Youtube and children

1. **YouTube has known for many years that children were on its platform, including helping generate significant search engine revenues for YT.**

2016: **“**In total, 42 of YouTube’s 100 biggest channels that month were aimed at children, generating 10.3bn video views.” https://www.theguardian.com/technology/2016/apr/28/children-toys-unboxing-channels-youtube-real-stars

2015: “From childhood through high school, YouTube serves as kids’ go-to resource for everything, she said. They love watching products being unboxed, enjoy tuning into videos made by their peers and even use the service for homework help…. YouTube ranks as the most-used smartphone app, favorite app and top website for both tween boys and girls ages 8 through 11, according to KidSay’s trend-tracker, which surveys 1,000 kids five times per year. And when asked to pick how they would watch shows if only allowed a single choice, 30 percent of pre-teen boys opted for YouTube, slightly edging out all other options, including regular TV and other streaming services…” <https://www.sandiegouniontribune.com/business/technology/sdut-kids-tv-youtube-netflix-smartphones-2015nov30-htmlstory.html>

2015: “Wynne Tyree, founder and president of Smarty Pants, a full-service youth and family research and strategy firm based in Jonesborough, Tennessee, agrees. Her firm’s research bears out Teague’s hypothesis and also concludes that YouTube has been the most successful digital platform in catering to kids’ increasingly hectic schedules. “Kids are using YouTube to fill their every free moment,” she says. “It’s fast and easy and doesn’t demand a lot of time that they don’t have. If you want to know how pervasive it is, listen to kids. They don’t say, ‘Just Google it,’ they say, ‘Just YouTube it.’” According to Smarty Pants’ Young Love: Clicks, Taps, and Swipes Report, the firm’s annual investigation into US kids’ digital behavior, 66% of children with internet access visit YouTube daily. For core kids age six to eight, that number jumps up to 72%.” <http://kidscreen.com/2015/04/08/a-short-form-revolution/>

2015: “I think there is no question that YouTube is, if not the first, then one of the first destinations for kids in terms of their entertainment choices,” notes Birk Rawlings, head of DreamWorksTV. “YouTube is a great place to aggregate eyeballs and introduce content and characters to the audience we’re trying to reach. “The truth is, it’s where our audience lives more than anywhere else…9 Story Media Group digital…has 24 channels on YouTube, broken down by brand and language…with YouTube, you get real-time data…YouTube now touches every aspect of the industry. Its influence is even being felt at retail. “YouTube is so integral in building global brands, and it has so many different dimensions as to how it touches our business, from both the trade and consumer perspective,” says Richard Goldsmith, EVP of global distribution and international consumer products at The Jim Henson Company.

Henson runs two YouTube channels—The Jim Henson Company (home to all of its content, including sci-fi and fantasy and videos about the company itself) and Jim Henson Family TV (which features all of its family-friendly content). There, viewers can take in full episodes, playlists and much more, with shows like *Sid the Science Kid, Fraggle Rock, Pajanimals, The Wubbulous World of Dr. Seuss* and many others…,Goldsmith says the company looks at YouTube as a partner like any other TV network, and talks to its execs during the early stages of any big project. http://kidscreen.com/2015/10/27/youtube-u-lessons-in-the-world-of-kids-content/

2014: “In the brand-new TV Network Report, Smarty Pants notes YouTube is the second-highest rated “network” in terms of Kidfinity™—a proprietary measure of kids’ brand awareness, popularity and love for a brand—falling just behind Nickelodeon and surpassing Disney Channel. YouTube is often kids’ first stop for streaming video. Kids have come to trust that they’ll always find something fun and interesting – not only does it have cool and silly videos featuring kids just like them, it also has clips and episodes of their favorite shows and music videos from their favorite artists. The site holds endless possibilities because there is always something new to discover and explore.”

<http://kidscreen.com/2014/02/20/the-impact-of-netflix-youtube-and-hulu-on-us-kids-viewing-habits/>

2014: “The takeaway is two-fold: first, there is absolutely a huge market for kids content (especially internationally) on YouTube. Second, the kids seem to already be tuning in and we already have a pretty good idea of what that early content will look like. We can’t wait for Children’s YouTube to be unveiled!” Data as of 12/8/14 <https://tubularlabs.com/blog/what-youtube-looks-like-for-kids/>

2014: PBS Digital Studios announced at its first NewFronts presentation yesterday that four new series will be joining its lineup of popular originals, and among them is the children’s series *Pancake Mountain. Pancake Mountain*,a reboot of the cult-favorite musical variety show for kids…”http://kidscreen.com/2014/05/05/monster-news-pemberley-to-produce-pbs-digitals-first-scripted-series/

2014 job posting: <https://www.vox.com/2014/10/6/11631642/youtube-wants-its-own-kids-shows-too>

2009: <https://www.nytimes.com/2009/12/26/technology/internet/26kidsearch.html>

1. **Leading industry children’s market research has named YouTube the leading brand for children for many years. Was no. 7 in 2015).**

# 2016: YouTube Now The #1 Brand Among U.S. Kids 6-12: <https://www.prnewswire.com/news-releases/youtube-now-the-1-brand-among-us-kids-6-12-300317418.html>

# 2017: <https://www.prnewswire.com/news-releases/smarty-pants-report-finds-youtube-is-kids-most-loved-brand-300502382.html>

# 2018: https://twitter.com/AskSmartyPants/status/1012436085861994497/photo/1

# 2019: https://www.tulsaworld.com/smarty-pants-study-finds-youtube-is-brand-among-u-s/article\_94dfeb9b-8423-534b-b117-6e2fe77fb947.html

# see methodology, products analyzed: <https://spark.adobe.com/page/FvoAAICF7xuQ5/>; <https://www.asksmartypants.com/syndicated-products>

**UK media regulator OFCOM shows YT impact on children:** <https://www.theguardian.com/technology/2014/oct/07/youtube-makes-its-move-into-childrens-tv-heres-why>

**2019: Kidscreen report on social media sites and kids research: “**Unsurprisingly, YouTube was the most popular social media platform (83%), followed by YouTube Kids (45%), and WhatsApp (38%). Facebook comes in fourth (35%)… For older kids, eight to 16,YouTube still reigns in popularity (87%), but surprisingly WhatsApp followed in second, outstripping Facebook and Instagram, with just over half of kids listing it as their most used. Meanwhile, younger kids are really only on YouTube (80%) and YouTube Kids (59%), the next closest platform is Snapchat at only 20%.

However, usage doesn’t necessarily mean kids have signed up for their own accounts (which makes sense, since most of these platforms don’t allow children under 13 to have their own personal accounts). The platform with the most child accounts ages zero to seven is YouTube Kids at 16%, while a majority of eight to 16 year olds have YouTube (87%), WhatsApp (47%), Instagram and Facebook (both 42%) accounts.” <http://kidscreen.com/2019/04/04/the-surprising-social-sites-where-kids-spend-their-time/>

*“Kidscreen’s* deep dive into the *Social Media, Television and Children* study… YouTube continues to dominate how kids spend their time online and what content they watch, with 83% of kids saying they watch the Google-owned platform for an average of one hour and 25 minutes per day during the week and one hour and 49 minutes on weekends, according to new research from the University of Sheffield, Dubit and BBC Children’s…. just over half of children (58%) always find something to watch on their own, while 35% sometimes find it on their own. Only 7% of kids reported never finding their own content, a number that decreases as kids get older (only 1% of kids over eight discover content without parental help).

When it comes to how they find that content, 60% of kids use the search bar and 43% use the “suggested videos” function on YouTube. They also find content by browsing channels (39%), using “history” (35%) or “popular” suggestions (30%).”

http://kidscreen.com/2019/04/03/breaking-down-the-whos-whats-and-hows-of-youtube/

# YouTube is the leading platform for child-directed programming from the major global kids TV/video producers. Google knows how its platform drives VC and other media industry investment, programming, distribution, licensing and advertising deals, etc. It has been in early on deals, etc.

**Corus Entertainment (Nelvana),**  “a world-leading international producer and distributor of children’s animated and live-action content” has numerous shows on YouTube worldwide… The company has already earned two Gold Play Buttons from YouTube, as recognition of its most popular channels, for its Treehouse Direct Español and Treehouse Direct Brasil channels, which have over 1 million subscribers each.” <https://www.corusent.com/news/nelvana-2/>; see YouTube awards for Gold, etc: https://www.youtube.com/intl/en-GB/creators/awards/

**Pocket.watch announced the franchise launch plan for HobbyKids Adventures, the studio’s latest creator franchise based on the YouTube family,**[**HobbyKidsTV**](https://www.youtube.com/user/HobbyKidsTV)**.** <http://kidscreen.com/2019/05/22/pocket-watch-expands-hobbykidstv-brand-with-cp/>

“**WildBrain is** an industry leader in the management and creation of preschool and children’s entertainment content on platforms such as YouTube, Amazon Video Direct and ROKU. WildBrain’s branded YouTube network is one of the largest of its kind, featuring more than 225,000 videos for over 650 kids’ brands in over 20 languages. One in three kids worldwide with access to YouTube watch video content on the WildBrain network\*, which has over 109 million subscribers, and generated over 166 billion minutes of watch time across 33 billion views from July 2018 through June 2019.” https://www.dhxmedia.com/wildbrain/

**2018--“Disney and Google expand strategic relationship:** With this new relationship, Disney will bring its entire global digital video and display business onto Google Ad Manager, which will serve as its core ad technology platform.  That means that Google will now power advertising for Disney’s unmatched collection of brands and properties—including Disney, ABC, ESPN, Marvel, Pixar and Star Wars—across multiple channels, including live streaming and direct-to-consumer content offerings. Disney will be able to serve video ads effortlessly on the web, in mobile apps, streaming through connected TVs and for live events.” <https://www.blog.google/products/admanager/disney-and-google-strategic-relationship>

**Moonbug has** “brought in US$145 million in a Series A equity financing round led by merchant bank The Raine Group with Felix Capital, Fertitta Capital and others. It plans to use the money to develop and distribute safe but fun content for kids, following its recent IP acquisition of popular digital property Little Baby Bum. Moonbug wants to acquire more kids media properties that it can create, grow and distribute to build essential life skills for children. The Little Baby Bum IP is available on YouTube, Amazon and Netflix, and has generated more than 23 billion global views.” http://kidscreen.com/2018/12/19/little-baby-bum-owner-raises-us145-million/

“One of YouTube’s most popular brands has been bought by a trio of entertainment-industry veterans with ties to Disney and the Teletubbies…Little Baby Bum — YouTube’s ninth most watched channel and a savior of harassed, time-poor parents worldwide — has been bought by an agency called Moonbug, which may use the channel to pursue other YouTube-based companies…Little Baby Bum’s 54-minute compilation of nursery rhymes is the 20th most popular video in YouTube history, with 2.1 billion views….Moonbug was started by investor and former Walt Disney Co. employee Rene Rechtman, and by Alfred Chubb and John Robson of WildBrain, a division of Canada’s DHX Media that controls famous kids’ brands including Ben 10, Popeye and the Teletubbies.” <https://www.latimes.com/business/la-fi-ct-youtube-moonbug-20180914-story.html>

Global digital content distributor **Kedoo Entertainment** is jumping into the original content business with the launch of Kedoo Originals, a new programming drive that will see the company focus on acquiring, developing, co-producing and distributing children’s animated programs… provide content to digital platforms including Netflix, Amazon, YouTube, Roku, Yandex, and Dailymotion. http://kidscreen.com/2018/11/28/kedoo-invests-in-original-kids-content/

Indian YouTube creator **ChuChu TV** has inked a global toy partnership with Australia’s Moose Toys for a range of playthings based on popular characters from its 10 [YouTube channels](https://www.youtube.com/user/TheChuChuTV). http://kidscreen.com/2018/10/09/chuchu-tv-taps-moose-toys-as-global-toy-partner/

**New data from California’s Tubular Labs shows that Ryan ToysReview once again retained the top position as the leading overall creator in the global kids space**, with 876 million views on YouTube in April. The toy-review platform also led the category [in March](http://kidscreen.com/2018/04/18/ryan-toysreview-leads-kids-social-views-once-again/) (with 858 million views) and [in February](http://kidscreen.com/2018/03/21/ryan-toysreview-led-kids-social-views-in-february/) (with 898 million views).ABCkidTV – Nursery Rhymes boasted 589 million views on YouTube last month, followed by El Reino Infantil with 451 million views. CKN Toys, meanwhile, had 394 million views and ChuChu TV Nursery Rhymes & Kids Songs clocked in at 392 million views. The top 10 was rounded out by ToyPudding TV (381 million), Doggy Doggy Play Doh Cartoons (380 million), POPS Kids (361 million), Super Simple Songs (297 million) and Pinkfong! Kids’ Songs & Stories (284 million). http://kidscreen.com/2018/05/22/ryan-toysreview-continues-to-lead-kids-social-views/

**2013**: On-demand kids entertainment network Kabillion is heading further into YouTube territory courtesy of Maker Studios – an indie network on the video-sharing site that has accumulated more than 10,000 channels and 165 million content subscribers.

<http://kidscreen.com/2013/04/15/kabillion-goes-for-more-numbers-on-youtube/>

2013: YouTube launched a paid programming attempt that featured kids channels, inc. Sesame Street. It subsequently dropped this attempt in 2017: http://kidscreen.com/2013/05/10/five-kids-content-companies-among-first-paid-youtube-channels/

And the recent Pew research report noted that “children’s content—and content featuring children—makes up YouTube’s highest-viewed videos…” <http://kidscreen.com/2019/07/26/want-to-draw-in-youtube-views-cast-an-actual-kid-in-your-video/>

Google Promotes Hasbro YT directed marketing strategies, case study: https://www.thinkwithgoogle.com/advertising-channels/video/youtube-content-strategy-hasbro-hanazuki/

1. **Google has recognized the importance of children on YouTube as “influencers,” and has also acquired an influencer company to incorporate into its YouTube marketing sales.**

* 2019 Insights Kids research: “Eight in 10 kids would tune into a TV show or movie it features a YouTuber or Instagrammer they know…77% of kids trusted YouTubers’ recommendations over traditional commercials. More than half (53%) of kids have tried, bought, or asked their parents for toys because they saw it on Instagram or YouTube…The study looked at kids ages five to 12, and asked them how often they engaged with a variety of topics (including shows, movies, video games and toys), before diving into what trends Instagram and YouTube drove for that age set. The team spoke with 1,200 US parents of kids ages two to 16 and 1,200 kids ages five to 16 before breaking them into these data sets. Among that group of five- to 12-year-olds, 97% say they have used YouTube, and 52% of that group have an account on at least one major social media platform (YouTube, Instagram, Snapchat, Facebook and Twitter). For kids 11 to 12, that number increases to 73%, while 25% of preschoolers have their own account.” <http://kidscreen.com/2019/03/22/majority-of-kids-want-shows-with-youtubers/>; Insight client’s include leading child-directed content providers, inc. Disney, Nickelodeon, fast food companies: <https://insightstrategygroup.com/clients>
* Google acquires influencer company in 2016 and folds it into its YouTube marketing infrastructure: https://www.tubefilter.com/2016/10/11/google-acquisition-influencer-marketing-platform-famebit/
* See Famebit by YouTube platform: https://famebit.com/
* Google has released new data from its Shopping Insights research showing that toys featured prominently in YouTube videos are the most searched-for playthings this holiday season. Among the top-trending toys are three L.O.L. Surprise! toy sets—Pearl Surprise, Bigger Surprise and Pet Series 3—featured on [MGA’s YouTube channel](https://www.youtube.com/channel/UCo2rby93CZTX-rg7aBtG11Q) for the line that has 800,000 subscribers and 260 million views. <http://kidscreen.com/2018/12/11/youtube-influences-googles-top-holiday-toys/>
* 2017: According to a report by [Bloomberg Businessweek](https://www.bloomberg.com/news/articles/2017-10-18/toymakers-curry-favor-with-precocious-youtube-influencers), some of the most influential YouTube stars today are aged around 12 years old and below. Channels such as [KidToyTesters](https://www.youtube.com/user/KidToyTesters" \o "KidToyTesters - YouTube" \t "_blank) have shot to fame due to the fun, familiar atmosphere their videos project, which has helped the family of five siblings gain clout as a major force of cultural influence. Major toymakers such as Mattel Inc., Hasbro Inc. and MGA Entertainment Inc. are now turning to these pint-sized stars to help create content and market their latest products. <https://techwireasia.com/2017/10/kid-influencers-youtube-helping-toy-companies-boost-sales/>
* “ toy reviews and unboxings are one of the biggest genres on [YouTube](https://www.theguardian.com/technology/youtube). Twenty of the top 100 channels are focused on toys: Disney Car Toys Club, Fun Toyz Collector, Toy Monster, Toys and Funny Kids Surprise Eggs, CookieSwirlC, Blu Toys, Hobby Kids TV and Disney Car [Toys](https://www.theguardian.com/lifeandstyle/toys) all join Ryan in the top 50. Between them, these 20 channels racked up 4.7bn video views in March alone, capitalising on the massive amount of children flocking to YouTube.” <https://www.theguardian.com/technology/2016/apr/28/children-toys-unboxing-channels-youtube-real-stars>
* 2015 report on impact of YT child hosts on toy sales: “ A new class of tastemakers is disrupting the world of toy marketing. And the seat of power in the evolving landscape is being filled largely by kids. Handles like EvanTubeHD, KittiesMama and MommyandGracieShow are becoming very familiar to those in the toy industry, after 2014 witnessed the incredible flowering of YouTube as a platform of powerful influence…” http://kidscreen.com/2015/02/09/how-youtube-is-changing-the-face-of-toy-marketing/

1. **Google controls the YouTube platform, which is integrated into the Google Marketing Platform. It creates the data gathering, analytic and advertising platform infrastructure, and is the primary beneficiary of all content placed on the site. It directly sells advertising for the top viewing channels (Google Preferred), and has increasingly focused on promoting more mainstream content on its site. It is a publisher with vast control and should not be primarily considered as merely a UGC service provider.**

YouTube part of overall Google restructuring that further integrated all data collection, analytics, marketing: <https://www.blog.google/products/marketingplatform/360/introducing-google-marketing-platform/>; https://blog.google/products/marketingplatform/360/look-back-2018-google-marketing-platform/

2019: Google launches new set of measurement analytics for ad targeting for YouTube and Google Preferred, called “P Scores.” “The Google Preferred P-Score ranks among the top 5% of channels on YouTube. And the machine-learning algorithm that powers the P-Score is always learning and improving, which helps us more effectively consider not only how popular a channel is and how passionate its fans are, but also allows us to prioritize based on protection (brand suitability), production value and platform.” Google receives all the signals—our data—from its 5 Ps, which it uses to make programming decisions and help its largest advertisers. Google explains that ““since we can access a multitude of proprietary signals that no third parties can…P score is also proprietary”…updated automatically for google preferred.”(the 5Ps are: Popularity, platform, passion, protection, production.) see Google video: <https://www.youtube.com/watch?v=BXfDi-lKf0M>

2019: Expands ways to buy YT ads via its programmatic (behavioral) apparatus. “.More Ease and Relevance with Programmatic Guaranteed for Google Preferred  
To make it even easier to be there in the moment viewers are watching, upfront buyers will soon be able to execute their Google Preferred—and Breakout Videos—buy programmatically through DoubleClick Bid Manager. This means all video campaigns (including TrueView, Google Preferred, and cross-exchange) can be managed in one place.

<https://youtube.googleblog.com/2016/05/highlights-from-tonights-youtube.html>

“Google Marketing Platform brings together DoubleClick Digital Marketing and the Google Analytics 360 Suite to help you plan, buy, measure and optimize digital media and customer experiences in one place. Google Marketing Platform helps you deliver more relevant and effective marketing, while ensuring that you respect your customers’ privacy and give them control over their data. You can use standard tracking ads to view data for your YouTube campaigns alongside the reporting for all of the other inventory you manage. This consolidated view of your media makes it easier to analyze and optimize campaign performance.

Across Google Marketing Platform, you can see:

* **De-duplicated conversion tracking in Display & Video 360**: You're able to measure de-duplicated conversions across TrueView in-stream, bumper, non-skippable, and cross-exchange inventory.
* **Enhanced metrics in Campaign Manager**: Easily track additional data, including standard VAST and Active View metrics. This data is available in Campaign Manager for your Display & Video 360 or Google Ads TrueView in-stream, bumper, and non-skippable buys (including YouTube and Google video partner sites), and YouTube-hosted reservations buys.
* **Attribution data in Campaign Manager**: See how YouTube traffic factors into your viewers' conversion paths. TrueView in-stream, bumper, and non-skippable data is included in Campaign Manager's attribution tools to help you compare different models of assigning credit to your campaigns.

**Data extraction for custom analysis**: TrueView in-stream, bumper, and non-skippable data is available in Campaign Manager Data Transfer files, allowing you to extract raw data and complete custom analyses” <https://support.google.com/displayvideo/answer/7450497?hl=en>

Google decides how to allow 3rd parties to operate within its YT network, whether for measurement, ratings, brand safety services to protect major ad clients. For example:

Nielsen: <https://www.broadcastingcable.com/news/google-gives-nielsen-cross-platform-boost>

Nielsen Catalina (in store CPG sales affect from YT viewing): <https://www.ncsolutions.com/ncs-now-offers-sales-effect-measurement-for-youtube-advertising/>

Google also selects IRI for outside measurement impact on sales for YT: https://marketingland.com/youtube-rolls-out-more-ad-extensions-incremental-lift-measurement-249232

Google selects measurement partners for YT: <https://www.blog.google/products/marketingplatform/360/introducing-measurement-partners/>; <https://www.youtube.com/yt/serviceproviders/measurement/>

Google selects brand safety companies that can assess whether content on YT is approp for brands, relying on dozens of different criteria, subject matter:

Integral Ad Science: <https://integralads.com/news/ias-youtube-brand-safety-suitability-solution-now-available-advertiser/>

Doubleverify: https://www.doubleverify.com/newsroom/doubleverify-launches-brand-safety-and-suitability-verification-across-youtube-extending-quality-coverage-for-global-brands/

Google Preferred/kids

2014: [**Family & Children’s Interests**](http://www.youtube.com/channel/UCcL77v4By3Z5TJWewictQAg/) – “Browse through channels featured in the Family & Children’s Interest Lineup Google Preferred Lineup.” <https://www.tubefilter.com/2014/04/18/youtube-google-preferred-channels-top-1-percent-advertisers/>; <https://www.youtube.com/google-preferred/>

2014: HobbyKidsTV is proud to be in the Top 5% on Google Preferred Family & Children’s YouTube Channels Lineup! http://www.evpee.com/2014/07/04/toy-story3-box-open-battle-play-doh-surprise-golden-egg-batman-and-emmet-steal-spiderman-saves-3/

2016 video on Google Preferred platform: <https://www.thinkwithgoogle.com/products/google-preferred/>

Google special preferred policies for YT ad placement for agencies and brands: https://support.google.com/google-ads/answer/6030919?hl=en

1. **Although Google says users must be 18 and older, Google has commissioned research on YT’s impact on teens, inc. youth of color.**

Research: Google/Ipsos, U.S., “Shopping Tracker,” Online survey, n=3,613 online Americans 13+ who shopped in the past two days, Oct.–Dec. 2017 https://support.google.com/google-ads/answer/9065075?hl=en

2015, teens and moves: https://www.thinkwithgoogle.com/consumer-insights/the-micro-moments-before-showtime/

Google research on YT and teens: <https://www.thinkwithgoogle.com/advertising-channels/video/gen-z-and-youtube/>; <https://www.theverge.com/2017/4/3/15165224/google-guide-to-teens-its-lit-gen-z>

Multicultural youth research: https://www.thinkwithgoogle.com/interactive-report/gen-z-a-look-inside-its-mobile-first-mindset/

7. **Google hires child-directed researchers to work on both YouTube and YouTube Kids**

“As the Research and Insights Measurement Manager, you will support the YouTube and YouTube Kids Marketing teams, serving as a key support for the Research Lead and being responsible for data driven impact of business decisions. In this role, you will extract actionable insights from both behavioral and attitudinal data that will shape the understanding of the YouTube and YouTube Kids user experience, as well as inform and validate strategic direction for Brand, Marketing, and Communications. Know the user. Know the magic. Connect the two…

**Preferred Qualifications**

* Experience in testing marketing creative at various stages of development (e.g., creative strategy identification, concept testing, copy testing).
* Experience in behavioral data analysis and experimental design, connecting behaviors and usage data to attitudes and perceptions.
* Experience running research and measurement programs for brands focused on kids.
* Experience in consumer segmentation.
* Ability to extract, craft, and present narratives using data. Ability to link insights to strategy and translate complex ideas into simple and intuitive communications.

<https://www.linkedin.com/jobs/view/marketing-research-and-insights-manager-youtube-kids-at-youtube-1405965171/>

To conclude, a report on Smarty Pants research, 2016: 2016: It’s common knowledge that kids and parents are [embracing streamed on-demand content](http://kidscreen.com/2015/10/07/parents-appetites-for-svod-services-are-growing-but-not-their-dollars-spent/) more than ever before, but a new study from DHX Media and Canadian market research firm Ipsos shows just how ubiquitous SVOD services—and YouTube, in particular—have become among kids under the age of 12.

According to a September 2016 survey of 2,700 parents in the US, Canada and the UK, 72% of kids’ daily viewing is from streaming services such as YouTube and Netflix, and 52% of households use SVODs as a primary source of kids’ content consumption. The majority of children (61%) prefer to view content on their tablets, while 40% are turning to their smartphones to watch.

In terms of household access, 78% subscribe to an SVOD service (still 6% less than the number of consumers subscribing to a traditional TV service). And among the content providers, YouTube reigns supreme.

The video-sharing site is the most-loved brand among kids and the most popular source of streamed content. The parents surveyed reported that YouTube’s advertising-supported video on demand (AVOD) service was used for 15% of all streaming viewing, and when premium subscription-supported video on demand services are included, YouTube accounts for 24% of all streaming viewing. Netflix followed with 13% of all streaming viewing.

A whopping 86% of parents say YouTube offers child-appropriate advertising. Given this, the study predicts YouTube ad revenue to swell to US$20 billion by 2020—up from US$9 billion last year.

http://kidscreen.com/2016/11/29/study-78-of-under-12s-are-tuning-into-svods/