

KIDS GET MORE MOBILE AS SPENDING POWER TOPS \$1.8 BILLION

- Three-quarters use apps at least once a week
- Average pocket money rises 27% to \$14 a week
- TV is the number one media for kids

SYDNEY, AUSTRALIA (27 April 2015) – Aussie kids have greater online access through mobile and tablet devices than ever before, but television remains the most popular media for kids who now have an annual spending power of \$1.8 billion, *Cartoon Network's* leading research study *New Generations* has revealed.

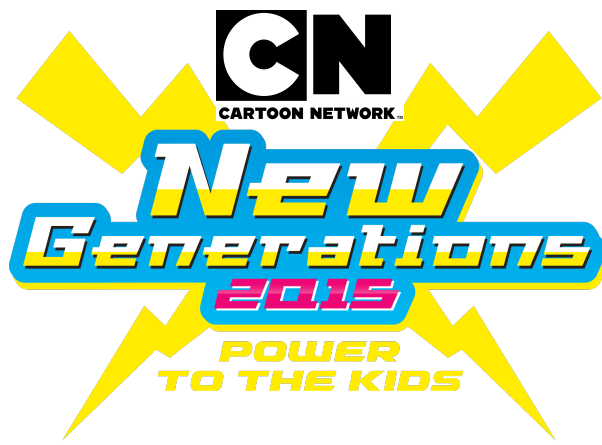
Now in its 11th year, *Cartoon Network New Generations*, which analyses the media habits and spending power of Australia's youngest consumers, has shown that kids are increasingly taking control when it comes to how they access the internet. Among internet users, almost a third (31%) of 4 to 14-year-olds go online using a tablet device and two in 10 do so via mobile phones - with 14% now owning a smartphone - up 8% from 2013 when the last study was undertaken.

Playing games is still the most popular online leisure activity for kids, followed by watching videos with average daily viewing times rocketing to 24 minutes, up by 33% from 2013. Apps continue to dominate tablet use, with 41% of kids accessing them at least once a day and 75% using them a minimum of once a week.

"As tablet and mobile devices continue to proliferate homes, the way kids access entertainment and games continues to evolve," said David Webb, Director of Research and Planning at Turner International Asia Pacific. "We've seen a significant shift in the amount of time spent watching online videos because of this, but playing games and the use of apps is still how kids choose to spend the majority of their online leisure time and there's no indication that this trend will change."

While digital media consumption is strong, television remains the dominant entertainment and information source for kids, with 85% watching the larger screen in the past month. It is also the preferred way for kids to learn about things that interest them in including toys, games, movies and technology. And kids are continuing to watch TV alongside their parents with seven in 10 regularly viewing movies, cartoons and comedy programs with their children in the last week.

"Television is the number one media for kids. Outside of their friendship group it is the most important media when it comes to how they find out about new things that appeal to them. This, coupled with the fact that the majority of kids spend time co-viewing with the household purchasing decision maker every week, means TV is still the most effective advertising medium for reaching this important audience," said Mr Webb.



Parents also say they are open to their children receiving advertising messages with almost seven in 10 saying it is a useful way to introduce new products and encourages them to try new things.

The *Cartoon Network New Generations* report which evaluated more than 1,000 responses from child and parent pairs, also found the annual spending power of kids has topped \$1.8 billion with the average pocket money received by kids jumping to \$14 a week, up from \$11 in 2013. Kids from subscription television homes are even more affluent with an annual income of \$742 compared to \$436 for those in Free-to-air only homes.

While their personal incomes rise, kids are also influencing their parents purchasing decisions across a range of categories including most notably food, toiletries, clothes, toys, books and weekend activities with 94% influencing the birthday gifts they receive where bikes, iPads and Lego top the list of most expensive presents. Meanwhile seven in 10 parents say their child influences decisions on what type of family holiday to take.

“Australia’s youngest consumers are avid users of television and digital media. With \$1.8 billion in spending power and significant purchasing influence over parents they can’t afford to be ignored.”

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For media enquiries, please contact:

eckfactor
+61 2 8570 5555
info@eckfactor.com

About New Generations

New Generations is Cartoon Network’s pioneering and patented kids’ survey to better understand Australian kids’ lifestyle – their values, aspirations, media habits, consumption, pocket money, opinions, preferences and parental influence. Celebrating its 11th edition in Australia, the long established and respected research has interviewed nearly 20,000 child and parent pairs since inception.

About Cartoon Network in Australia and New Zealand

Cartoon Network offers the best in original animated entertainment while also drawing from the world’s most iconic cartoon library of Warner Bros., MGM and Hanna-Barbera titles. Original series showcased on Cartoon Network include the multi-award-winning comedies *Uncle Grandpa*, *Clarence*, *Regular Show*, *The Amazing World of Gumball* and *Adventure Time*, as well as global franchise hit *Ben 10*. Cartoon Network is seen by 2.3 million households in Australia via Channel 713 on Foxtel, and to almost 800,000 households in New Zealand on Sky TV’s Channel 102.

Cartoon Network manages CartoonNetwork.com.au, a dedicated YouTube channel and a popular Facebook page. Catch-up and live content is also available in Australia via the Foxtel GO mobile app and the IPTV platform Foxtel Play, accessible via Telstra T-Box, Microsoft Xbox, Samsung Connected TV, Blu-ray, Home Theatres and Sony PlayStation systems. Selected video content and games can also be accessed using iTunes and the Cartoon Network Watch and Play app. In New Zealand, SKY GO offers live and catch-up content online.

In both Australia and New Zealand, Cartoon Network is owned and operated by Turner Broadcasting System Asia Pacific, Inc., a Time Warner company. Turner Broadcasting System Asia Pacific, Inc. is the parent company of local affiliate Turner International Australia Pty Ltd.

About Turner Broadcasting System Asia Pacific

Turner Broadcasting System Asia Pacific, Inc. creates and distributes award-winning brands throughout Asia Pacific. In the region, Turner runs 49 channels in 13 languages in 38 countries, including CNN International, CNNj, CNN, HLN, Cartoon Network, Adult Swim, Boomerang, POGO, Toonami, World Heritage Channel, Warner TV, Oh!K, Turner Classic Movies, truTV, WB, MondoTV, TABI Channel and HBO in South Asia. Turner also manages distribution for HBO Defined and HBO Hits in India. Turner is a Time Warner company.

