

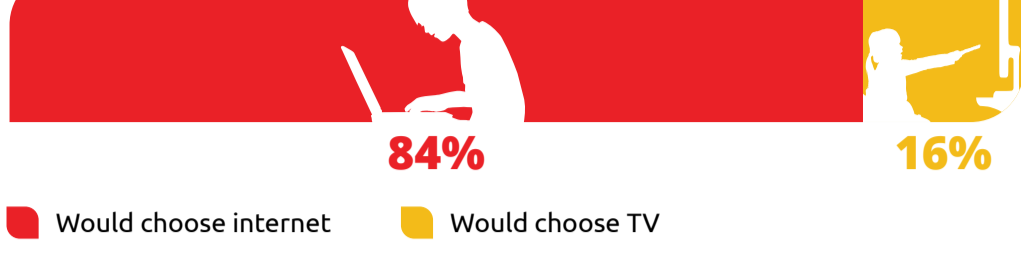
TOTALLY AWESOME

Philippines kids digital insights

DIGITAL SURPASSES TV

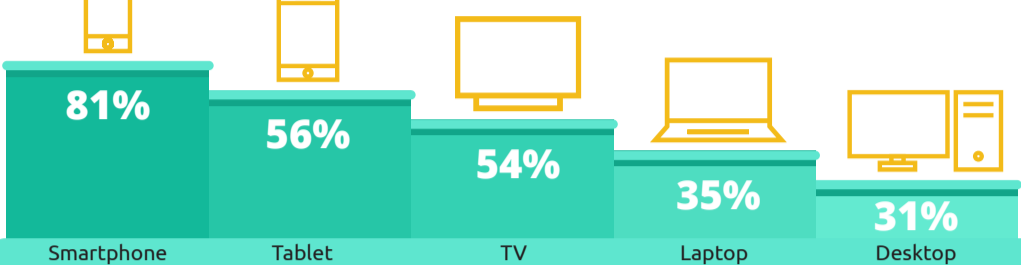


84% of kids would choose internet over TV



Smartphones and tablets are kids' favourite devices

Favourite device, as answered by kids

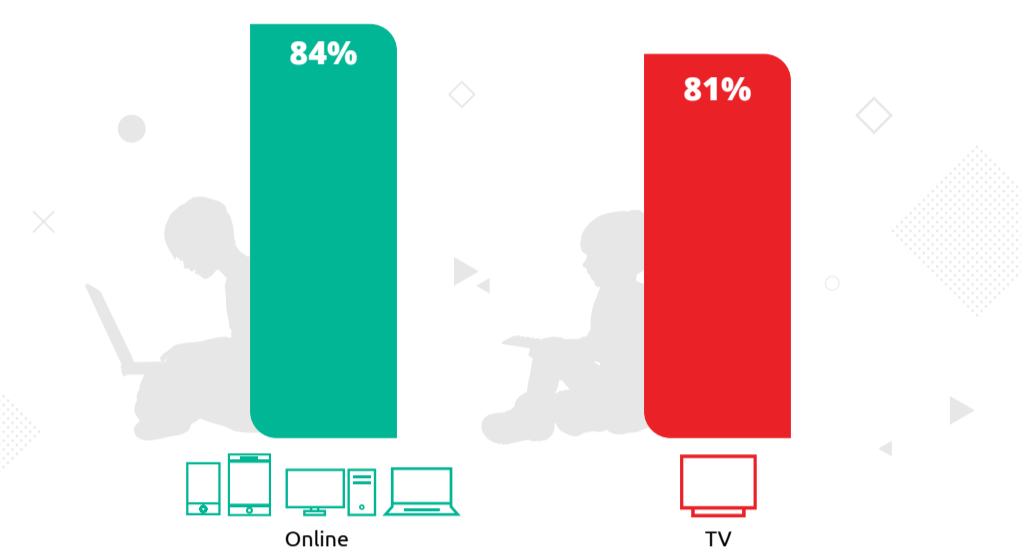


Kids spend over **82 HOURS per month** on internet



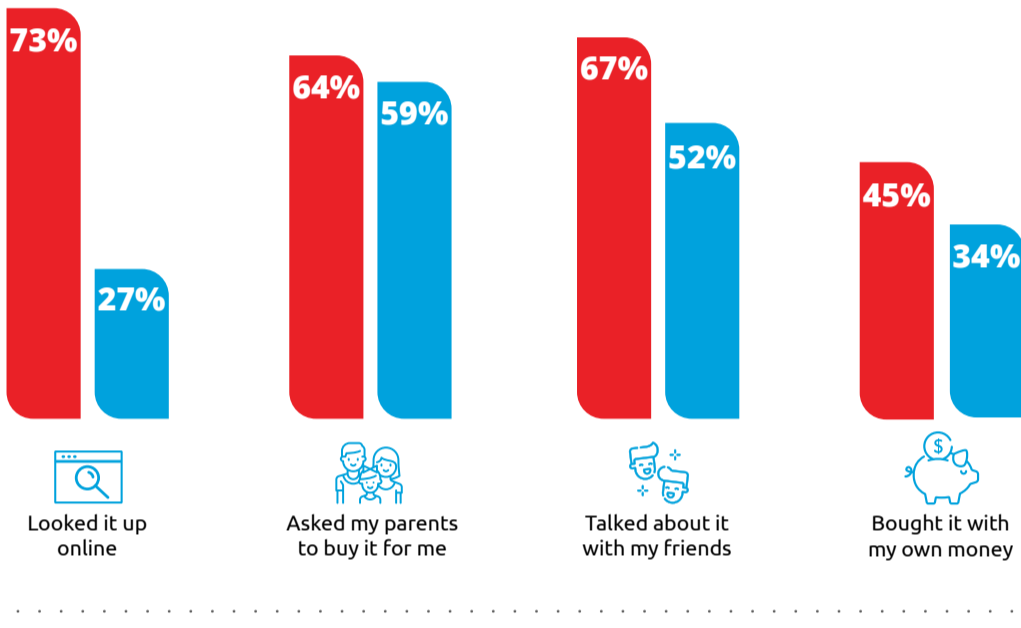
84% of kids watch TV content on digital devices

Where do kids watch TV content?



Digital advertising impact is... above TV advertising

After seeing an online ad (red) vs After seeing a TV ad (blue)

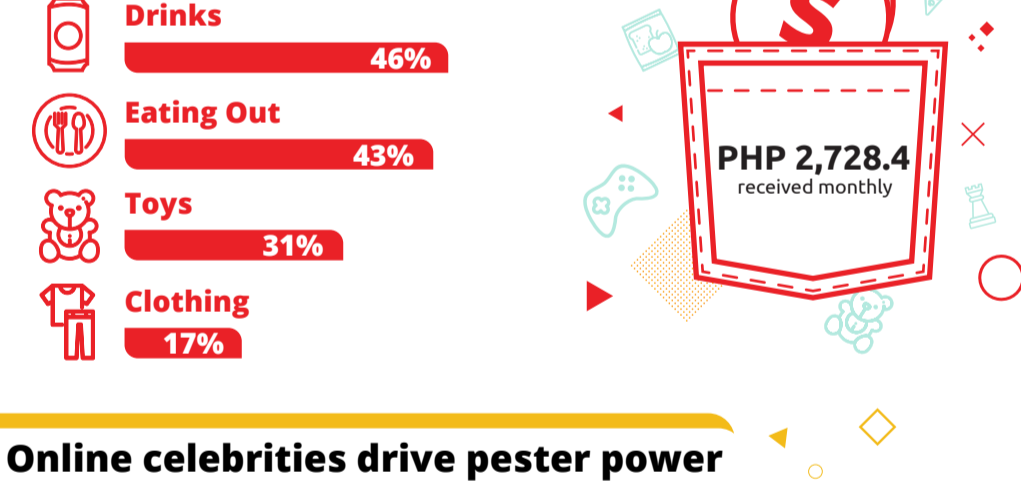


Parents claim their kids have influence over purchase decisions



Kids have considerable spending power

Pocket money: On average kids receive PHP 2,728.4 monthly pocket money. And spend it on...



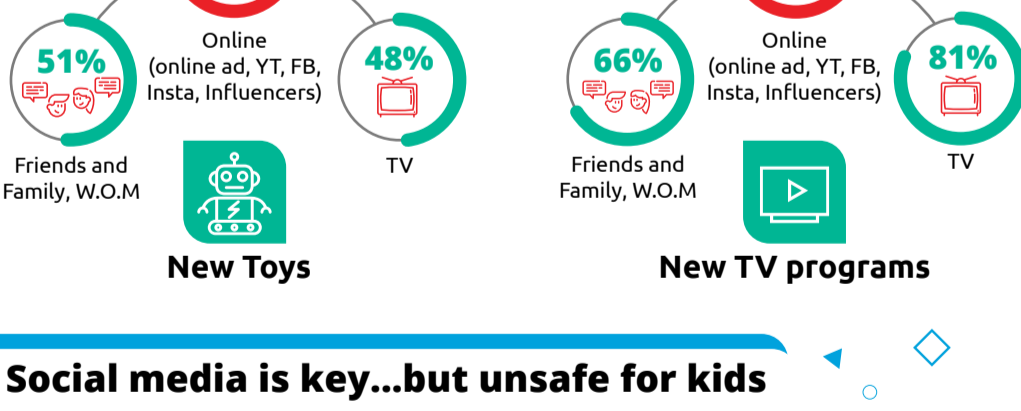
PHP 2,728.4 received monthly

Online celebrities drive pester power



Online is kid's main source of discovery

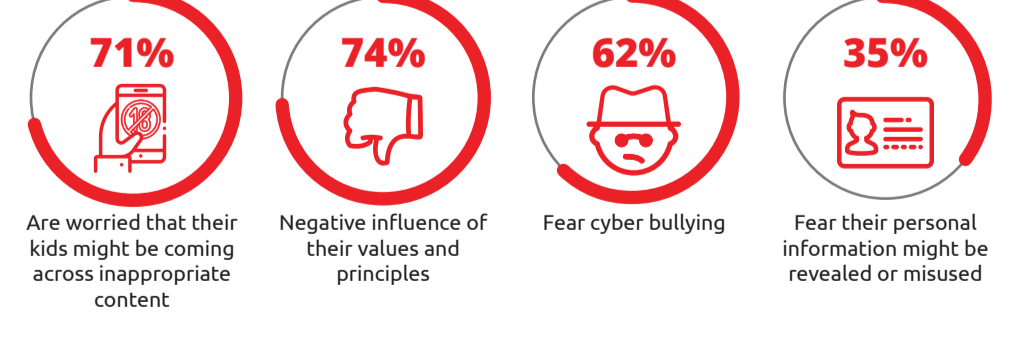
How do you find out about



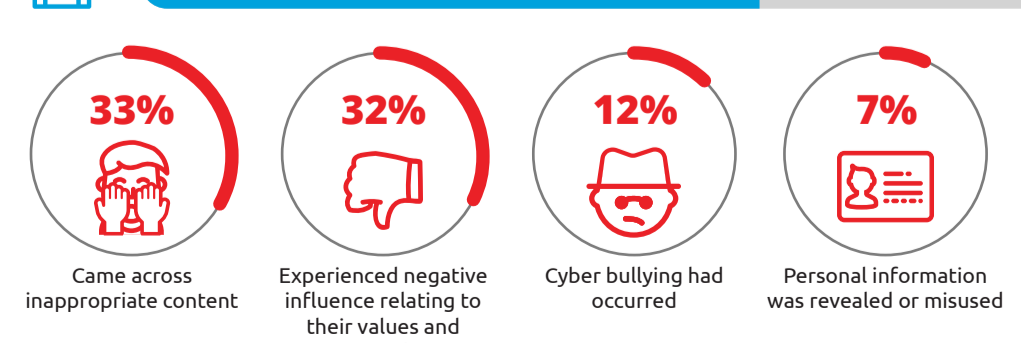
Social media is key...but unsafe for kids

97% of kids claim to use social media platforms

97% of parents worry for their kids safety on social media, of which



70% of parents claimed their kids experienced real issues online, of which



Get the full insights for your market at info@totallyawesome.tv

Source: TotallyAwesome APAC Kids Digital Insight, n= internet users aged 4-16 yo, n= 320; Markets: PH Copyright TotallyAwesome, October 2018

TotallyAwesome, the leading kids digital media company in APAC www.totallyawesome.tv