

KIDS DEVICES USAGE

Kids are using smartphone since very small ages, being experts in all its functionalities as they grow up.

Tablet ownership starts to increase after kids enter to kindergarten and from middle school they start owning also laptops or personal computers.

¼ of kids aged 4-18 from urban are using a game console.

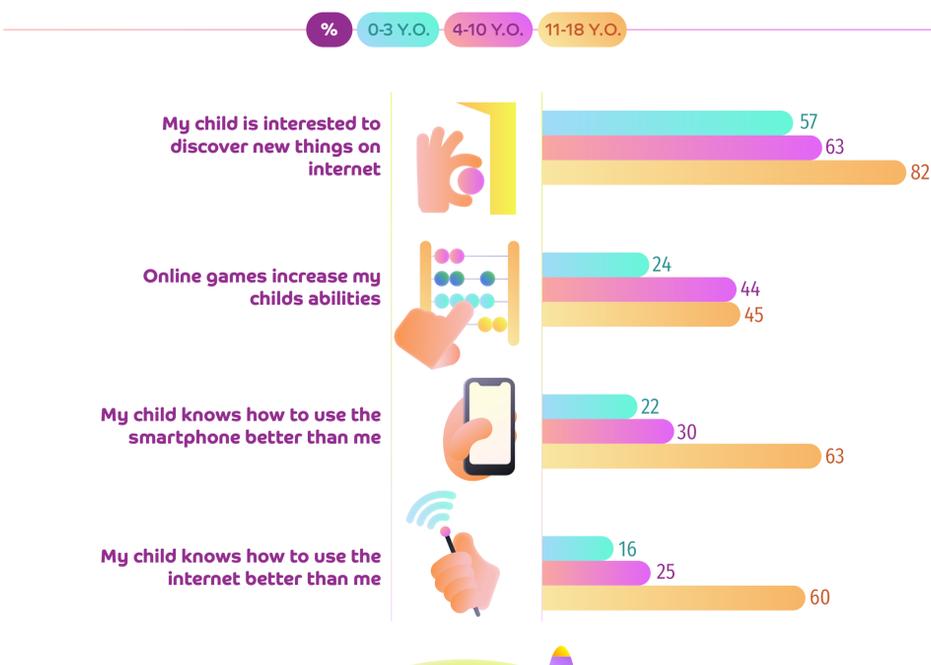


KIDS DIGITAL ABILITIES

Internet is a discovery tool across kids ages.

Between 11-18 children get to know better how to use both internet and the smartphone compared to their parents.

After age of 3 parents consider proper that kids play online games, as these could increase their abilities, attention and reaction time.



KIDS GAMING PREFERENCES

Kids aged 4-10. are playing more educational games and puzzles.

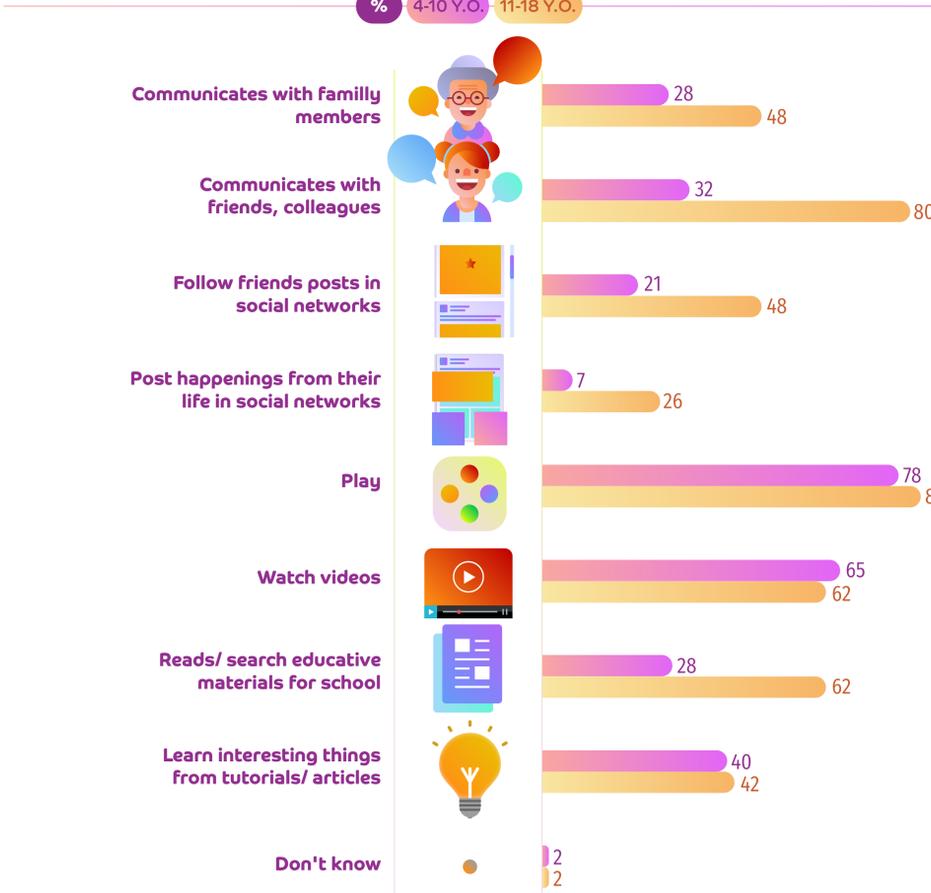
Between 11-18 children are allowed to interact with other players in online games, preferring multi-players type of gaming. They are also more attracted by strategy games.



KIDS MAIN ONLINE ACTIVITIES

Playing games and watching online videos is a common activity among kids of all ages.

Those aged 11-18 also communicating with friends & colleagues online or search after information useful at school.



MOST ACCESSED APPS BY KIDS

(SPONTANEOUS MENTIONS)

YouTube, TikTok and WhatsApp are the apps most accessed by kids aged 4-10 y.o. .

Those aged 11-18 y.o. are accessing besides YouTube & WhatsApp also Facebook and Instagram.

