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Contented Content Consumers?



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Contented Content Consumers?

Presented by
Martina Chapman, Ofcom



Contented content consumers? Children's Media Views and habits





Britain's most prolific texters revealed as 12-15 year old girls (who send 30 messages a DAY)

- Ofcom report also finds 12-15 year olds are spending as much time on the internet as they do watching TV
- One in ten 3-4 year olds use a tablet at home

By MARK PRIGG

Average teenager has never met quarter of Facebook friends

Girls send more than 220 texts a week, and 12- to 15-year-olds spend 17 hours a week on internet, research shows

Half of all toddlers are surfing the internet for films and video games



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The Telegraph

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The new 30-a-day habit: Teenage texting on the rise

Today's teenagers are sending twice the number of text messages as they were a year ago, with girls writing more than 30 every day.

Britain's most prolific texters revealed as 12-15 year old girls (who send 30 messages a



1,717 interviews
March 2012;
190 parents
of 3-4s

Qualitative research on parents use of and attitudes to parental controls

BARB data on children's viewing habits

UKOM/
Nielsen data on most-accessed websites by children aged 5-15

Media Tracker data on parents' views re programme standards and regulation



The Telegraph

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The new 30-a-day habit: Teenage texting on the rise

Today's teenagers are sending twice the number of text messages as they were a year ago, with girls writing more than 30 every day.

TV in a multimedia world



Watch TV



Use the internet
Via PC/Laptop



Use a mobile
phone



Listen to
the radio



Watch
Videos/
DVDs



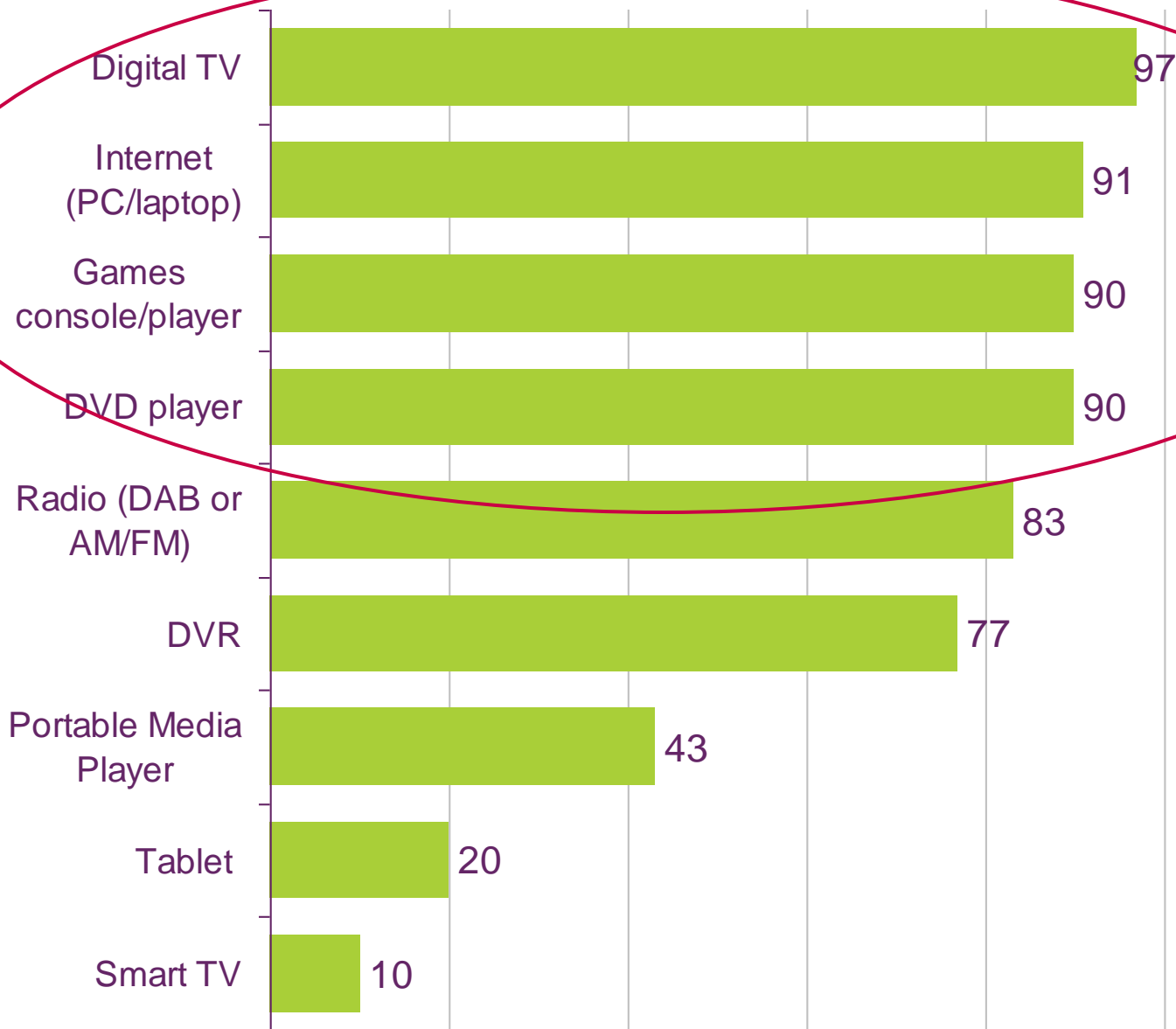
Play
console/
Video games



Listen to
portable
MP3 device

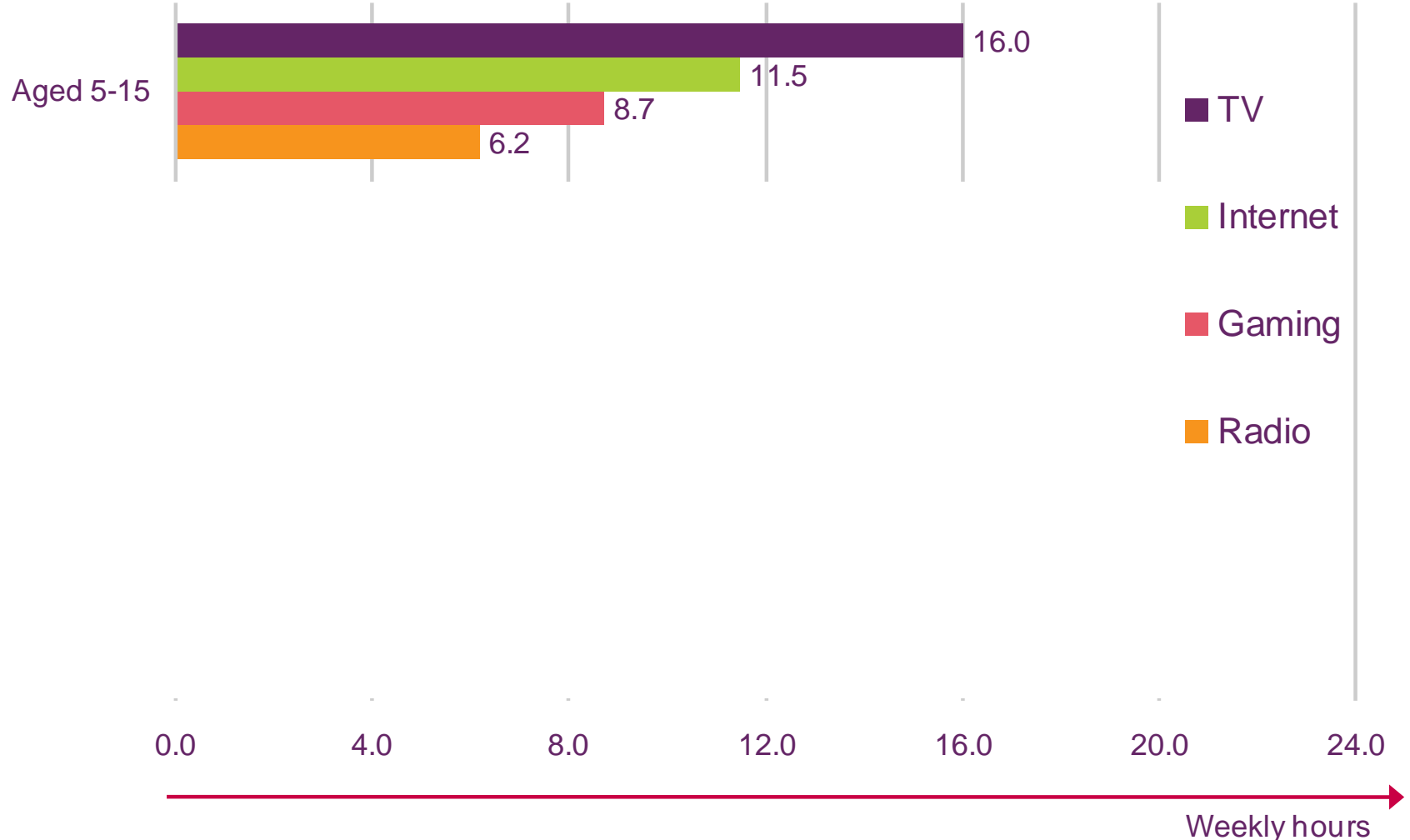
**TV remains central for children
– although for older children it must compete
with online and mobile**

Core media in the homes of 5-15s



In the homes of over 9 in 10 children

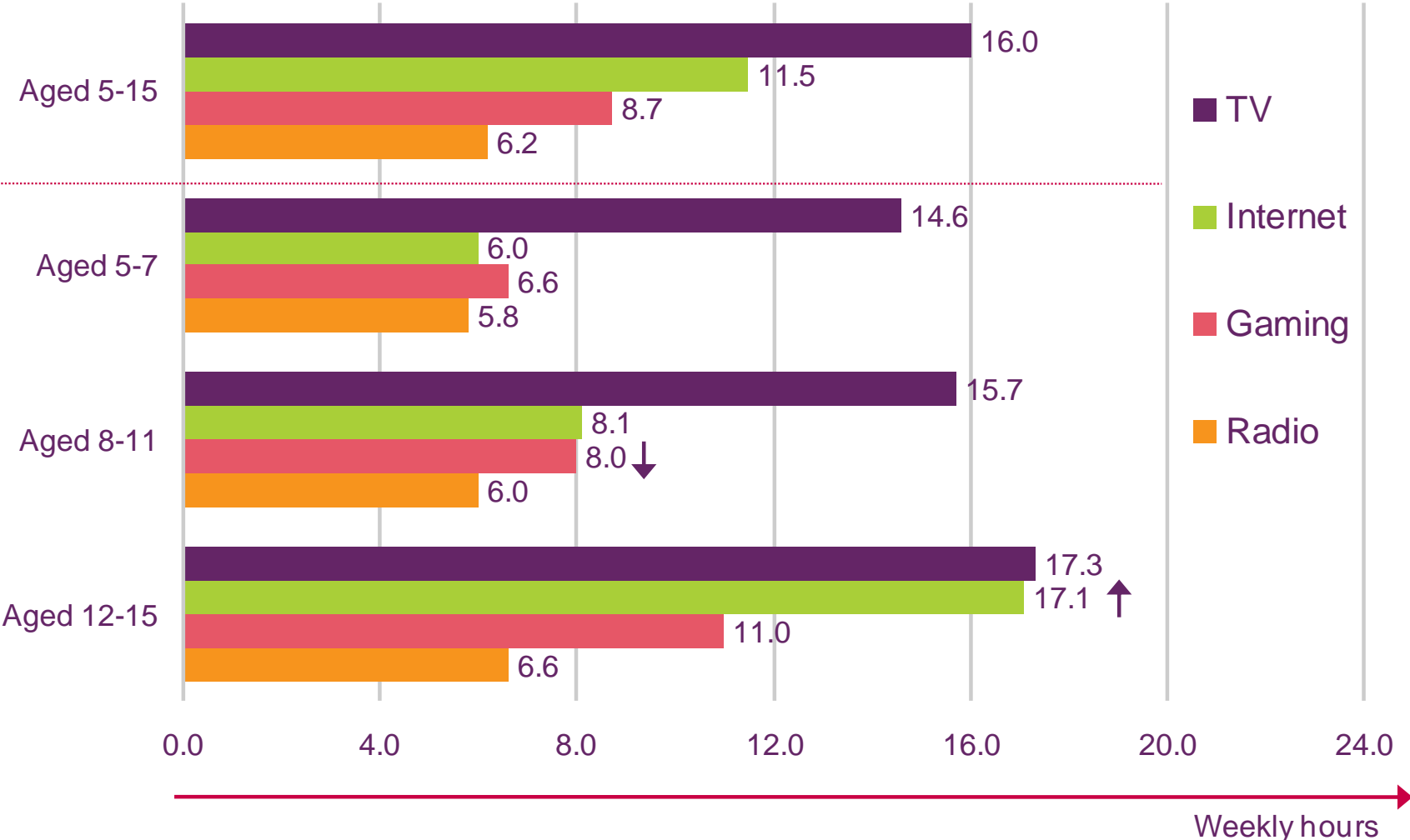
Estimated weekly time spent on different media



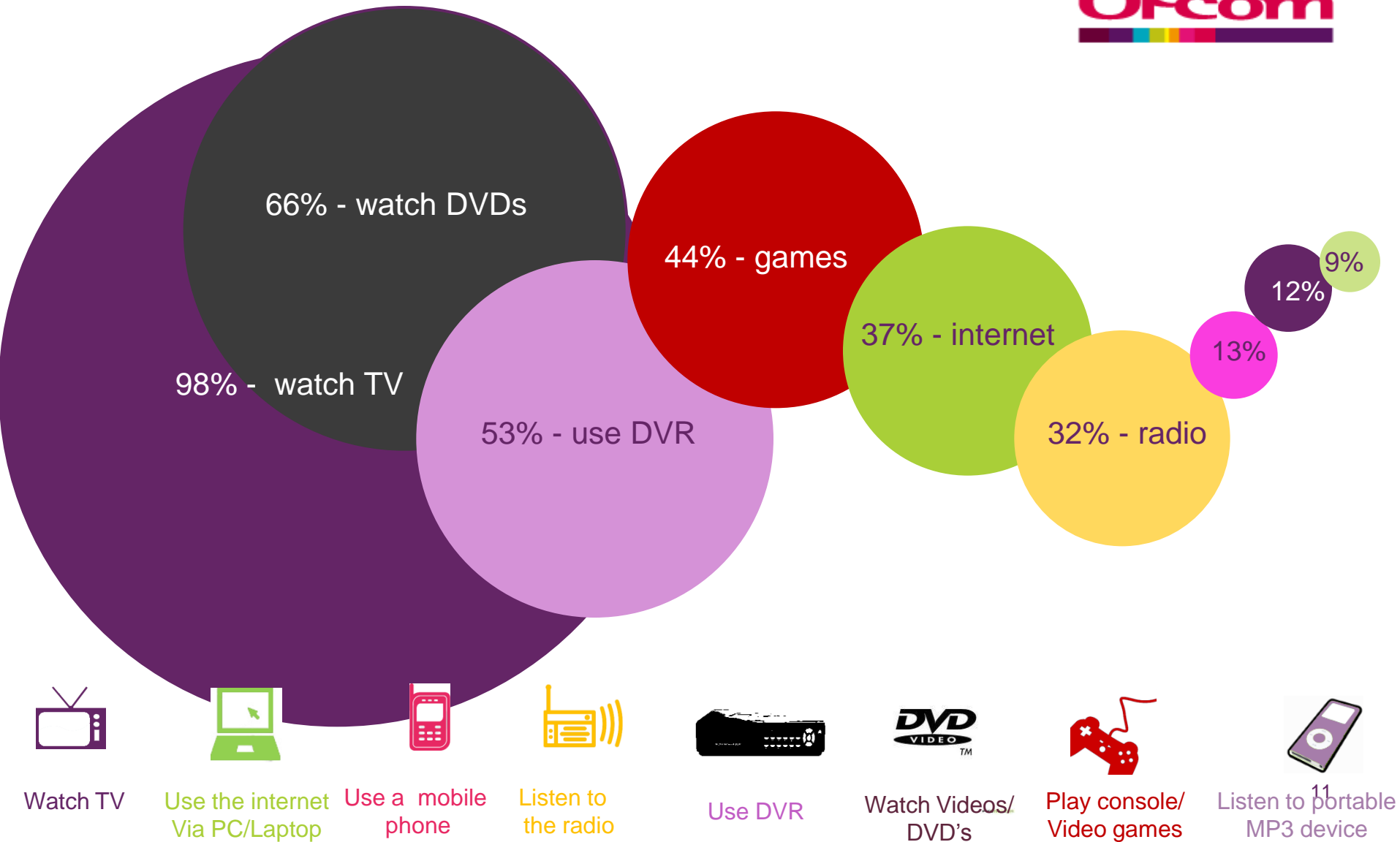
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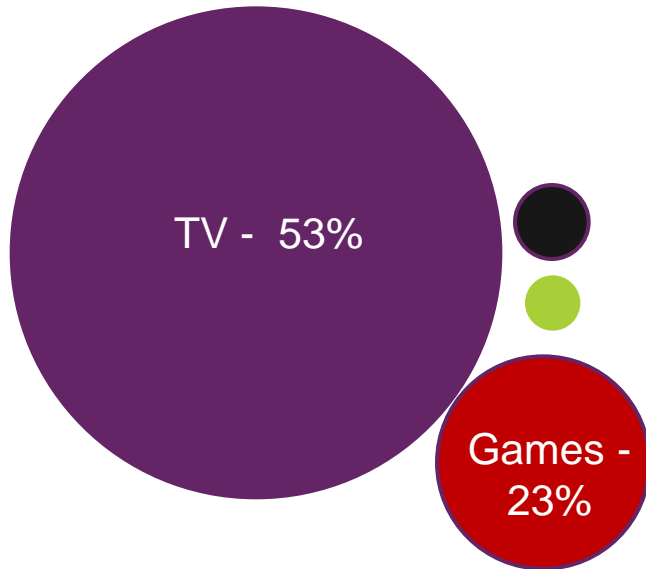
Media used at home by children aged 3-4



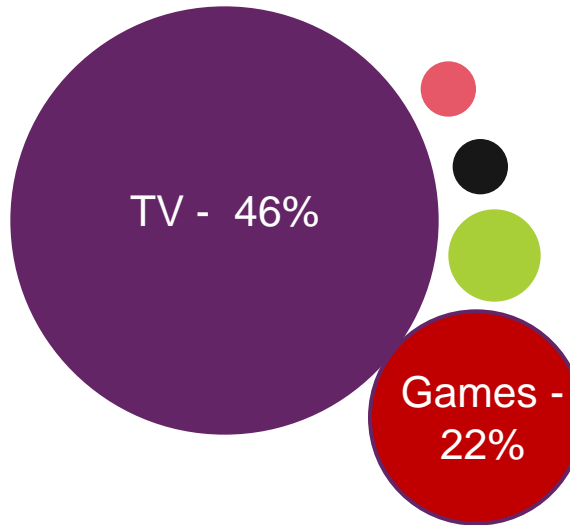
TV is most significant media for 5-11s, but loses out to mobile for 12-15s



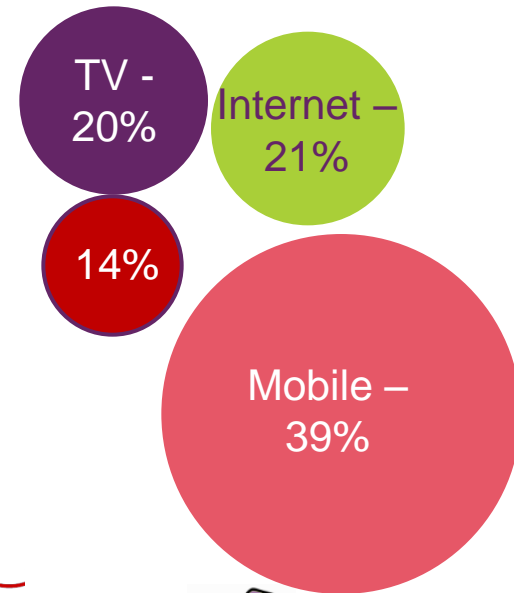
Aged 5 - 7



Aged 8 - 11



Aged 12 - 15



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Via PC/Laptop



Use a mobile
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the radio



Watch
Videos/
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Play
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Video games



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MP3 device

What, Where and How



Watch TV



Use the internet
Via PC/Laptop



Use a mobile
phone



Listen to
the radio



Watch
Videos/
DVDs



Play
console/
Video games



Listen to
portable
MP3 device

What children watch on TV goes beyond children's programming, and beyond the TV set

What children are watching



Top 10 programmes, 2011 (BARB data)

4-9s	000s
The Gruffalo's Child	1050
Dr Who	894
Britain's Got Talent	827
The X Factor	773
The X Factor Results	734
The Royal Wedding	718
Kung Fu Panda	693
Strictly Come Dancing	673
Eastenders	658
Children in Need	647

What children are watching



Top 10 programmes, 2011 (BARB data)

4-9s	000s	10-15s	000s
The Gruffalo's Child	1050	Britain's Got Talent	1081
Dr Who	894	I'm A Celebrity – Get Me Out of Here!	1054
Britain's Got Talent	827	The X Factor Results	1029
The X Factor	773	Dr Who	1027
The X Factor Results	734	Britain's Got Talent – Result	1004
The Royal Wedding	718	The X Factor	999
Kung Fu Panda	693	Comic Relief	937
Strictly Come Dancing	673	New Year Live	777
Eastenders	658	Outnumbered	766
Children in Need	647	Eastenders	744

Which websites children are visiting



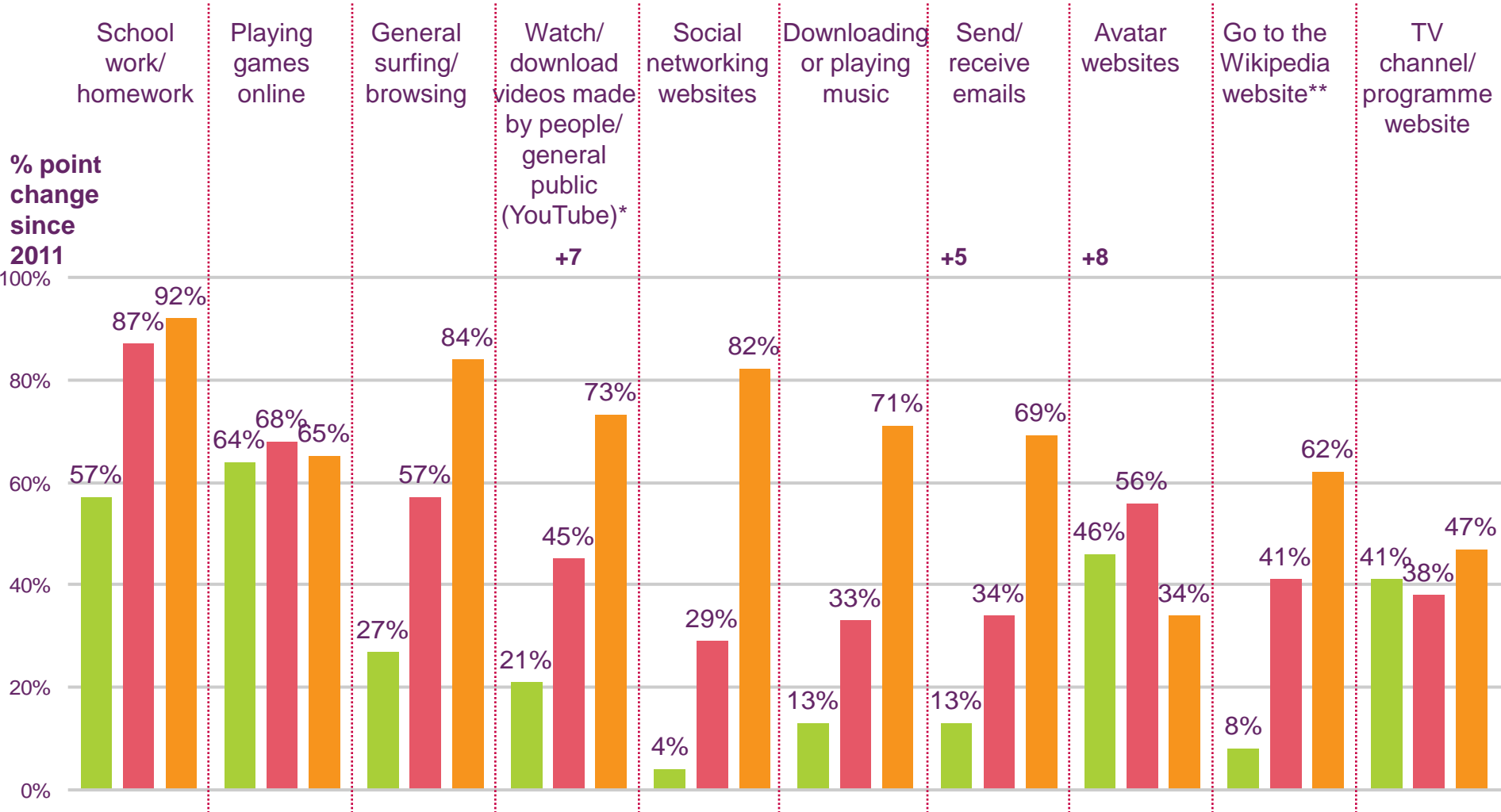
Top 10 websites visited by children, 2012 (Nielsen Analysis)

	5-7	8-11	12-15
1	Google	Google	Google
2	Google Search	Google Search	Google Search
3	BBC	YouTube	Facebook
4	Facebook	MSN/WindowsLive/Bing	MSN/WindowsLive/Bing
5	MSN/WindowsLive/Bing	Facebook	YouTube
6	YouTube	BBC	BBC
7	BBC CBeebies	YouTube Homepage	Google Image Search
8	Yahoo!	Google Image Search	YouTube Homepage
9	eBay	Wikipedia	Yahoo!
10	Ask Search Network	Windows Messenger Live	Wikipedia

What online tasks are they doing?



■ Aged 5-7 ■ Aged 8-11 ■ Aged 12-15





Media in children's bedrooms



TV in bedroom

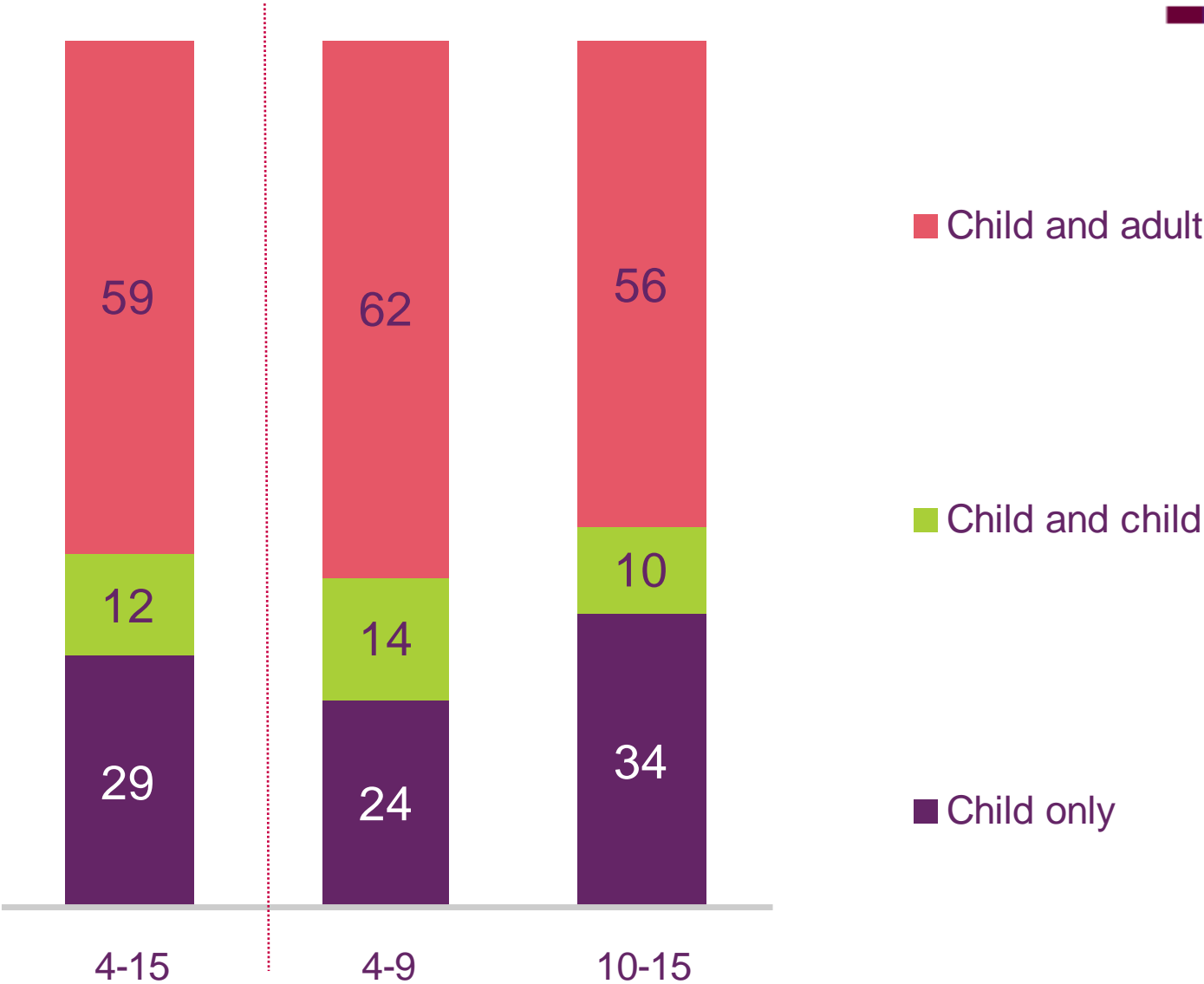
Games console in bedroom

DVD player/ recorder/ Blu-ray recorder

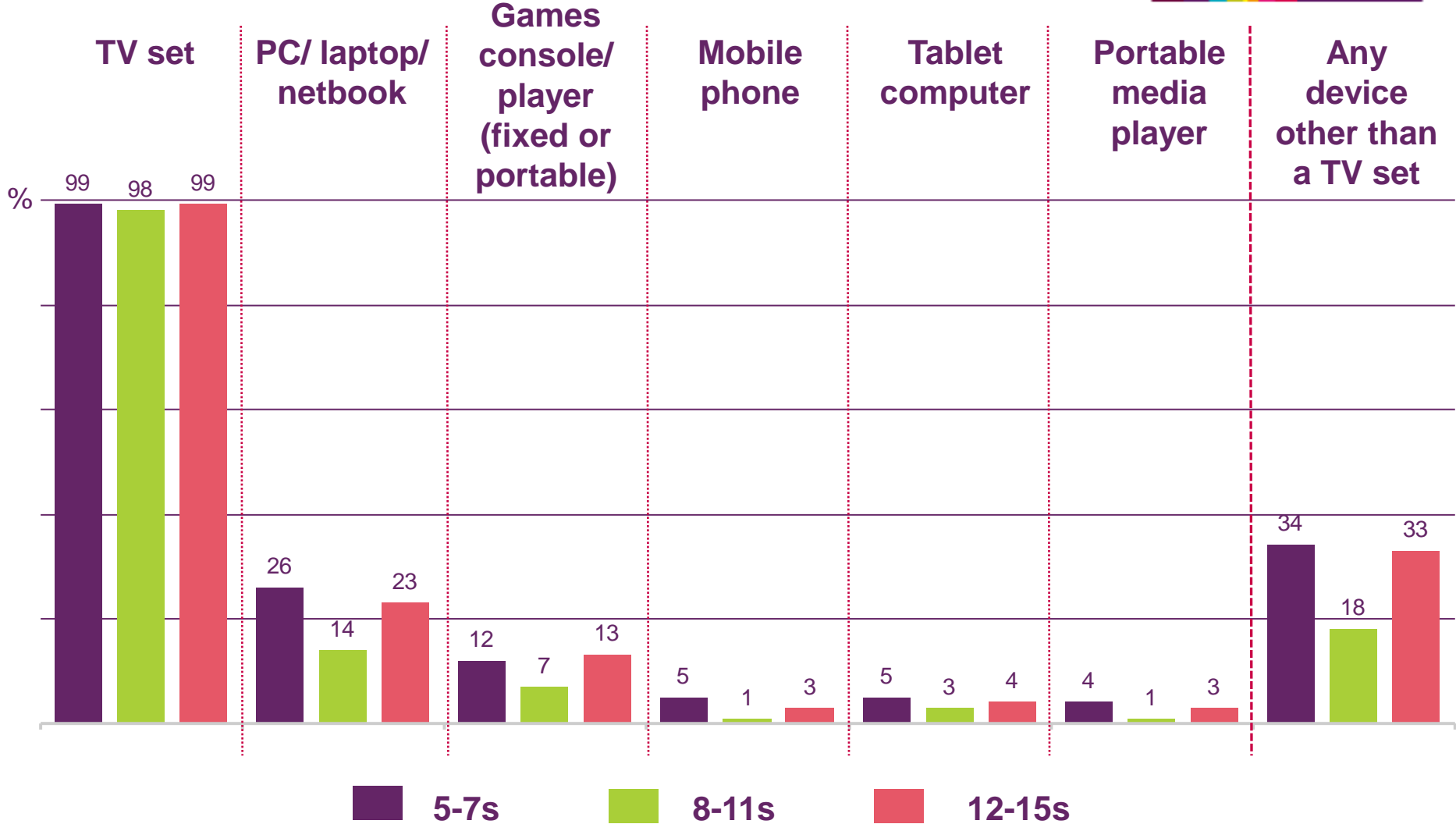
Digital TV in bedroom



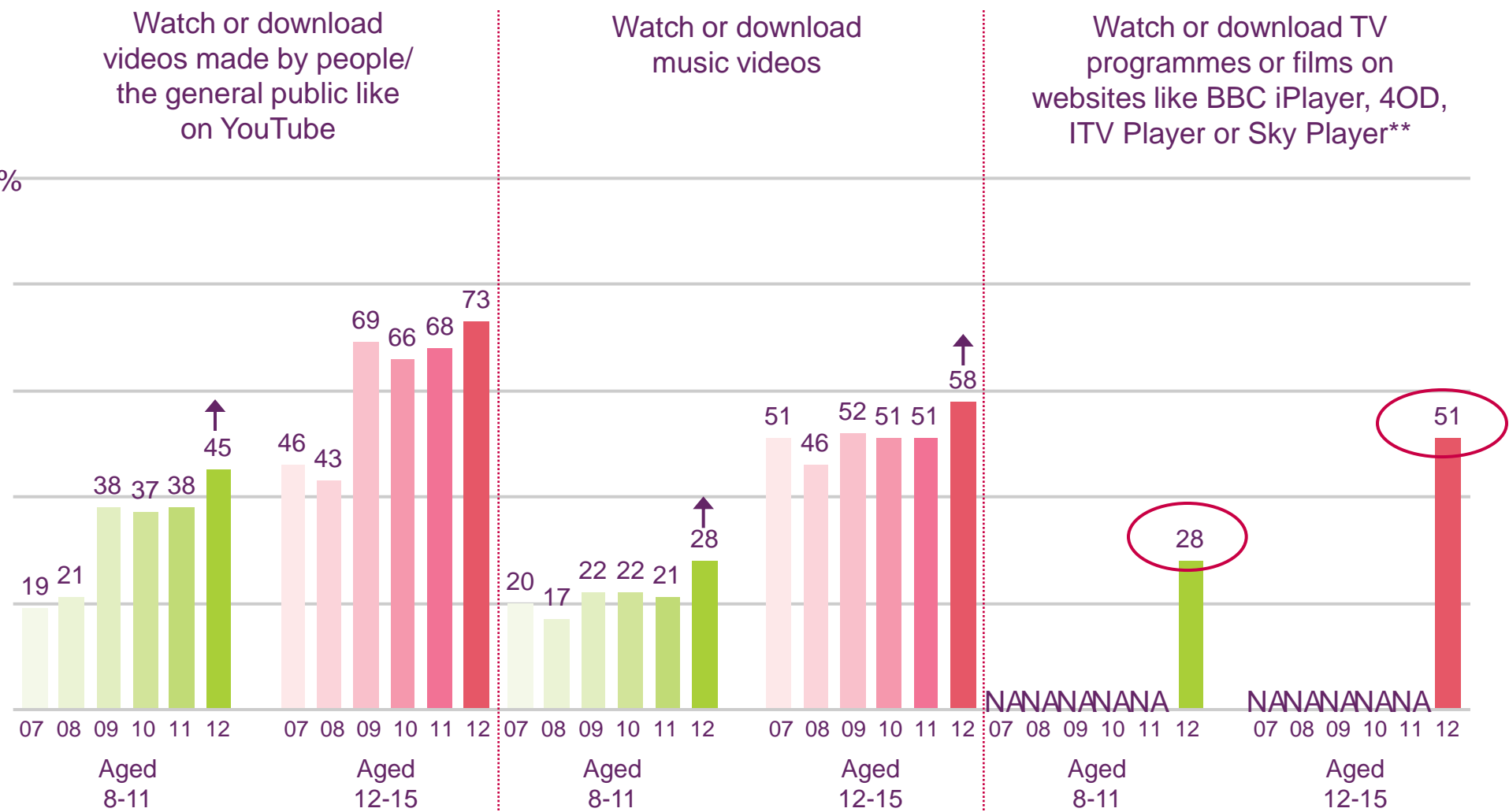
Who children are watching with



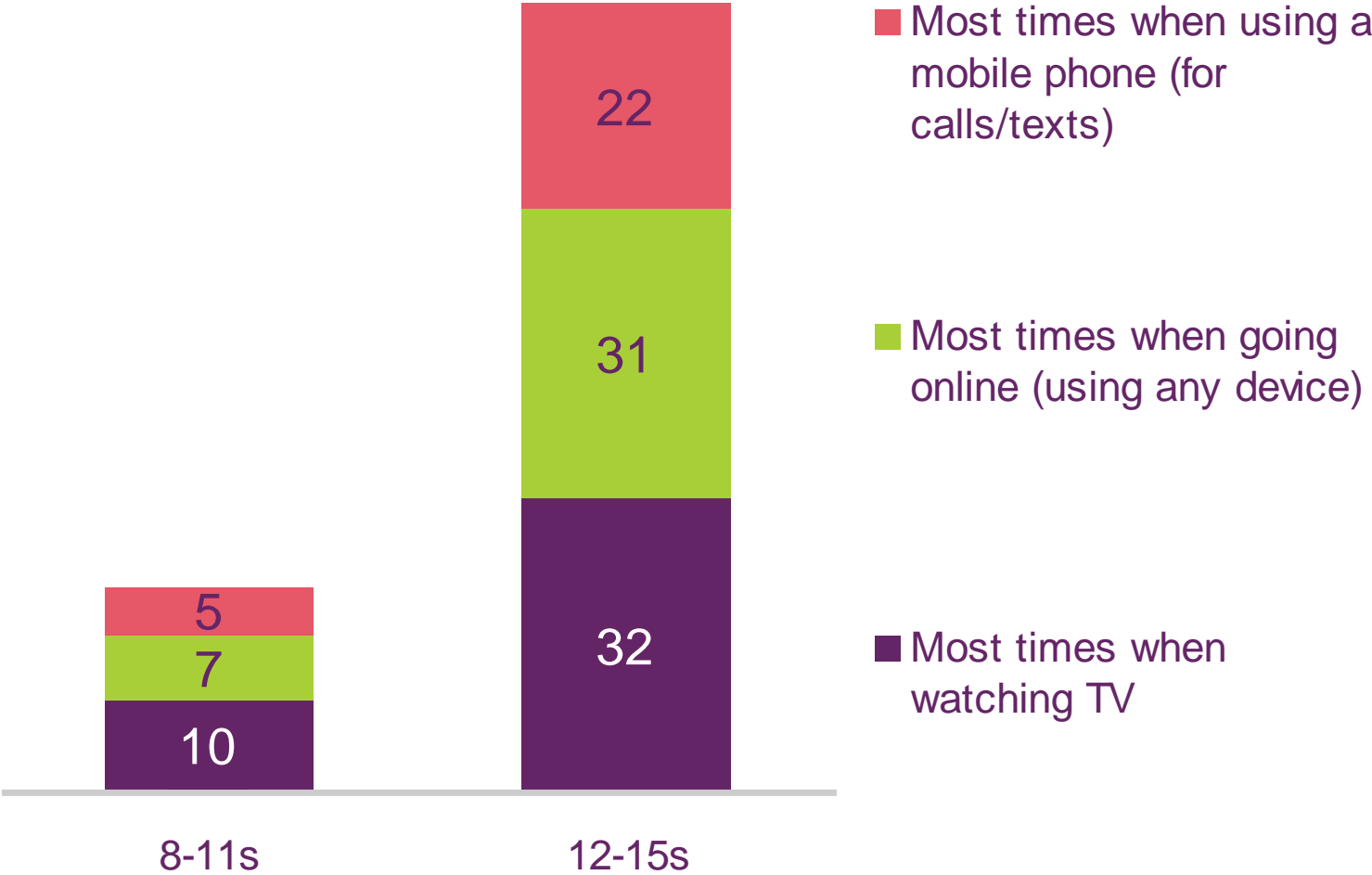
Watching on other devices



Watching on other devices



Multi-tasking among 8-15s

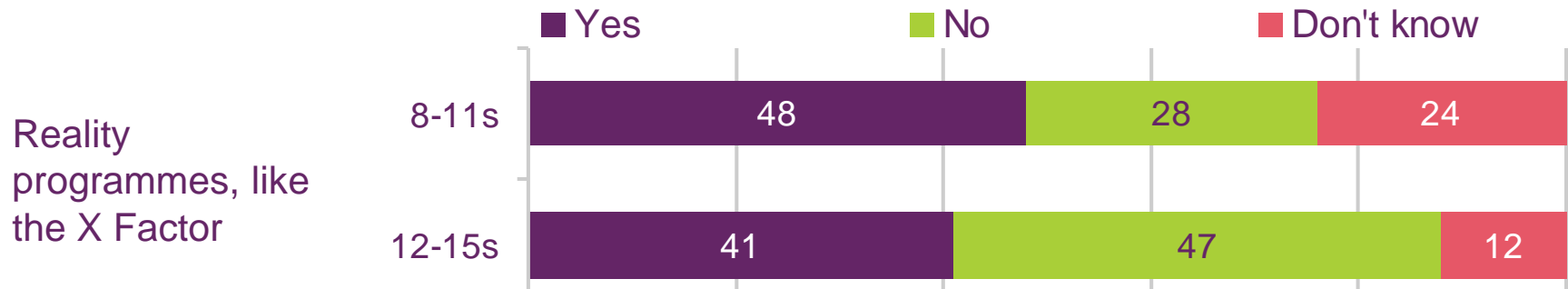


Critical understanding



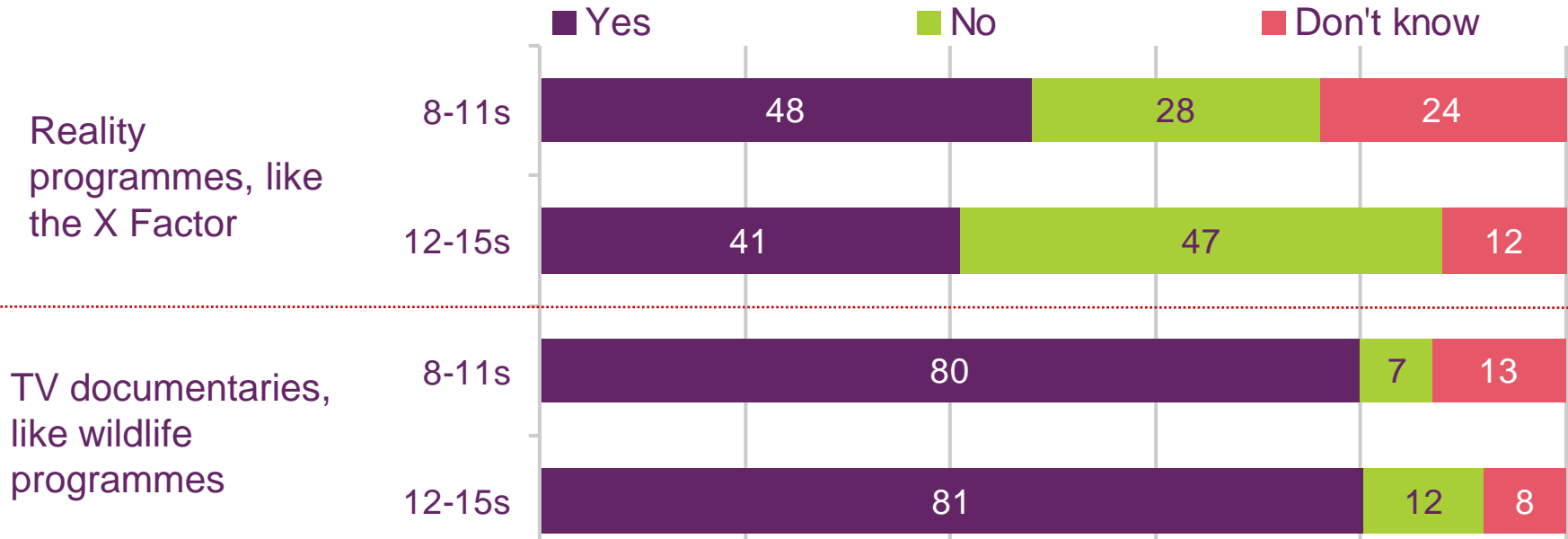
Judging the truthfulness of content

Do these programmes show a true picture of what really happened?



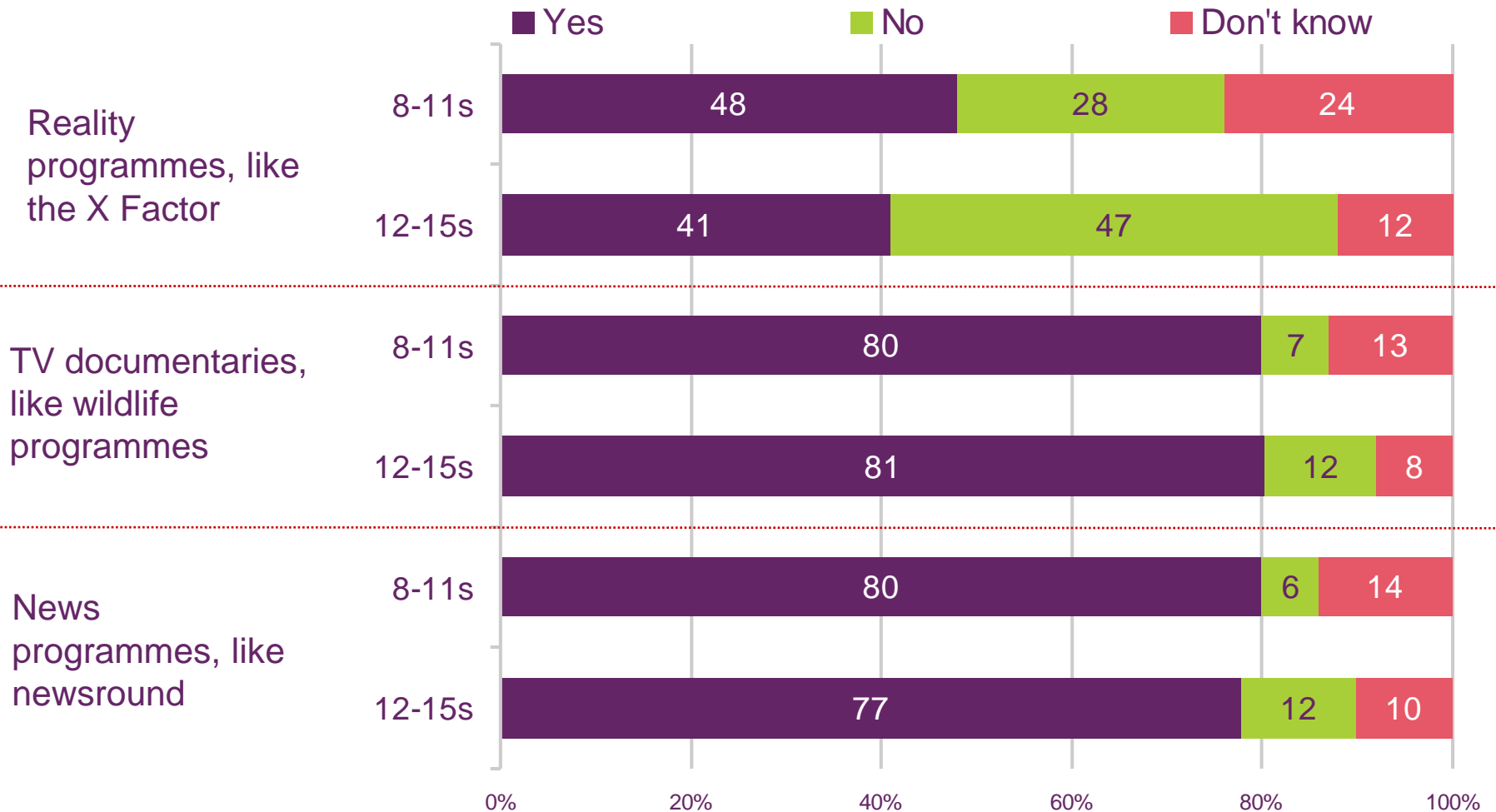
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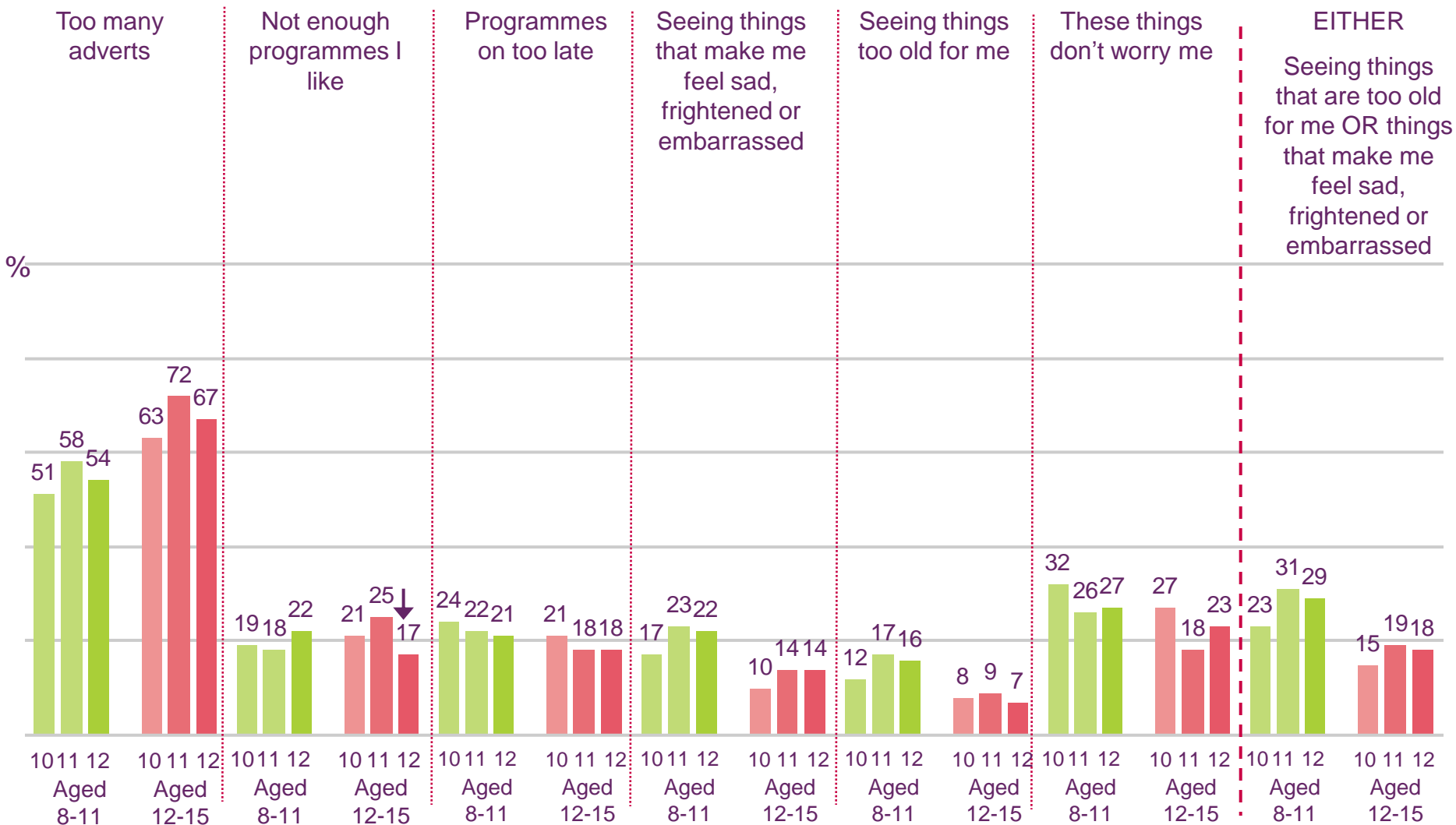


Judging the truthfulness of content

Do these programmes show a true picture of what really happened?



Children's dislikes about television content

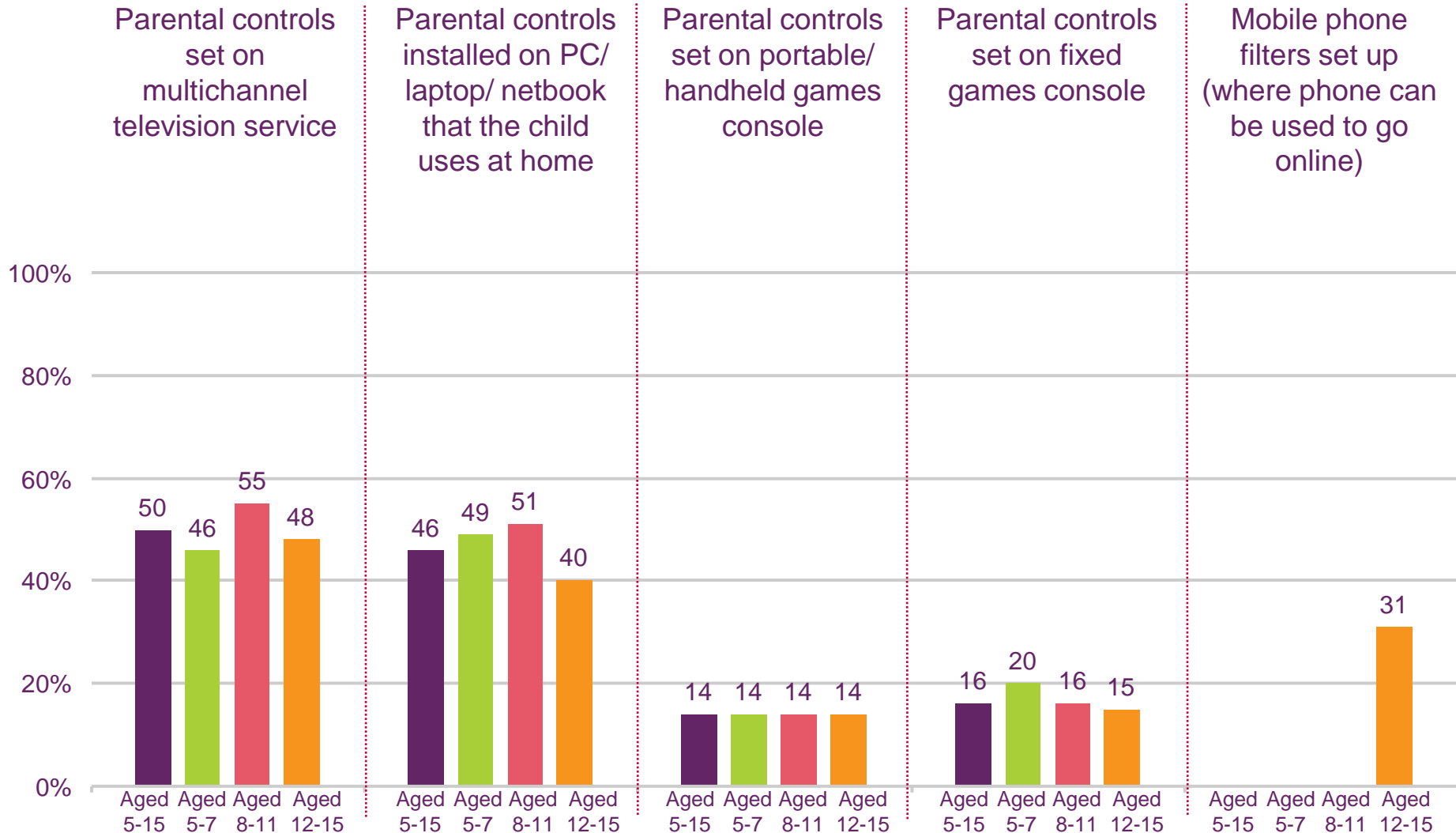


Rules about television viewing



	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Any rules or restrictions	83%	94%	90%	67%
No TV after a certain time	52%	62%	59%	37%
No programmes with nudity/ sexual content	43%	48%	52%	29%
Regularly check on what they are watching	42%	47%	50%	30%
No programmes with swearing/ bad language	37%	48%	45%	22%
No programmes with violence	35%	44% ↓	42%	21%
Only DVDs/ videos with an appropriate age rating	34%	43%	39%	22%
Only children's TV programmes/ children's channels	26% ↑	46%	30% ↑	6%
Need a PIN/ password to watch certain channels/ certain movie ratings	22%	23% ↑	22%	20%
Only DVD/ video that an adult or parent has watched first	12%	16%	14%	7%
Can only watch when supervised/ not on their own	9%	17%	9%	4%

Parental Controls in place, by platform



Parents' views on parental controls



“A lot of parents nowadays have got busy jobs ... There is too much going on with the juggling of work, home, kids and everything”

London, C2DE, without parental controls

“We don't know how to use (the internet) ourselves.
We don't know what they get up! They can close
down the page before I see it and I don't know how to
get it up again”

Belfast, C2DE, without parental controls

“It's just that you sort of don't hear it in front of you, the dangers of
content getting to kids and the effect this has on kids. So I think parents
need to be a bit more educated”

London, ABC1 with parental controls

“This works as an insurance policy in case something
goes wrong. But the most important thing is that you have
to talk to them, you have to explain.”

London, C2DE with parental controls

- **TV is central for children**, remaining the media type that both 5-7s and 8-11s spend the most time doing and would miss the most if it was taken away
- However, **for 12-15s other types of media are also becoming central**, with this group spending as much time online as watching TV and being more likely to miss their mobiles than the telly
- **Children's TV viewing is about more than children's programming**, with much of children's viewing being of adult or family programmes, and a substantial minority are watching TV alone after the watershed
- **Other devices are becoming increasingly important** as children both indulge in media multi-tasking and watch TV on devices other than the TV set

In summary ...



- In most cases **children are able to make judgements about the veracity of different kinds of content**, although there may be some uncertainty among some, particularly younger viewers, around more ambiguous content such as reality TV
- A significant minority of 8-11s say they **dislike seeing things on television that are too old for them**
- The most common rule around television viewing relates to **no TV after a certain time**
- **Half of parents have parental controls installed** for their multi-channel television service with this being more likely for the 8-11s.

For more information -

www.ofcom.org.uk/medialiteracyresearch

www.ofcom.org.uk/marketresearch



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Via PC/Laptop



Use a mobile
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Listen to
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Watch
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