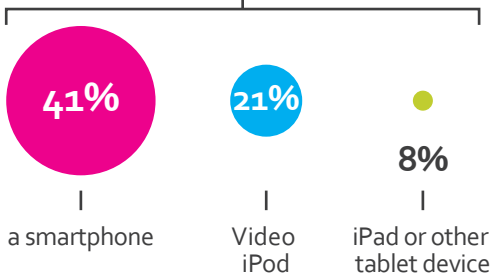


DIGITAL KIDS: USAGE & ATTITUDE



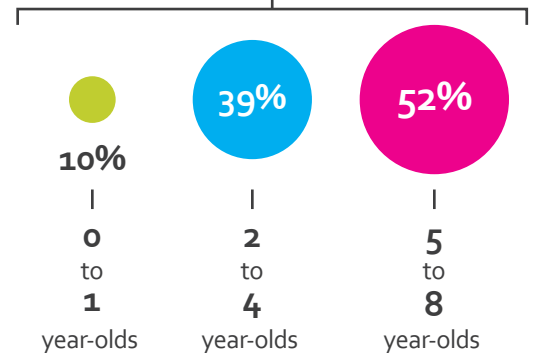
CHILDREN'S MOBILE USAGE

52% of all children have **access** to mobile devices at home:



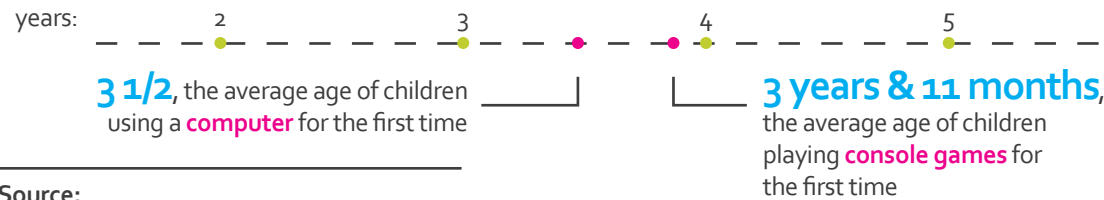
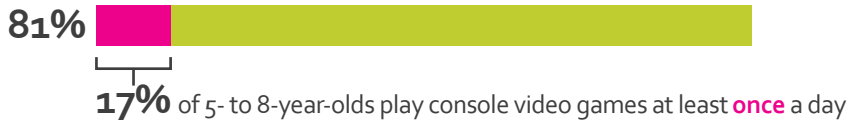
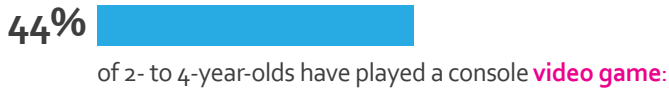
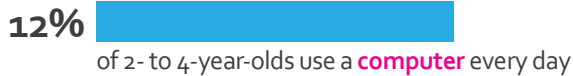
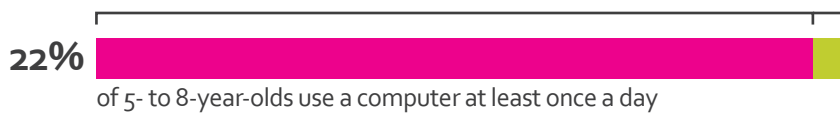
APP GAP
27% of lower-income children have a parent with a smartphone vs. **57%** for higher-income children

38% of children have **used** a mobile device



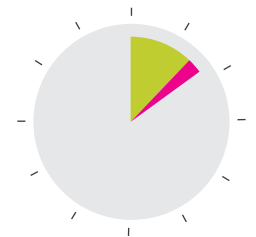
29% of all parents have downloaded "apps"

CHILDREN'S COMPUTER USAGE & VIDEO GAMING



21% of 5- to 8-year-olds who have homework "usually" or "sometimes" have the TV on while they do their homework

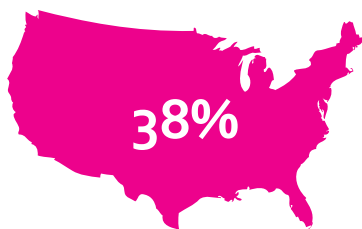
1hr 44mins a day:
 The average amount of time children 0 - 8 years old spend watching television or DVDs



29 minutes a day:
 The average amount of time children 0 - 8 years old spend reading books or having stories read to them

Source:
 Zero to Eight: Children's Media Use in America
 Common Sense Media
 October 25, 2011

MOBILE MANIA



of Americans 2+ years of age are playing some type of freemium game

Source:
 Freemium Game Study, NPD March 2012

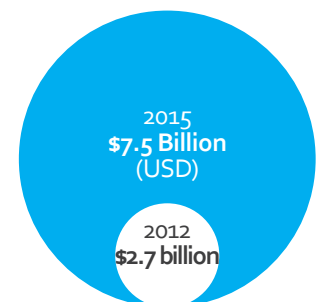


30%

of app gamers made either an in-app purchase or upgraded from a free app to a paid version

Source:
 Mobile Gaming Report, August 2012

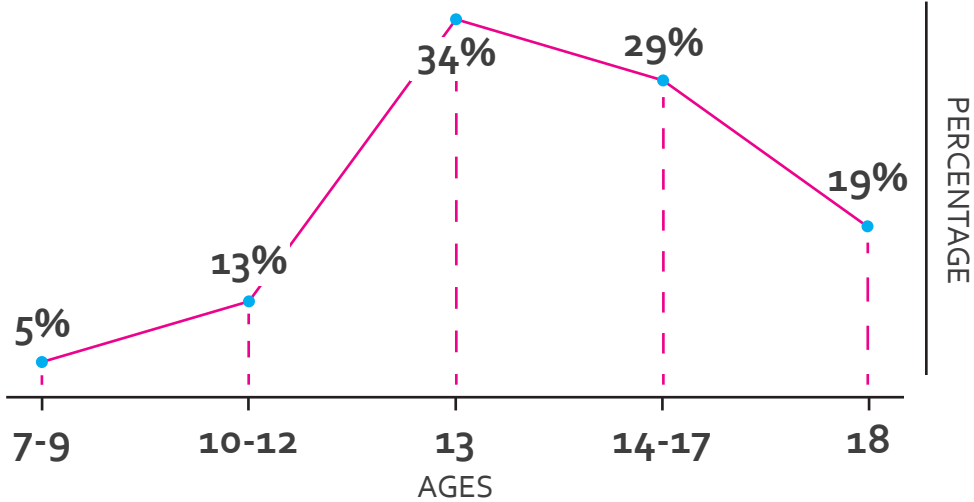
Size of Global Mobile Game Market



Estimated

DIGITAL KIDS: USAGE & ATTITUDE

WHAT'S AN APPROPRIATE AGE FOR KIDS TO GET THEIR OWN FACEBOOK PAGE?

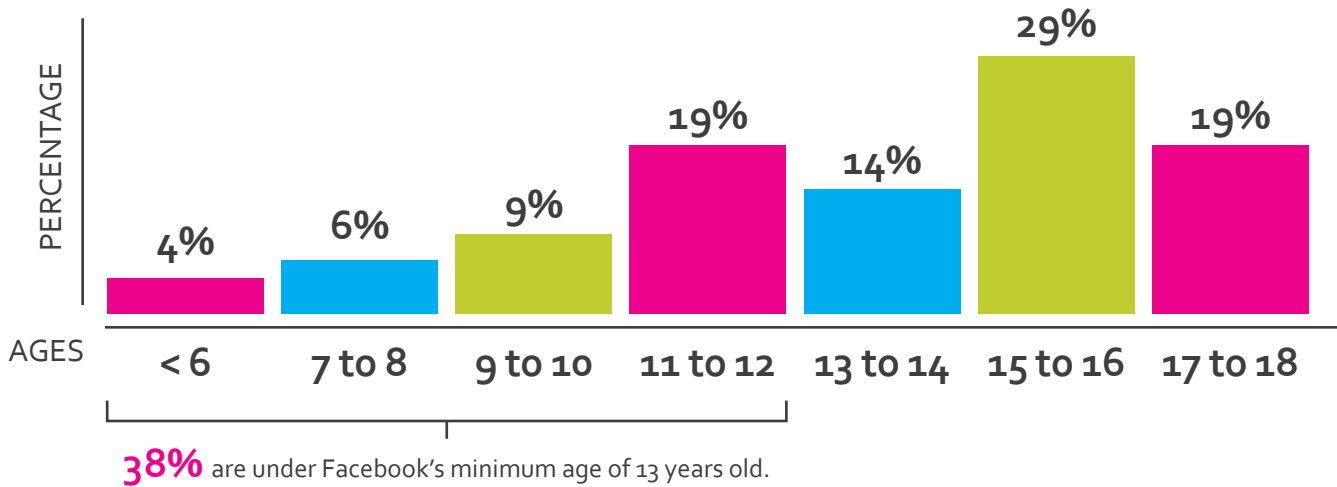


Facebook's current minimum age, **13**, was the most popular choice.

48% of voters picked older options.

Source: SodaHead March 8th 2012, results taken from Sodahead.com total votes: 2094

% OF CHILDREN AND YOUTH USING FACEBOOK



Source: Minor Monitor, April 4th 2012. Results taken from minormonitor.com based on 1000 U.S. based parents with minors (defined as youth under 18) who use Facebook.

HAVE A FACEBOOK PAGE



Source: How Children Relate to Each Other and How They Engage with Digital Content Family Kids and Youth: UK July 2012