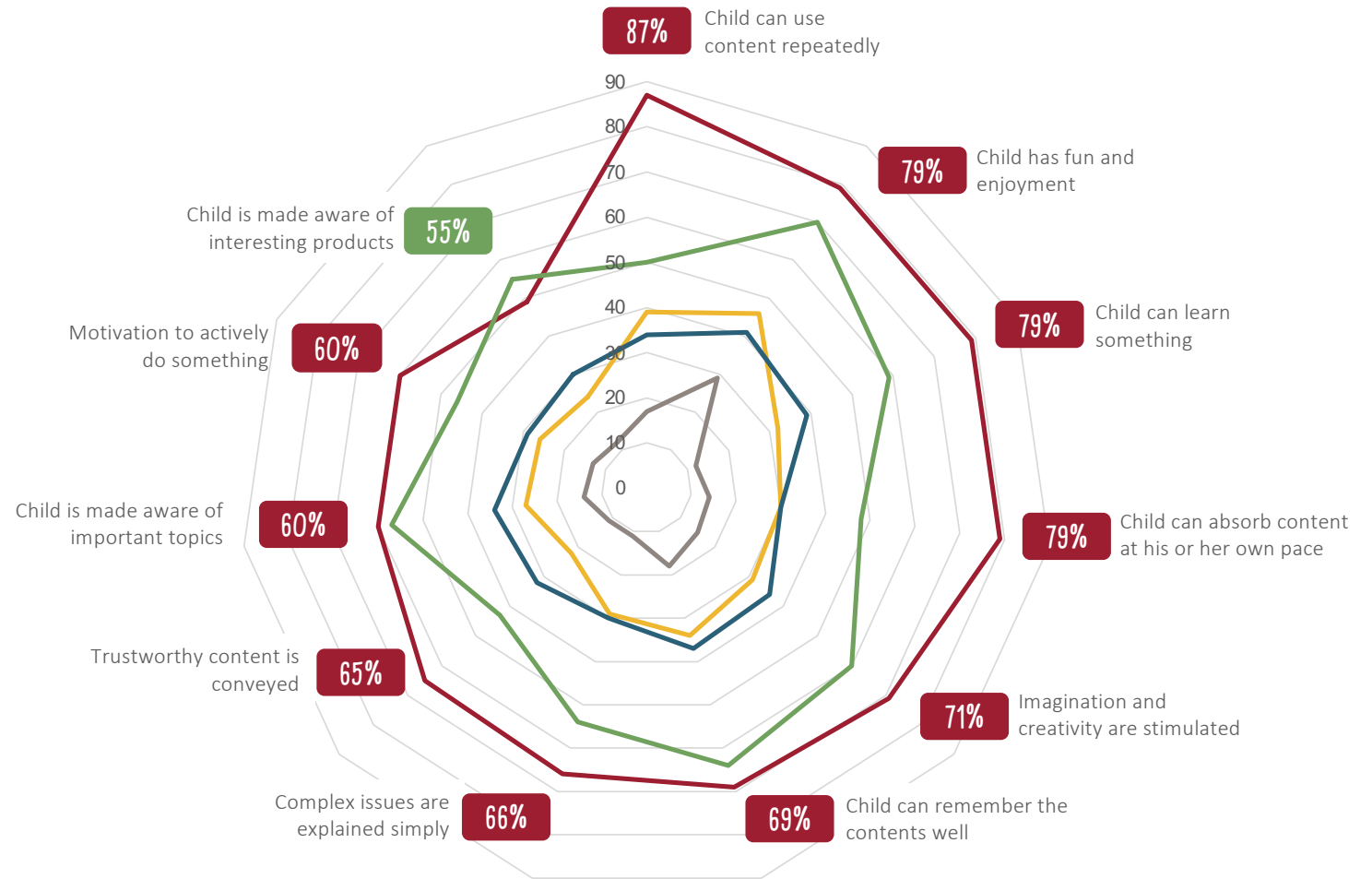


CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

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. (query of 11 criteria). Basis: 7.69 million girls and boys ages 4-13. Responses from parents.

THE CHILD MAY:



decide for itself what books,
magazines it reads.



decide for itself which TV shows
it watches.



surf the internet and use apps alone
without supervision.



decide for itself which apps on the
smartphone/tablet it uses.

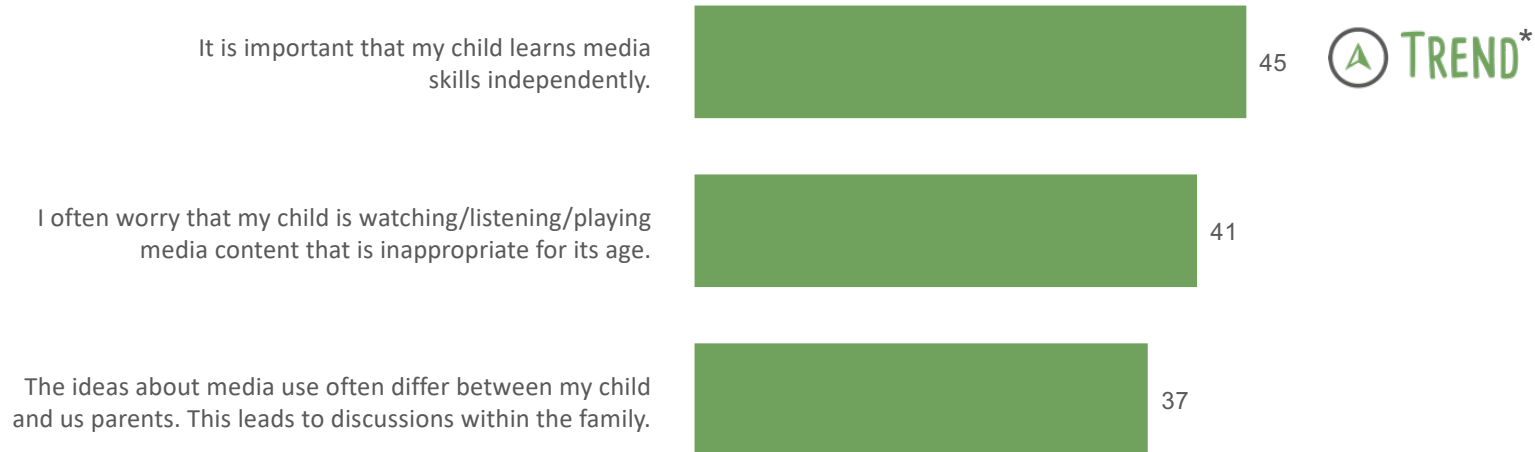


CHILDREN HAVE MEDIA FREEDOM ACCORDING TO
CLEAR INSTRUCTIONS FROM THEIR PARENTS

Question: What is the child/adolescent respondent usually allowed to do? (query of 11 items)
Basis: 6.06 million girls and boys aged 6-13. Parents' responses.

MEDIA USE LEADS TO TENSIONS AND UNCERTAINTIES IN THE FAMILY

PARENTS SAY: THIS IS TRUE.
FIGURES IN %

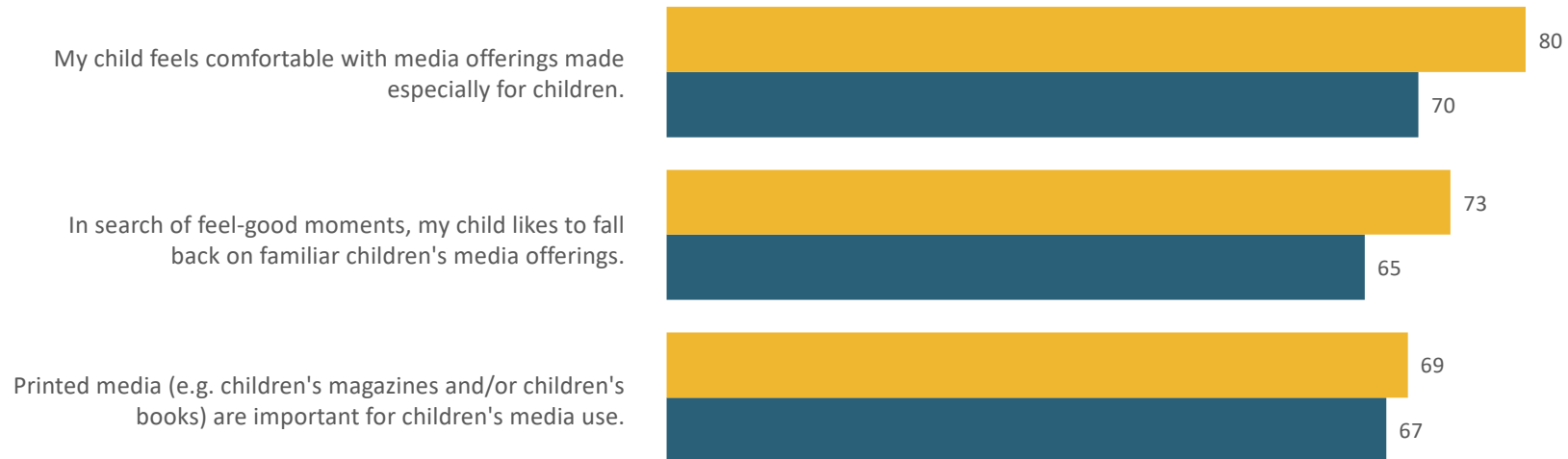


Question: Thinking about these media, how would you rate the media competence of the child/adolescent interviewed in terms of the following characteristics? Please indicate how much they apply to each of the following statements. Response options: agree, partly agree, disagree. (query of 9 items) Basis: 6.06 million girls and boys aged 6-13. Parents' responses.

*Values are only comparable with the previous year to a limited extent due to changes in the query.

PURE CHILDREN'S OFFERS GIVE CHILDREN AND PARENTS A GOOD FEELING

PARENTS SAY: THIS IS TRUE.
FIGURES IN %



Question: Thinking about these media, how would you rate the media literacy of the child/adolescent interviewed in terms of the following characteristics? Please indicate how much they apply to each of the following statements. Response options: agree, partly agree, disagree. (query of 9 items) Basis: 6.06 million girls and boys aged 6-13. Parents' responses.

6-9 YEARS

10-13 YEARS

CHAPTER 3 MEDIA ACCEPTANCE & MEDIA COMPETENCE

CONCLUSION

- Media genres such as print and TV enjoy - as in the previous year - a bonus of trust among parents: the top arguments include educational usefulness but also the fun factor for the child.
- Social media under scrutiny: Platforms such as YouTube and social networks are increasingly being viewed critically. While 39% of parents thought their 6 to 13 year old children could learn something from YouTube during the Corona pandemic in 2021, the figure is only 35% in 2023. Social networks fare even worse in this respect, slipping from 24% in 2021 to 14% currently.
- WOW Fact: Media competence - from "nice to have" to "must have": 45% of parents of 6 to 13 year old children think it is important for their child to learn media competence on their own, compared with 32% the previous year.*

*Values are only comparable with the previous year to a limited extent due to changes in the query.



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CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

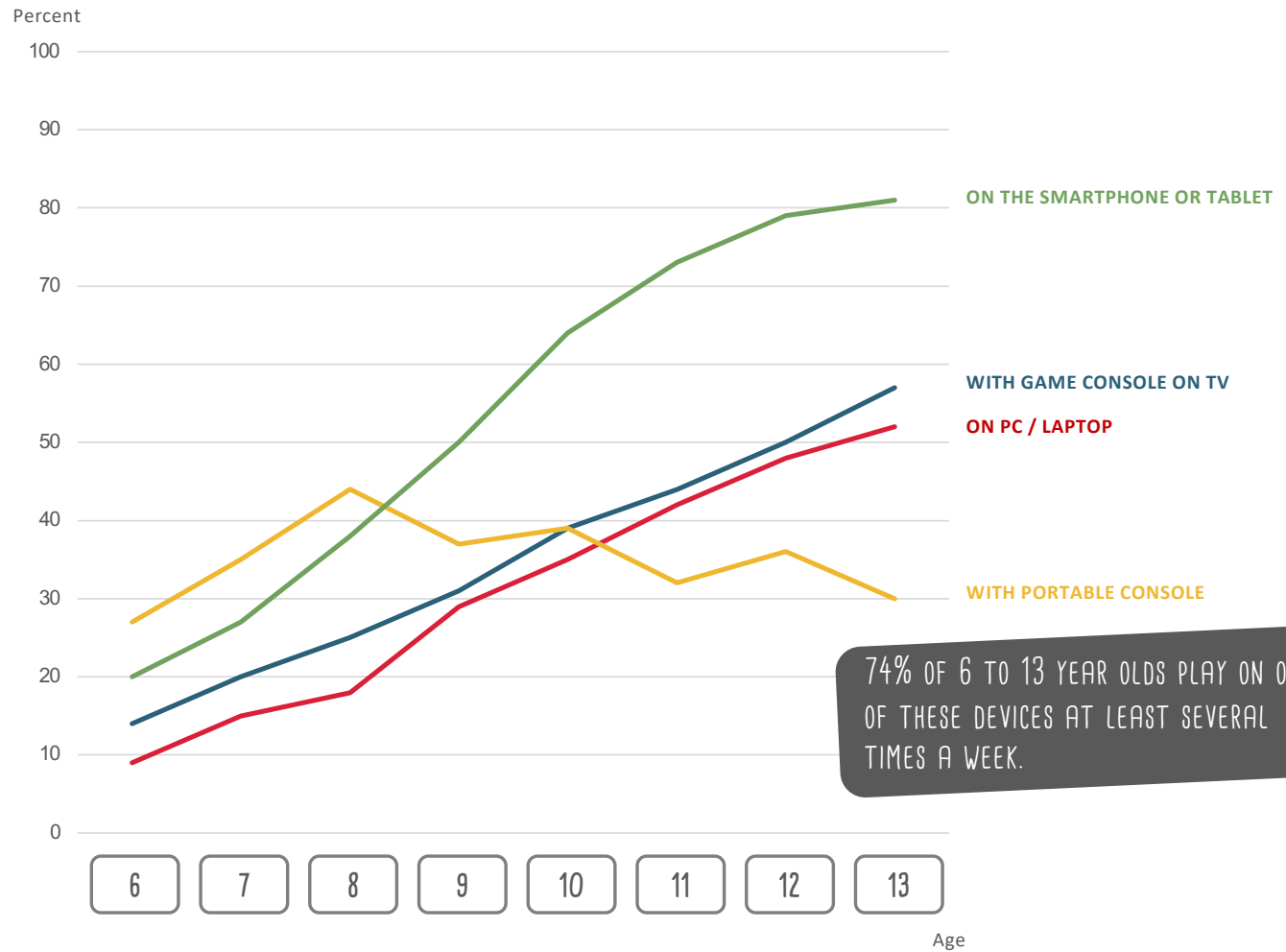
How strong is the children's
environmental awareness? What
contribution do they make?



GAMING 6 TO 13 YEAR OLDS

MEDIA USE IN LEISURE TIME

DIGITAL GAMES GAIN MORE AND MORE RELEVANCE AS CHILDREN GROW OLDER



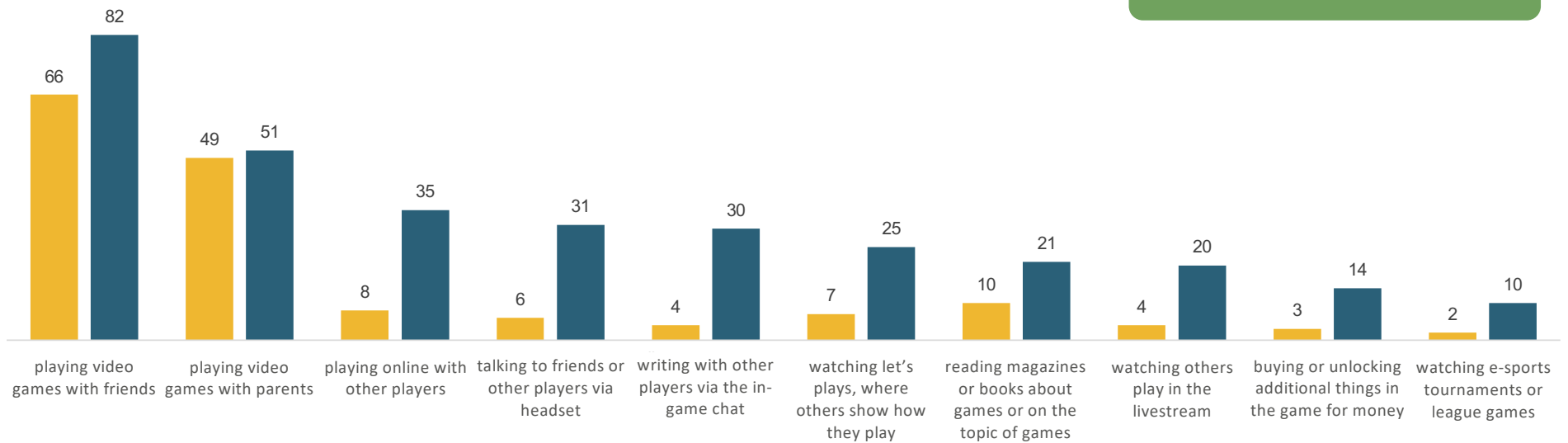
74% OF 6 TO 13 YEAR OLDS PLAY ON ONE OF THESE DEVICES AT LEAST SEVERAL TIMES A WEEK.

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. (query of 26 leisure activities) Basis: 6.06 million girls and boys aged 6-13. Frequency: at least several times a week; children's responses.

GAMING PREFERABLY IN FAMILIAR COMPANY - TOGETHER WITH FRIENDS OR PARENTS



6 TO 13 YEAR OLDS - FIGURES IN %.



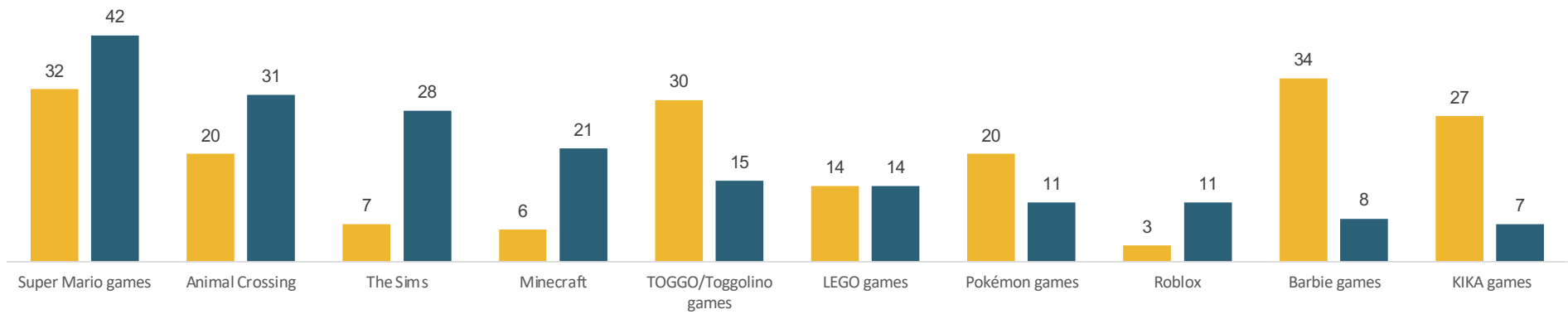
6-9 YEARS 10-13 YEARS

Question: When you think about video games and gaming, which of the following statements apply to you? (query of 10 items)
Basis: 6.06 million girls and boys aged 6-13. Children's responses: "applies.

THE GAMING FAVOURITE AMONG GIRLS AGED 10 AND OVER IS SUPER MARIO. IN FIRST PLACE AMONG YOUNGER GIRLS ARE BARBIE GAMES.



GIRLS TOP 10 - FIGURES IN %



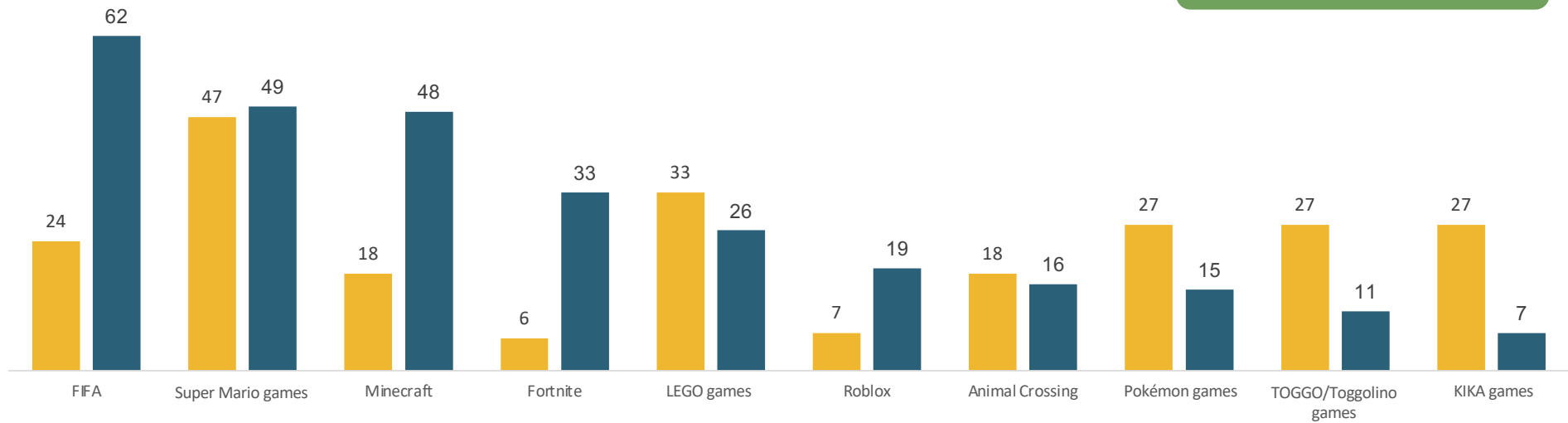
6-9 YEARS 10-13 YEARS

Question: You like to play games on the console, computer, tablet or smartphone in your free time. Which games do you play? (query of 19 items)
Basis: 2.95 million girls 6-13 years; children's responses.

BOYS AGED 10 AND OVER HAVE THREE CLEAR
GAMING FAVOURITES: FIFA, SUPER MARIO AND
MINECRAFT



BOYS TOP 10 - FIGURES IN %



6-9 YEARS

10-13 YEARS

Question: You like to play games on the console, computer, tablet or smartphone in your free time. Which games do you play? (query of 19 items)
Basis: 3.11 million boys 6-13 years; children's responses.

CHAPTER 4 GAMING

CONCLUSION

- Gaming connects children - and children with their parents. Three-quarters of 6 to 13 year olds play games with friends, and half of them play with their parents - and the trend is rising sharply from 43% last year to 50% in 2023.
- Digital games are becoming more and more relevant as children get older.
- Super Mario games are most likely to be favored by girls and boys, after which game preferences vary.





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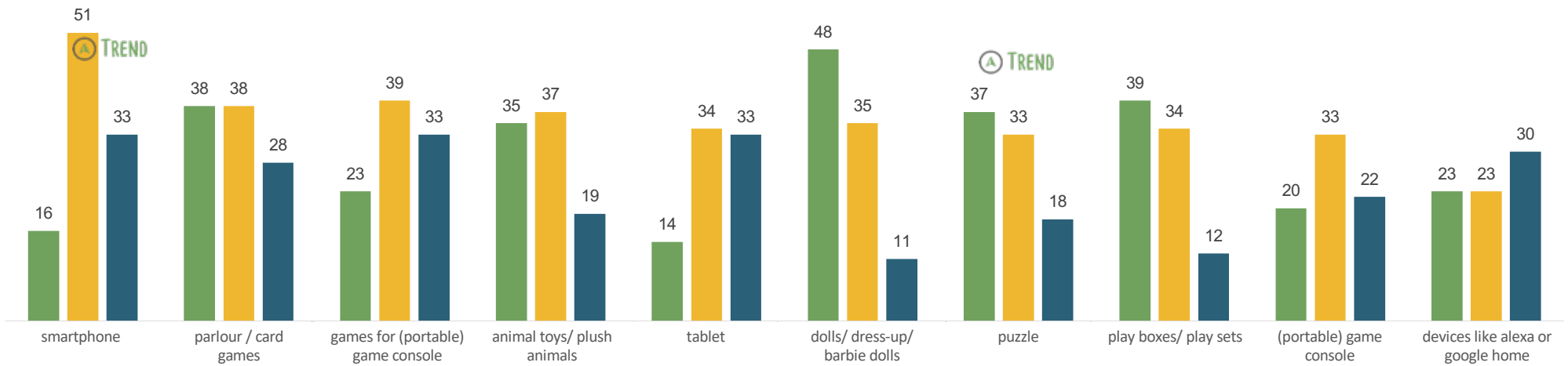
CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

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

A SMARTPHONE IS AT THE TOP OF THE WISH LIST - ESPECIALLY FOR 6 TO 9 YEAR OLD GIRLS. RISING TREND



Girls TOP 10 - FIGURES IN %



4-5 YEARS

6-9 YEARS

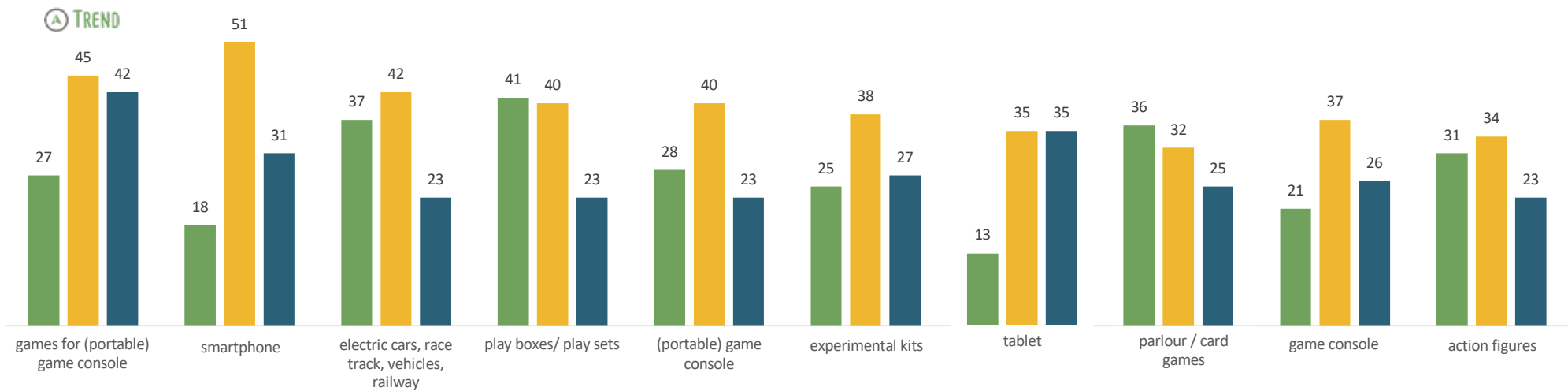
10-13 YEARS

Question: Would you like to have your own ..., even if you already have one? (query of 19 items)
Basis: 3.74 million girls aged 4-13; children's answers: "I wish for ...".

BOYS HAVE MANY WISHES - ESPECIALLY THE
6- TO 9-YEAR-OLDS. TREND IN THIS AGE GROUP:
RISING IN ALL CATEGORIES



BOYS TOP 10 - FIGURES IN %



TREND

4-5 YEARS

6-9 YEARS

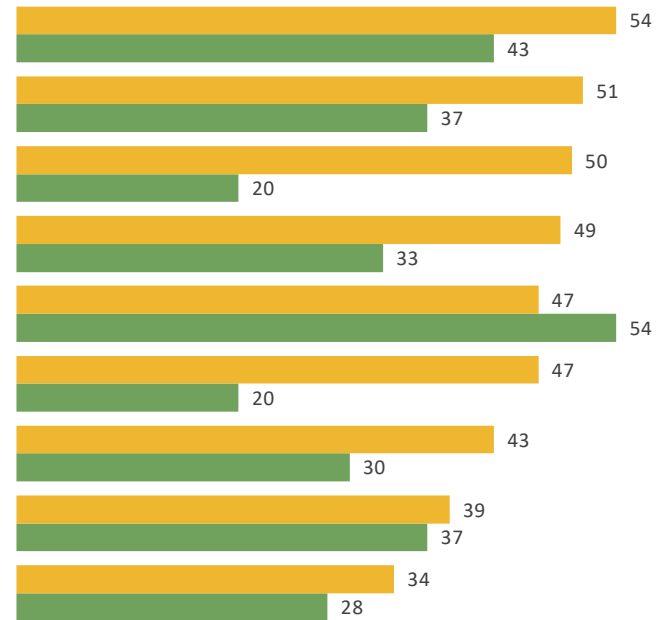
10-13 YEARS

Question: Would you like to have your own ..., even if you already have one? (query of 19 items)
Basis: 3.95 million boys aged 4-13. children's answers: "I wish for ...".



- toys
- sports shoes, sneakers
- (portable) game consoles
- bags, satchels, backpacks
- food and drinks
- mobile phone / smartphone
- clothing
- school supplies, pens
- body care / cosmetics

BRANDS ARE IMPORTANT TO CHILDREN - MANY BRAND WISHES ARE FULFILLED



Brands are important to children for ...

Parents usually fulfil their wish for a brand at ...

Question children: When you buy something or your parents buy something for you, is it important for you to get a certain brand? Or do you not care about the brand? What about ... (query of 9 product categories)
Basis: 7.69 million girls and boys aged 4-13; 4-5 years: parents' responses, 6-13 years: children's responses.

Question parents: I will tell you different 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 9 product categories)
Basis: 7.69 million girls and boys aged 4-13. Answers from parents.

children's and youth magazines

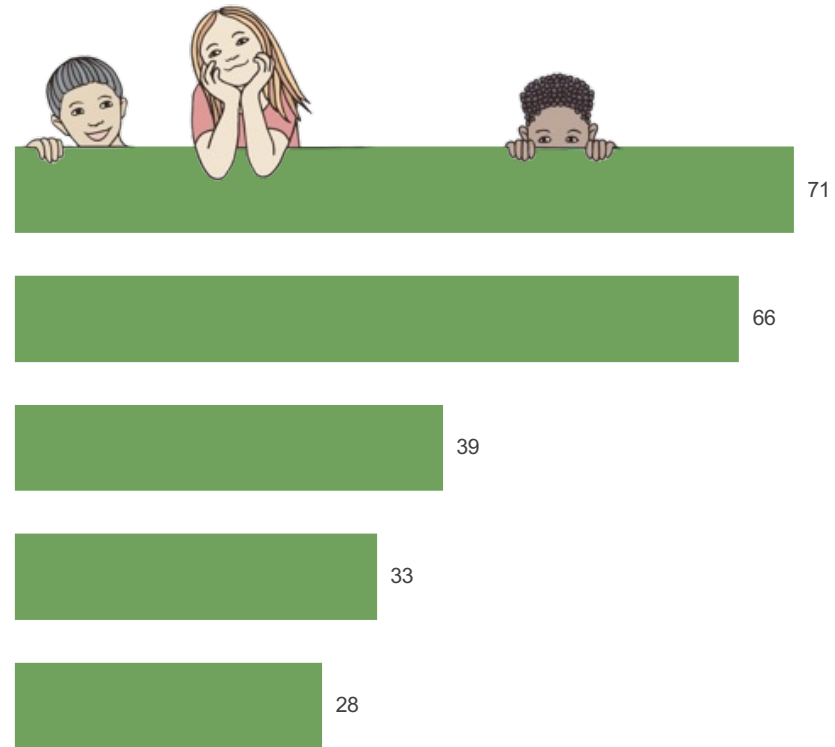
TV, media libraries and streaming services

YouTube

audio media such as radio and podcasts

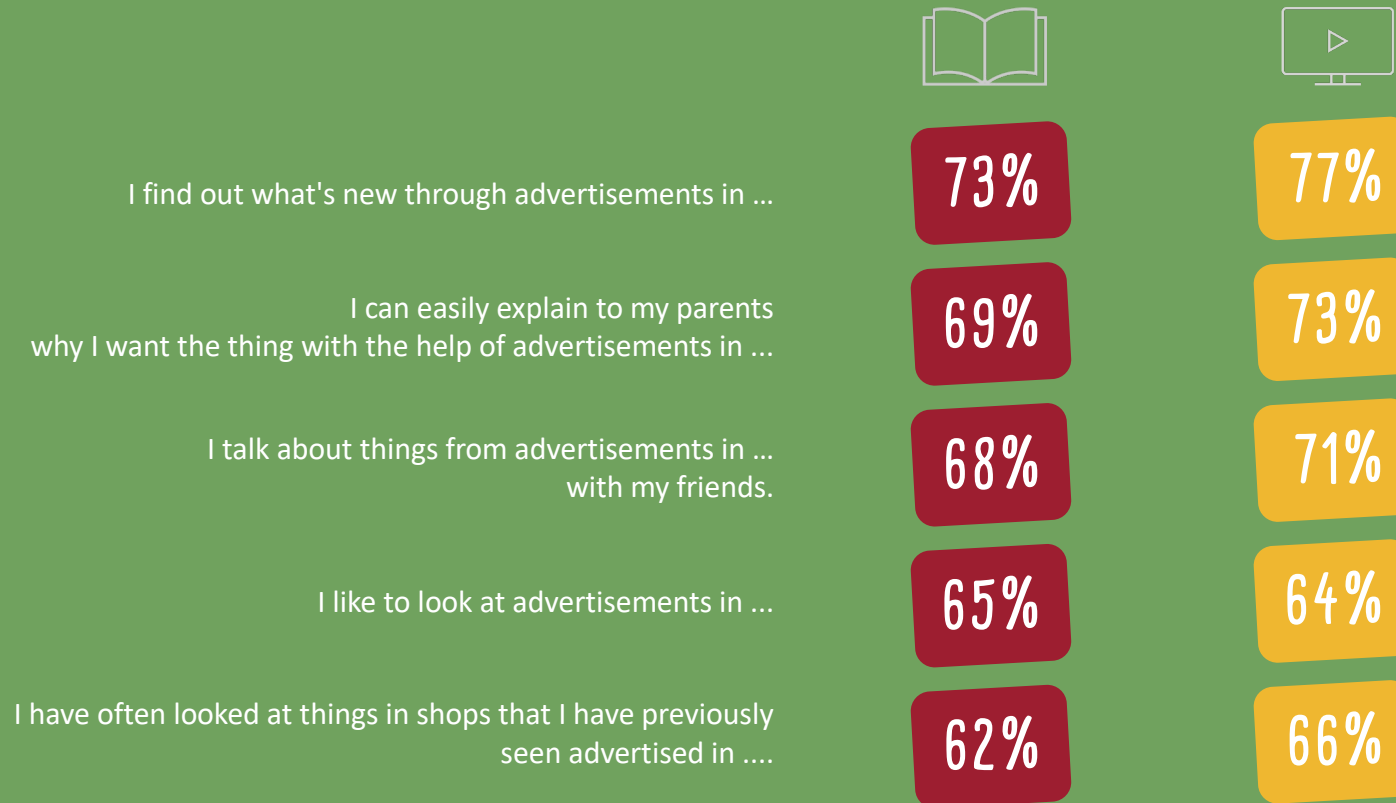
social networks

CHILDREN LIKE ADVERTISING IN MAGAZINES & TV



Question: Please think of advertisements for things that interest you. How do you like such advertisements when you see/hear/read them in/on ...
(query of 5 media) Basis: 6.06 million girls and boys aged 6-13. Children's answers: "I like it very much / well".

ADVERTISING IN MAGAZINES & TV HAS AN EFFECT



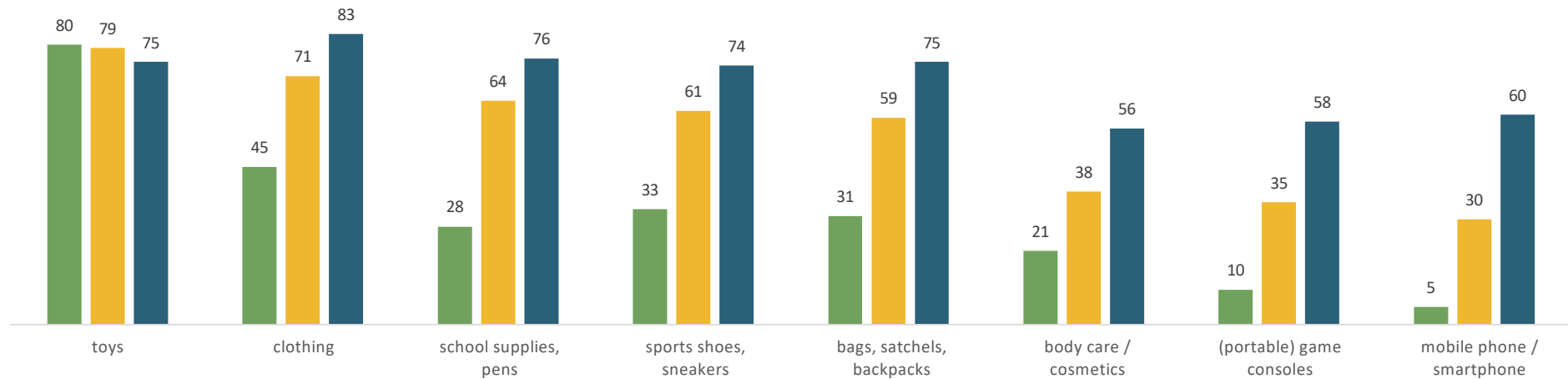
Question: What do you think about advertising in magazines/on TV for things that interest you? I'm going to read you a few opinions. And please answer YES or NO, depending on whether this applies to you, even if only a little, or whether it does not. (query of 6 items) Basis: 6.06 million girls and boys aged 6-13. Agreement: yes, applies. Children's answers.

CHILDREN HAVE INFLUENCE

ON THE PURCHASING DECISIONS OF THEIR PARENTS -
THEY ARE ASKED BEFORE THE PURCHASE



FIGURES IN %



4-5 YEARS

6-9 YEARS

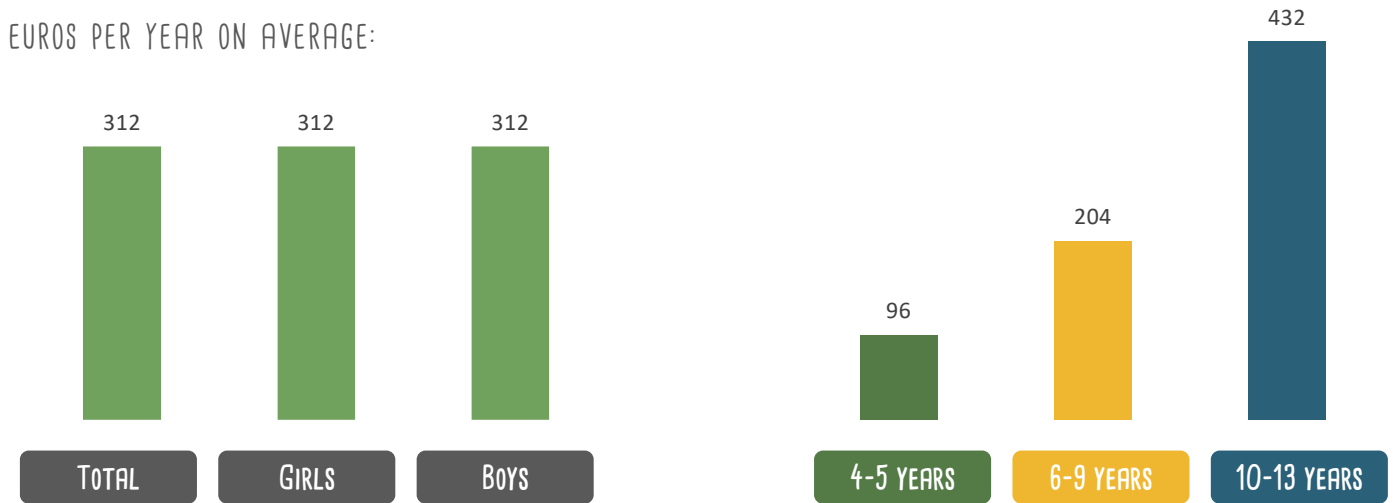
10-13 YEARS

Question: You can buy the following things for the child/adolescent interviewed. Who do you mainly ask or where do you get information when you want to buy these things for the interviewed child/adolescent? (query of 8 product categories and 5 sources of information) Basis: 7.69 million girls and boys aged 4-13. Answers from parents.

CHILDREN HAVE A TOTAL OF 2.4 BILLION EUROS TO SPEND*



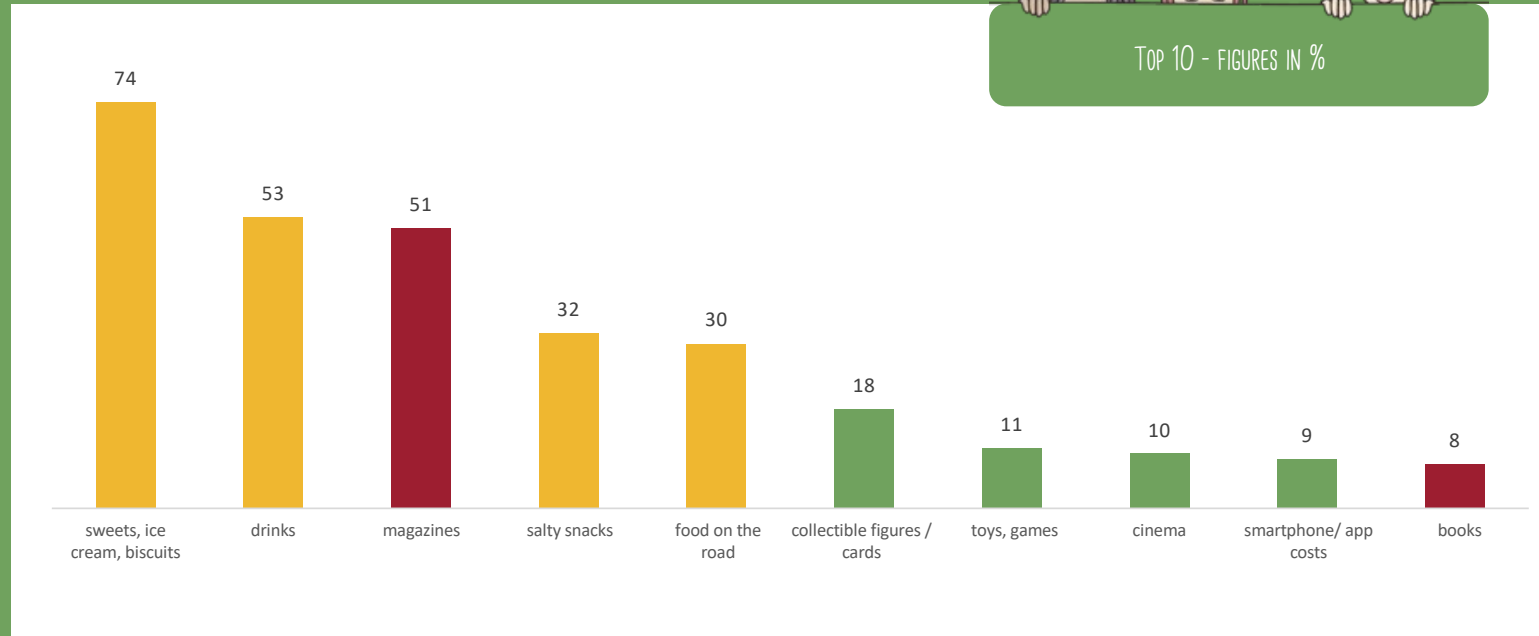
EUROS PER YEAR ON AVERAGE:



*84% of children are allowed to spend their money fully independently:
4 to 5 years: 47%; 6 to 9 years: 83%; 10 to 13 years: 92%.

Question: 1. how much money do you get per month? Basis: 7.69 million girls and boys aged 4-13. 4-5 years: parents' answers, 6-13 years: children's answers. 2. What is your child usually allowed to do? Is your child usually allowed to spend all of his/her pocket money independently? Basis: 6.18 million girls and boys 4-13 years/child has money available. Parents' answers.

CHILDREN WITH A SWEET TOOTH AND AVID READERS - THAT'S WHAT THEY SPEND THEIR POCKET MONEY ON:



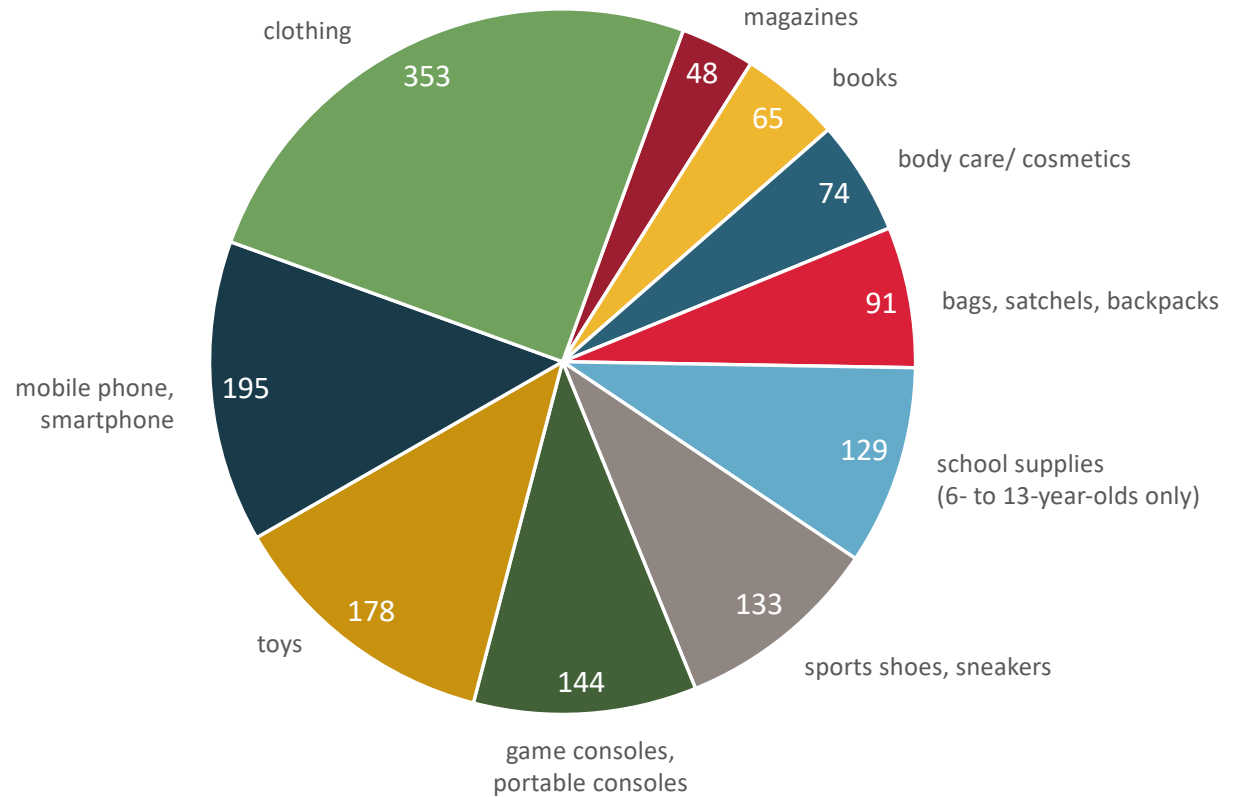


PARENTS OF 4 TO 13 YEAR OLDS

CHILDREN & CONSUMPTION:
PARENTAL SPENDING
FIGURES IN EURO

PARENTS INVEST IN THEIR
CHILDREN:

10.8 BILLION EUROS
IN THE LAST TWELVE
MONTHS



∅-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/young person interviewed? (query of 11 product categories)
Basis: 7.69 million girls and boys aged 4-13. Responses from parents.

CHAPTER 5 CHILDREN & CONSUMPTION

CONCLUSION

- Perfectly happy? No way! Children have many wishes. Especially the 6 to 9 year olds. years - regardless of which toy or digital device it is: The trend is rising.
- Children - boys as well as girls - receive an average of 26 € pocket money per month. Those who have money may also decide about it: 84% of the 4 to 13 year old children with pocket money may spend it fully independently. And they do! They prefer to spend it on sweets, salty snacks, drinks and magazines.
- Brands are important to many children across the different product categories and their brand wishes are often fulfilled by their parents.
- 6 to 13 year old children like advertising for things that interest them: well over half of them especially in magazines and on TV.
- Children have an influence on their parents' purchasing decisions. This is because they are often an important source of information for the child when making purchases.
- Parents invest in their children: a total of 10.8 billion euros in the last twelve months.





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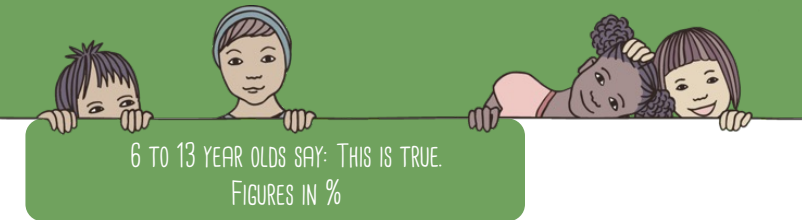
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CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

How strong is the children's
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SUSTAINABILITY AND ENVIRONMENTAL ISSUES ENGAGE CHILDREN



We talk about environmental protection in the family.



64

I am concerned about climate change.



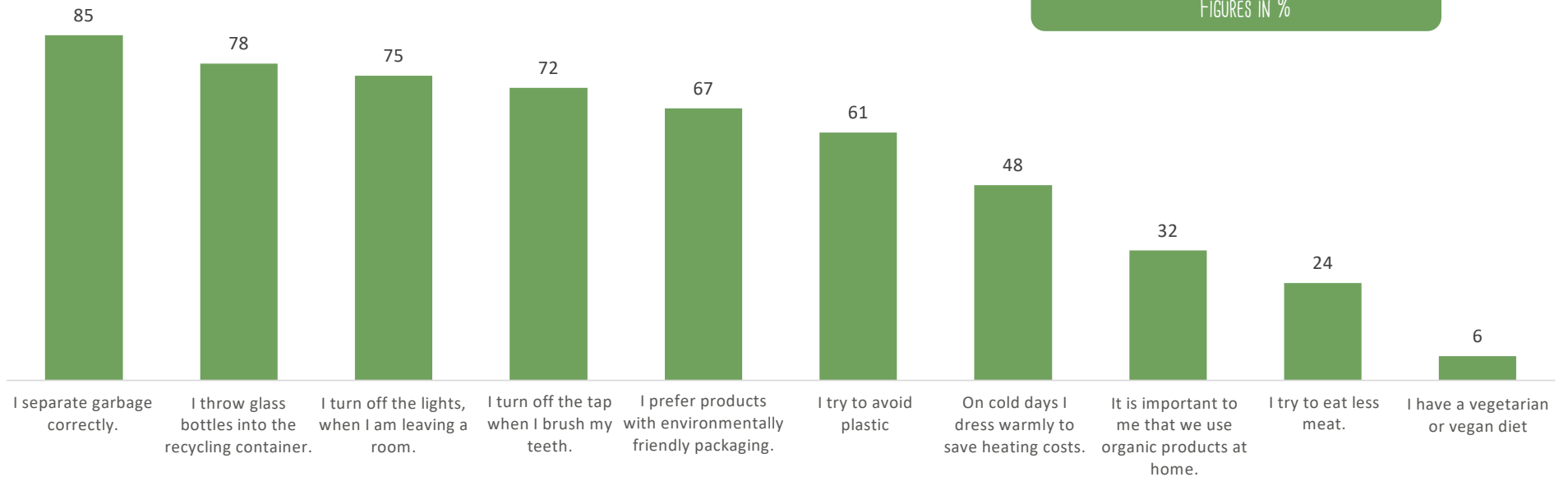
55

Question: The topic is now sustainability or environmental and animal protection. Do the following statements apply to you, even if only sometimes? Does the statement apply or does it not apply or are you not quite sure? (query of 13 items) Basis: 6.06 million girls and boys aged 6-13. Children's responses: "applies.

MOST CHILDREN IMPLEMENT THE EVERYDAY THINGS FOR THE BENEFIT OF THE ENVIRONMENT



6 TO 13 YEAR OLDS SAY: THIS IS TRUE.
FIGURES IN %



Question: The topic is now sustainability or environmental and animal protection. Do the following statements apply to you, even if only sometimes? Does the statement apply or does it not apply or are you not quite sure? (query of 13 items) Basis: 6.06 million girls and boys aged 6-13. Children's responses: "applies.

CHAPTER 6 CONSCIOUSNESS & ENGAGEMENT

CONCLUSION

- Sustainability and environmental issues are on children's minds: More than half of 6 to 13 year olds are concerned about climate change.
- Hard Fact: Everyday activities that are easy and quick to implement, such as separating waste, recycling glass bottles, switching off lights and turning off water when brushing teeth, are implemented by the majority of children.
- Girls are somewhat more sensitive to the topic of environmental protection than boys and are somewhat more involved overall.
- A quarter of 6 to 13 year olds are trying to eat less meat, go vegetarian or even vegan (26%). This is much more pronounced among girls (31%) than among boys (21%).





Population	6.06 million German-speaking children aged 6 to 13 years 1.63 million German-speaking children aged 4 to 5 years old
Sample	2,029 dual interviews '6-13 years' (one child and one guardian each). 545 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 2023	13.2. until 28.3.2023
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 2023 - SURVEY PROFILE

The KINDER MEDIEN MONITOR 2023 is a reach study according to the ZAW framework.

KINDER MEDIEN MONITOR - YOUR CONTACT PERSONS



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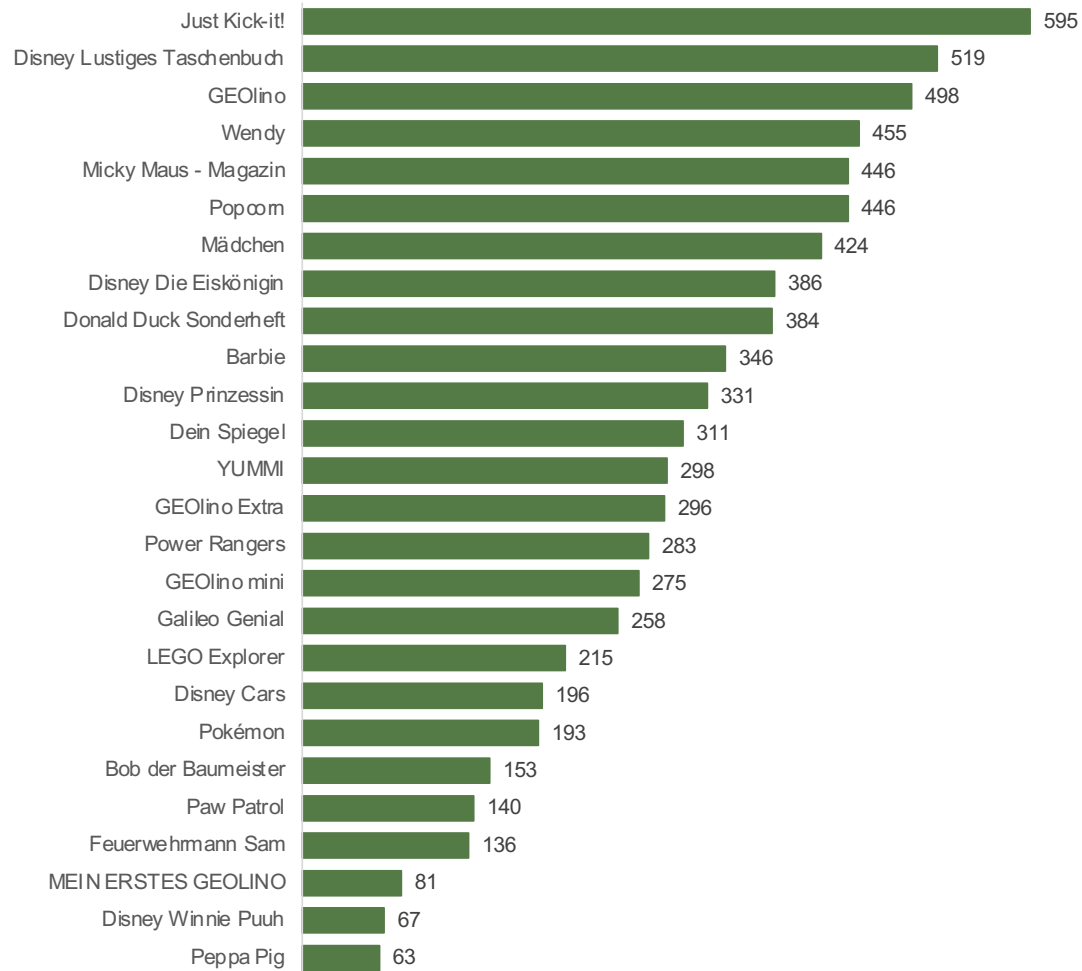
REACH
OF THE REPORTED JOURNALS IN DETAIL





CHILDREN'S MAGAZINES REACH

TOTAL 6 TO 13 YEARS
26 MAGZINES

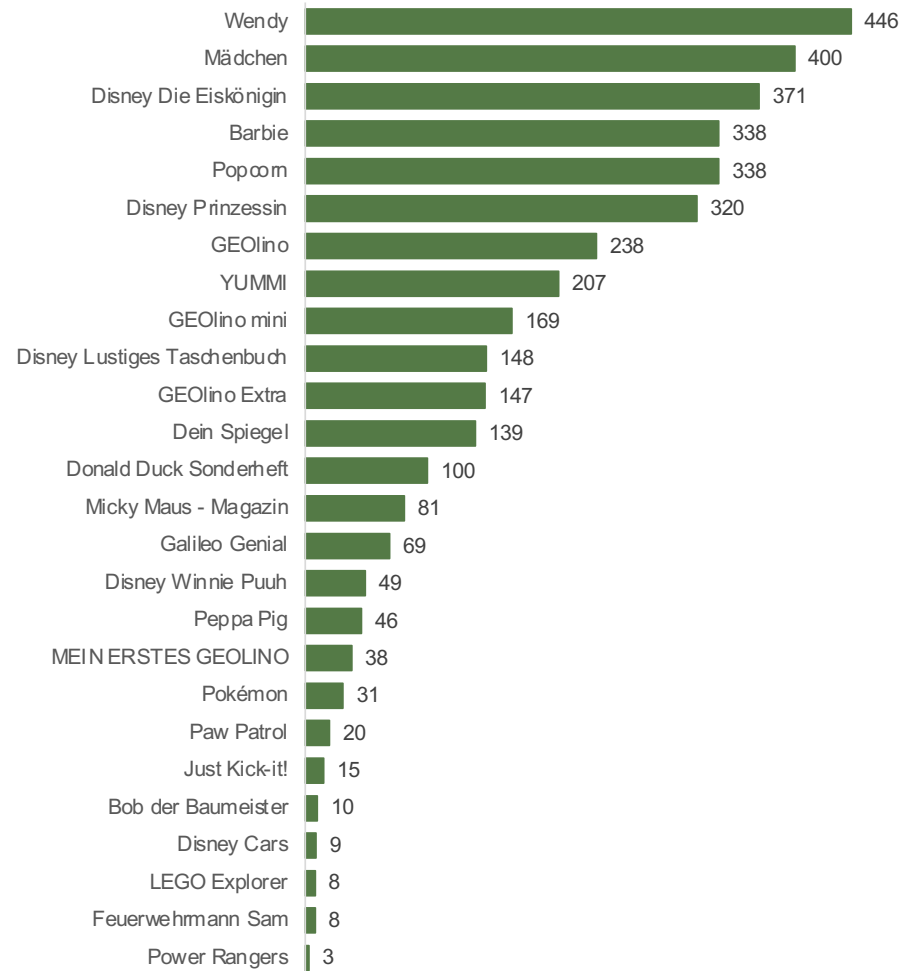


Basis: 6.06 million girls and boys aged 6-13. Figures in thousands of responses from children.



CHILDREN'S MAGAZINES
REACH

GIRLS 6 TO 13 YEARS 26 MAGZINES

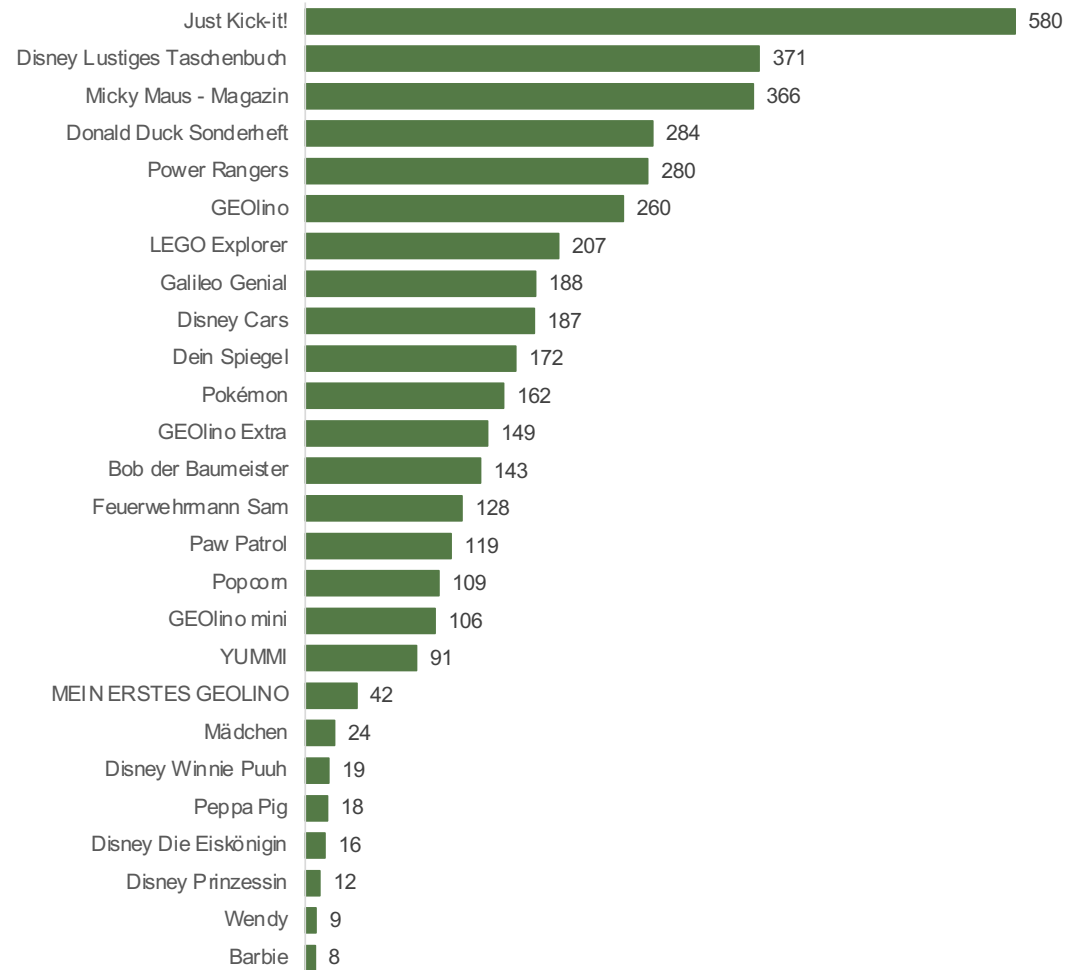


Basis: 2.95 million girls aged 6-13. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES
REACH

BOYS 6 TO 13 YEARS 26 MAGZINES

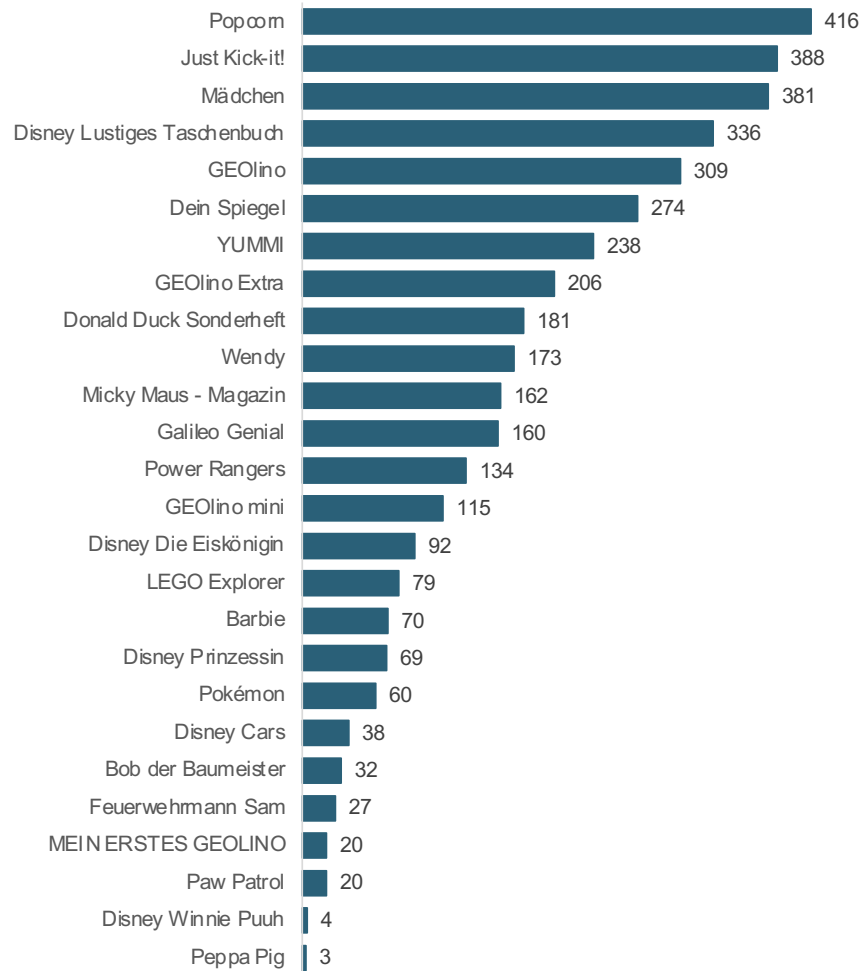


Basis: 3.11 million boys aged 6-13. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES REACH

TOTAL 10 TO 13 YEARS
26 MAGZINES



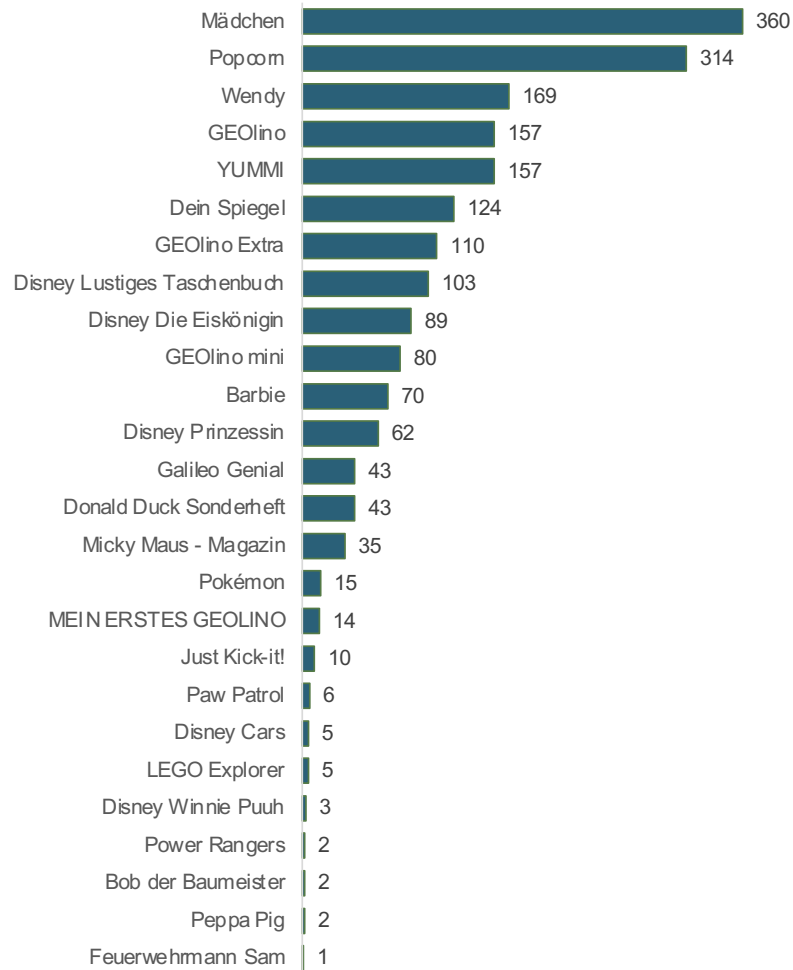
Basis: 2.99 million girls and boys aged 10-13. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES
REACH

GIRLS 10 TO 13 YEARS

26 MAGZINES



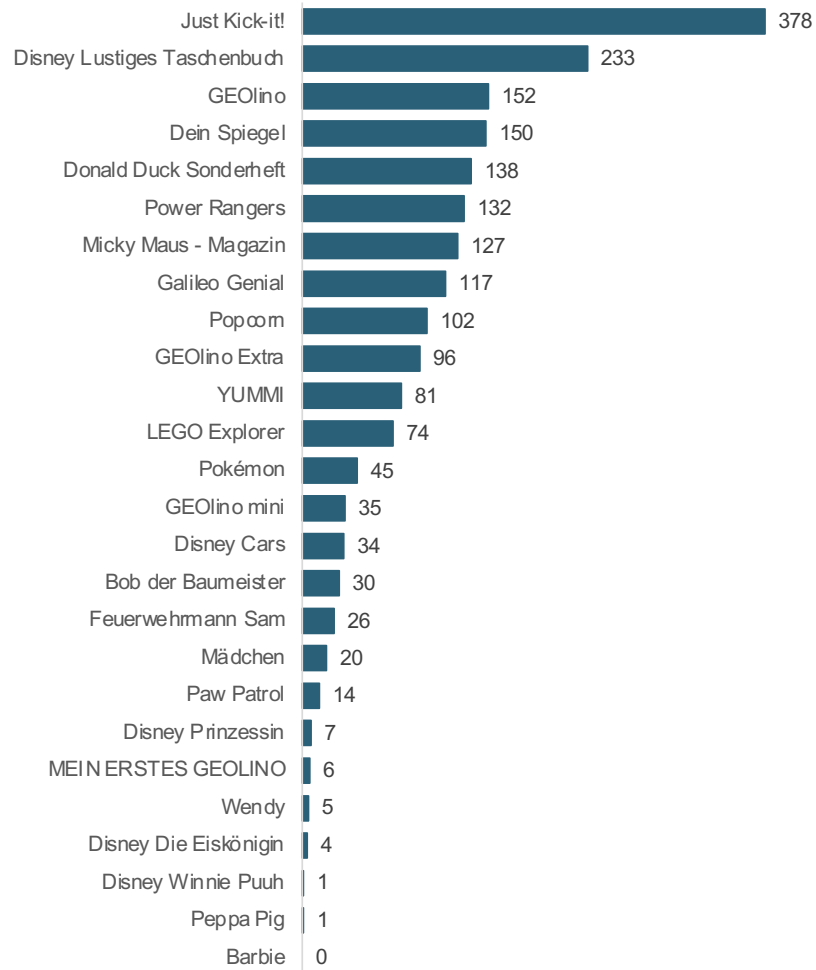
Basis: 1.45 million girls aged 10-13. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES
REACH

BOYS 10 TO 13 YEARS

26 MAGZINES

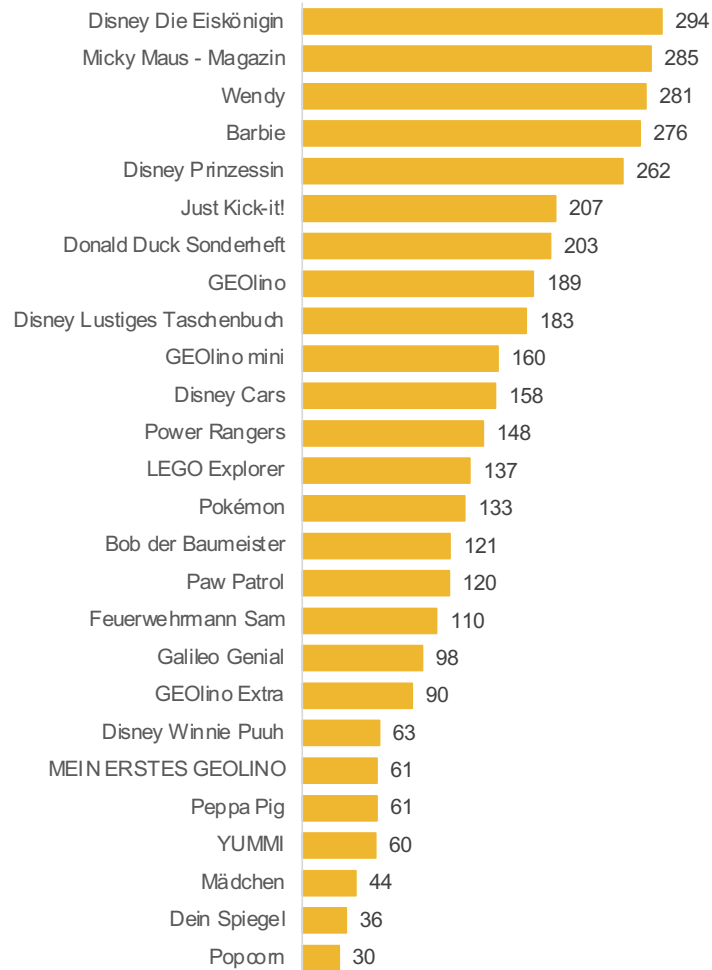


Basis: 1.54 million boys aged 10-13. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES
REACH

TOTAL 6 TO 9 YEARS
26 MAGAZINES

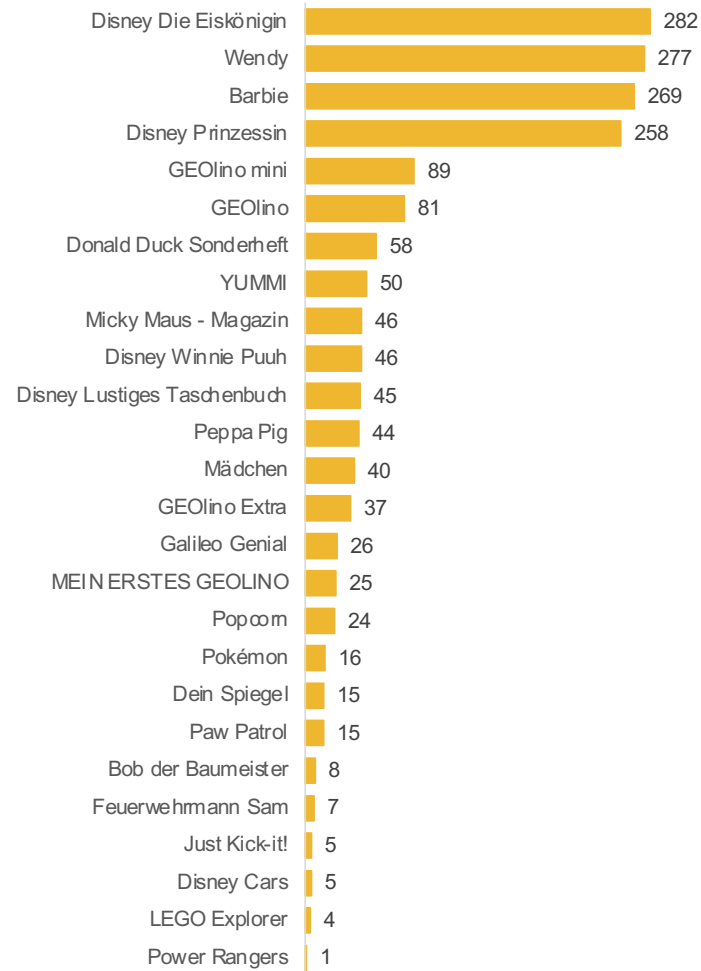


Basis: 3.07 million girls and boys aged 6-9. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES
REACH

GIRLS 6 TO 9 YEARS
26 MAGZINES

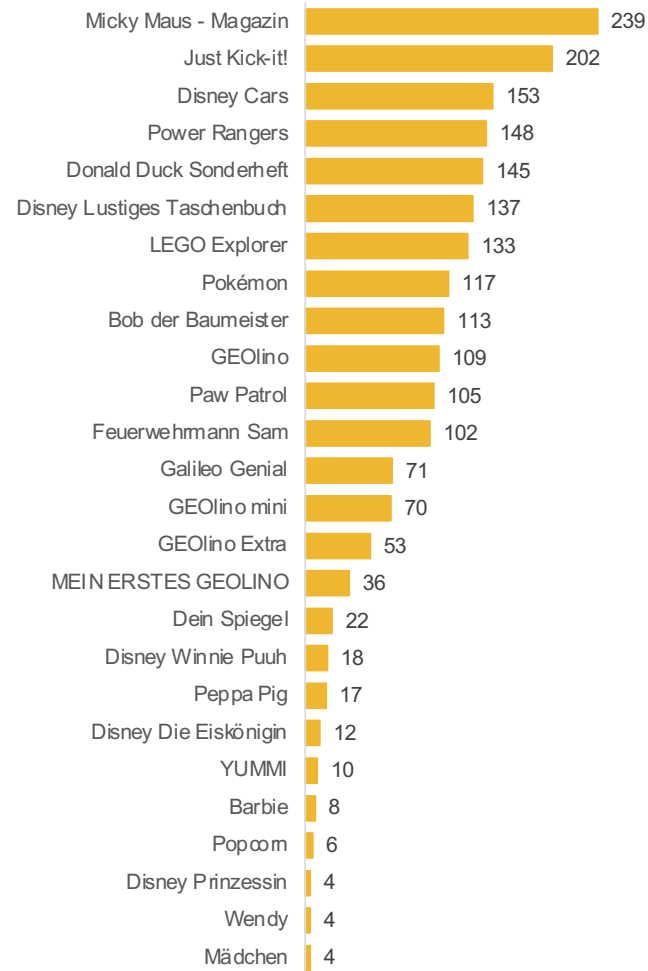


Basis: 1.49 million girls aged 6-9. Figures in thousands of children's responses.



CHILDREN'S MAGAZINES REACH

BOYS 6 TO 9 YEARS 26 MAGZINES

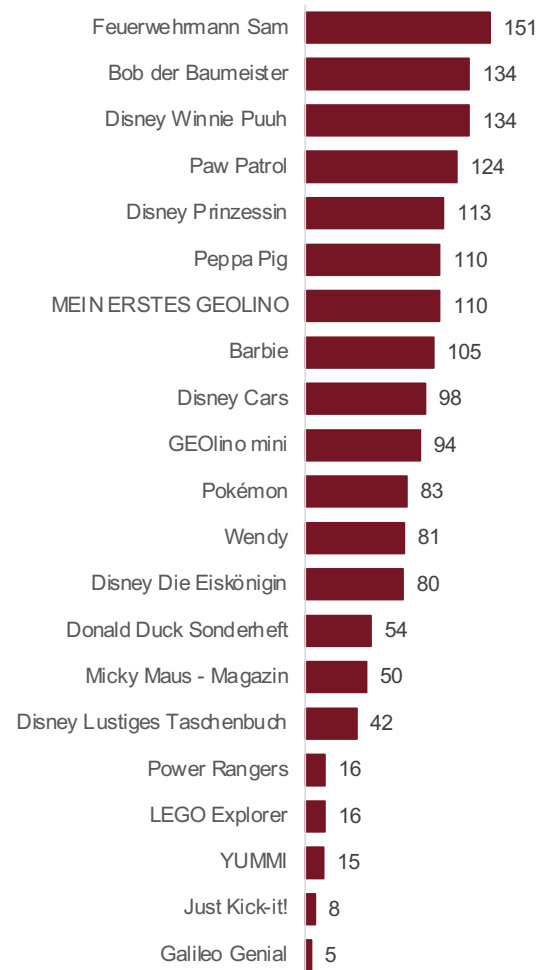


Basis: 1.58 million boys aged 6-9. Figures in thousands of children's responses.



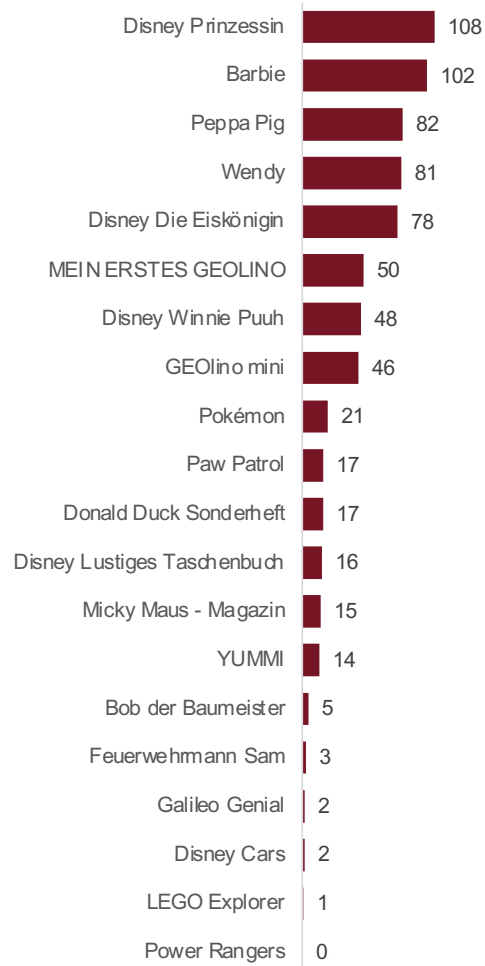
CHILDREN'S MAGAZINES
REACH

TOTAL 4 TO 5 YEARS
21 MAGZINES



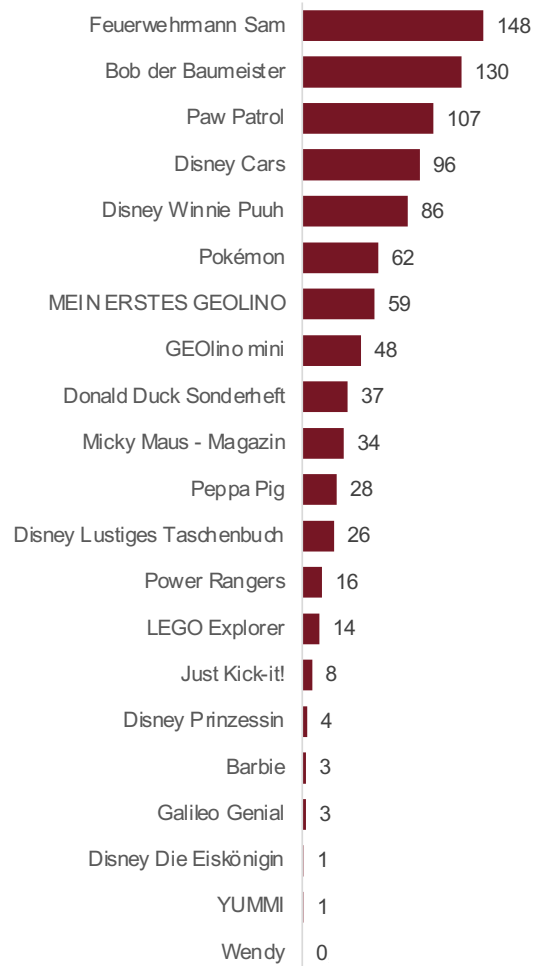
Basis: 1.63 million girls and boys aged 4-5. Figures in thousands of responses from parents.

GIRLS 4 TO 5 YEARS
 21 MAGZINES



Base: 0.79 million girls 4-5 years. Figures in thousands of responses from parents.

BOYS 4 TO 5 YEARS
21 MAGZINES



Base: 0.83 million boys 4-5 years. Figures in thousands of responses from parents.