

**KI: DSCOR: P**

THE U18 MARKETING PLATFORM

# Entertainment Industry

VOD consumption habits, platforms, and preferred characters for the U18 and family segment.

January 2024

About us

# KI:DSCOR:P

## THE U18 MARKETING PLATFORM

With offices across NYC, Mexico City, São Paulo, Buenos Aires, Bogota, and Montevideo, Kids Corp, transforms how organizations plan, execute, and measure strategies for kids, teens, and their parents, providing the most comprehensive marketing solutions backed by proprietary tech and expert teams.



Estados Unidos



México



Argentina



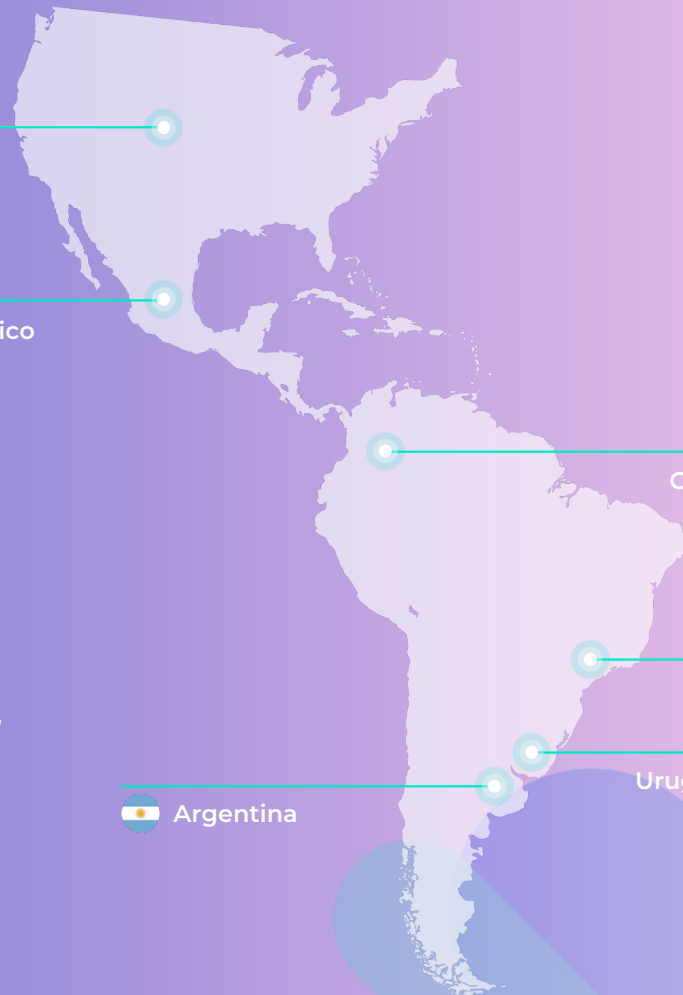
Colombia



Brasil



Uruguay



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# Consumption habits





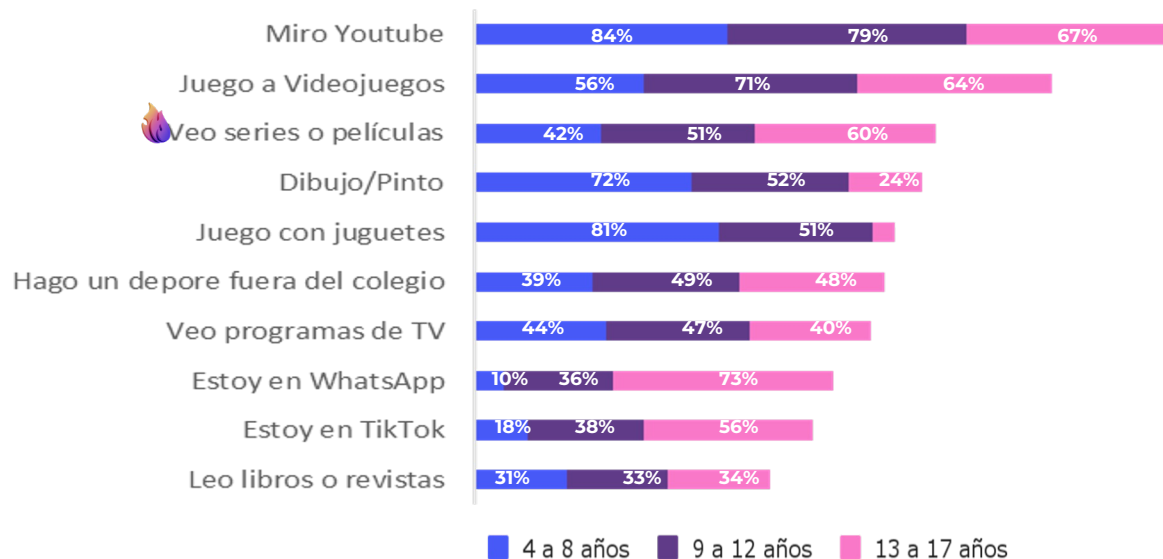
**How is the relationship of kids & teens regarding VOD consumption?**

# **VOD consumption is one of the primary activities for kids & teens**

51% of children in Latam aged 4 to 17 claim to watch streaming in their free time.

## SVOD is part of their entertainment

From an early age, **watching series and movies is part of their daily life**, with YouTube being their gateway. From the age of 9, there is a pronounced interest in SVOD apps.



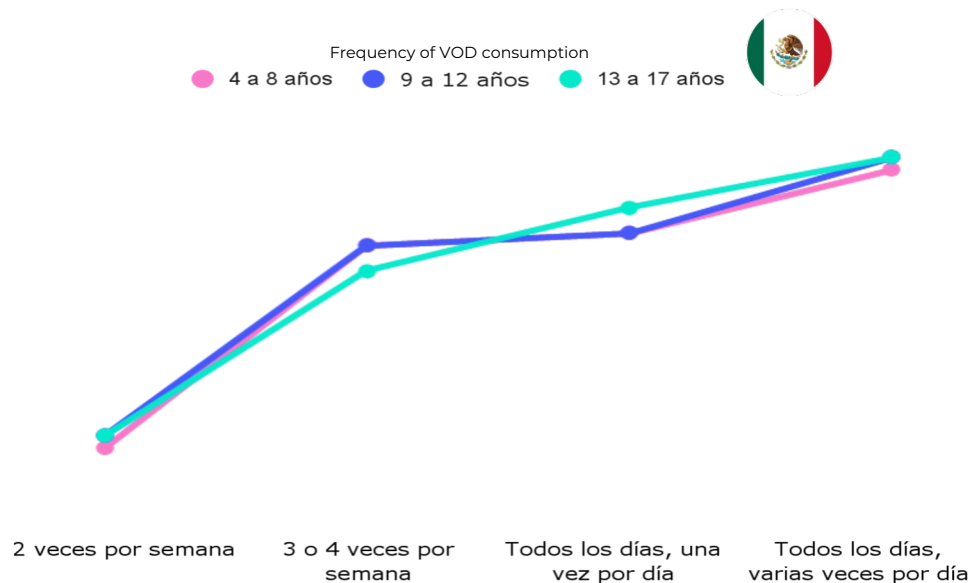
**Watching series and movies is in the TOP 3** of their favorite activities.

**From the age of 9**, they develop tastes and content preferences.

**From the age of 13**, online entertainment takes the lead among their hobbies.

## On average, they consume VOD once a day.

The consumption of streaming content is very present in their daily activities, increasing as they grow:

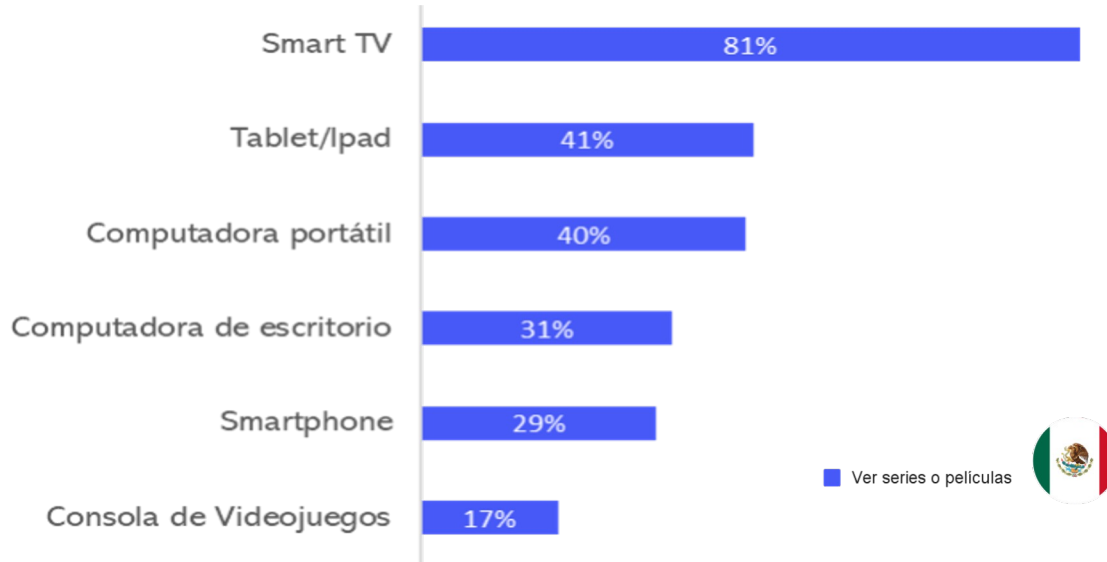


The average consumption time is between **1 and 2 hours**.

**Teenagers spend more time on content** than children, who prefer shorter viewings.

## The preferred devices for watching movies and series via streaming

Undoubtedly, the **Smart TV** is the favorite device for kids and teens to enjoy series and movies, closely followed by the **tablet** and **laptop**.



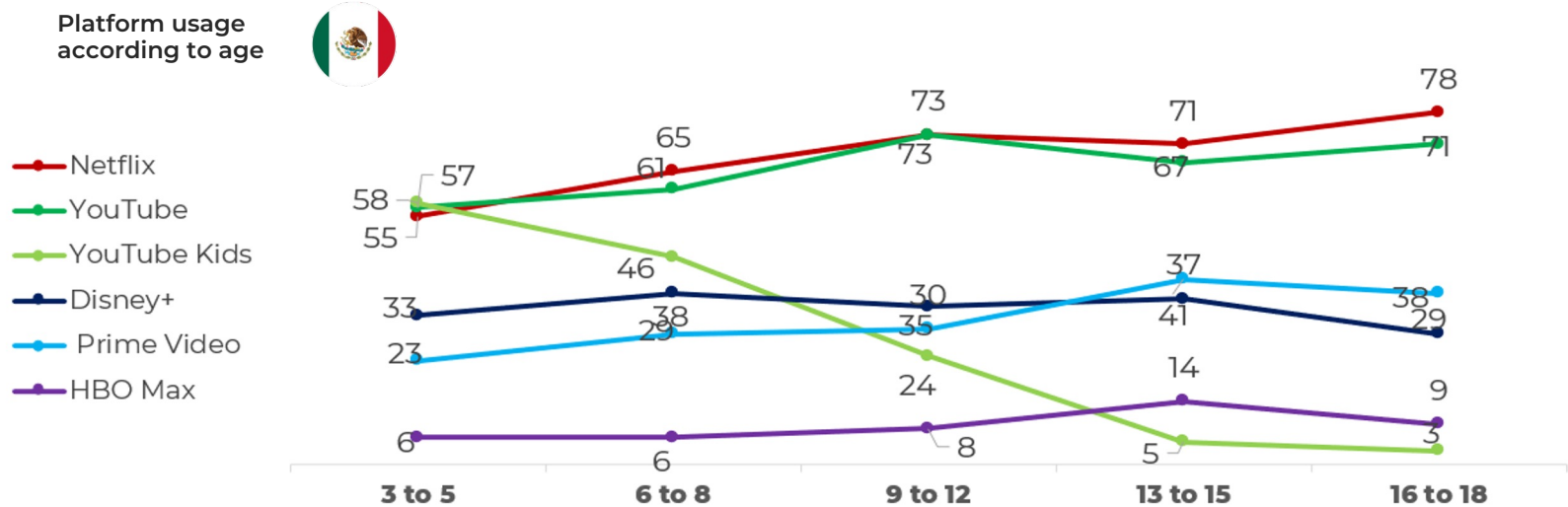
While the **Smart TV** is one of the first devices they have, the **Smartphone** and **Laptop** appear as they grow.

The use of the **tablet** is common among the younger ones.



# The turning point age

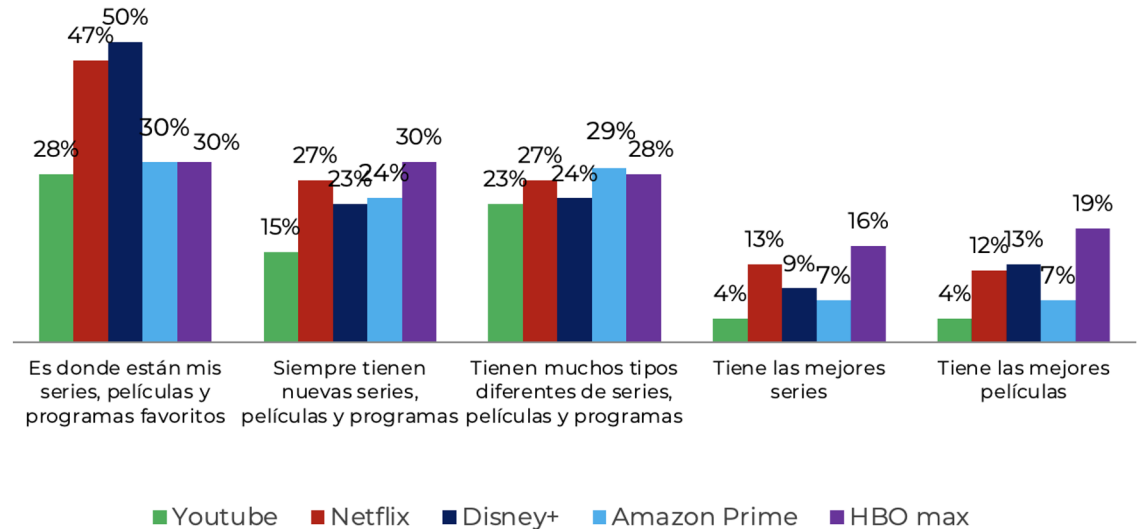
**As they grow, their interest in Netflix and YouTube increases.** Similarly, from the **age of 6**, there is a pronounced decrease in **YouTube Kids** compared to previous years:



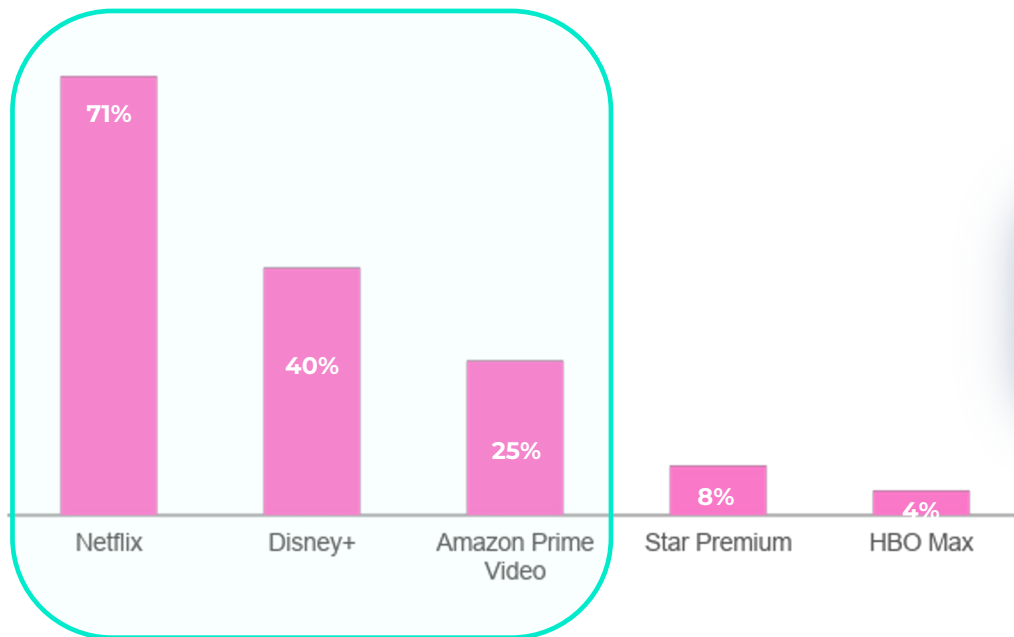
## And each platform drives consumption for various reasons

**Disney+ and Netflix** stand out as the platforms where the audience's favorite series and movies are available.

While **HBO Max** is highlighted for having the best series and movies and consistently adding new content.



## Netflix, Disney+, and Amazon, leaders in the segment:



3

It is the average number of apps to which they are subscribed.





Interests and preferences

# Their preferred content



## Adventure, Comedy, and Superheroes are the most consumed types of content by U18 in LATAM

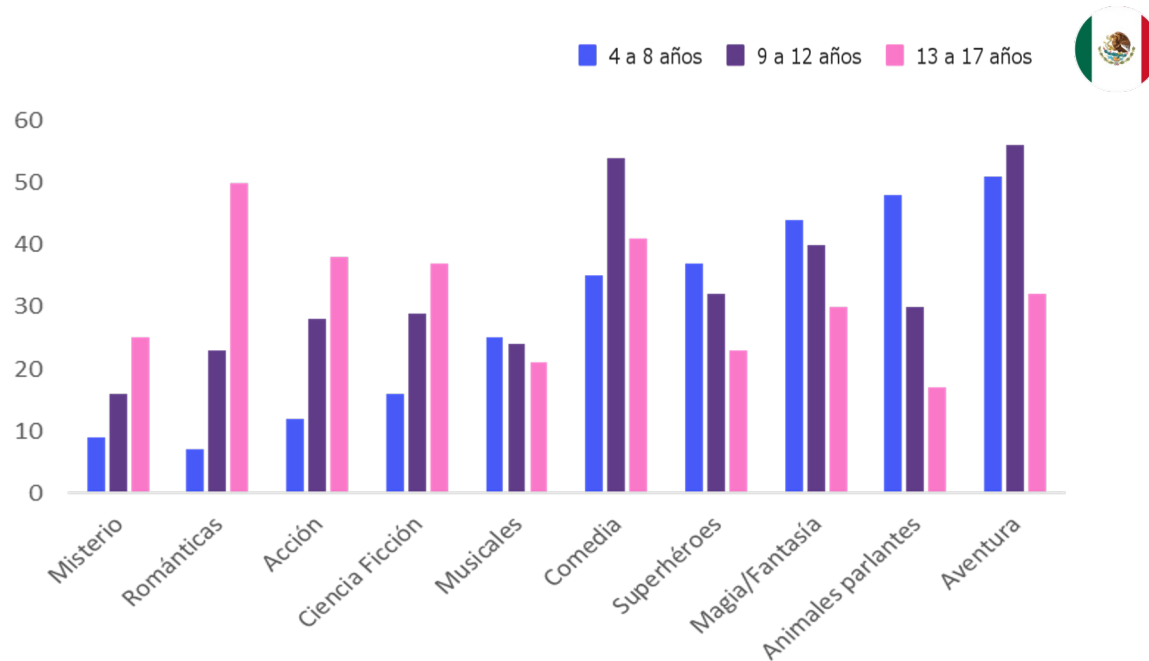


**In girls,** content related to **adventures, comedies, and magic/fantasy stands out.**



**Boys** tend to choose content related to **action, adventures, and superheroes** more often.

## Favorite types of series among girls



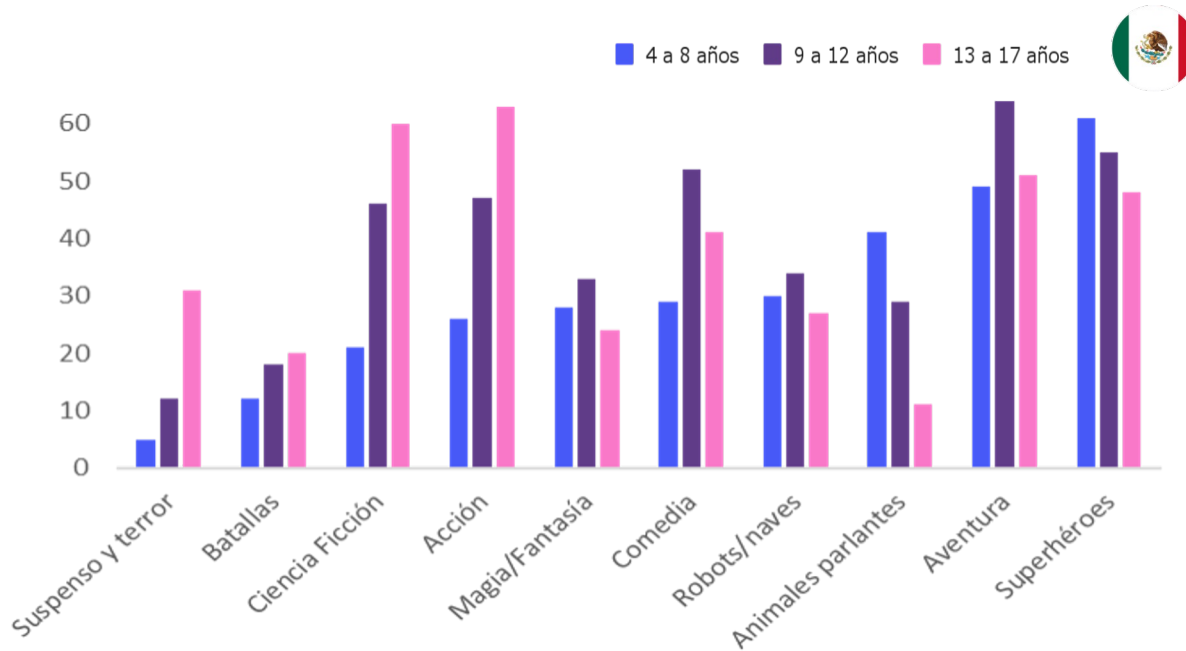
Among girls **aged 4 to 8**, content featuring **talking animals and adventure stands out.**

In girls **aged 9 to 12**, **Adventure and Comedy series** stand out.

**Teens** lean towards **romance and comedy.**



## Favorite types of series among children



Among boys aged **4 to 8**, **Superheroes** stand out.

In boys aged **9 to 12**, **Adventure and Comedy** series stand out.

**Teens** lean towards content related to **action and science fiction**.

# Their favorite characters, the main licenses

3 out of 10 children in Latin America choose to play with toys of their favorite characters.

## They have and follow their “favorite characters”

### BOYS

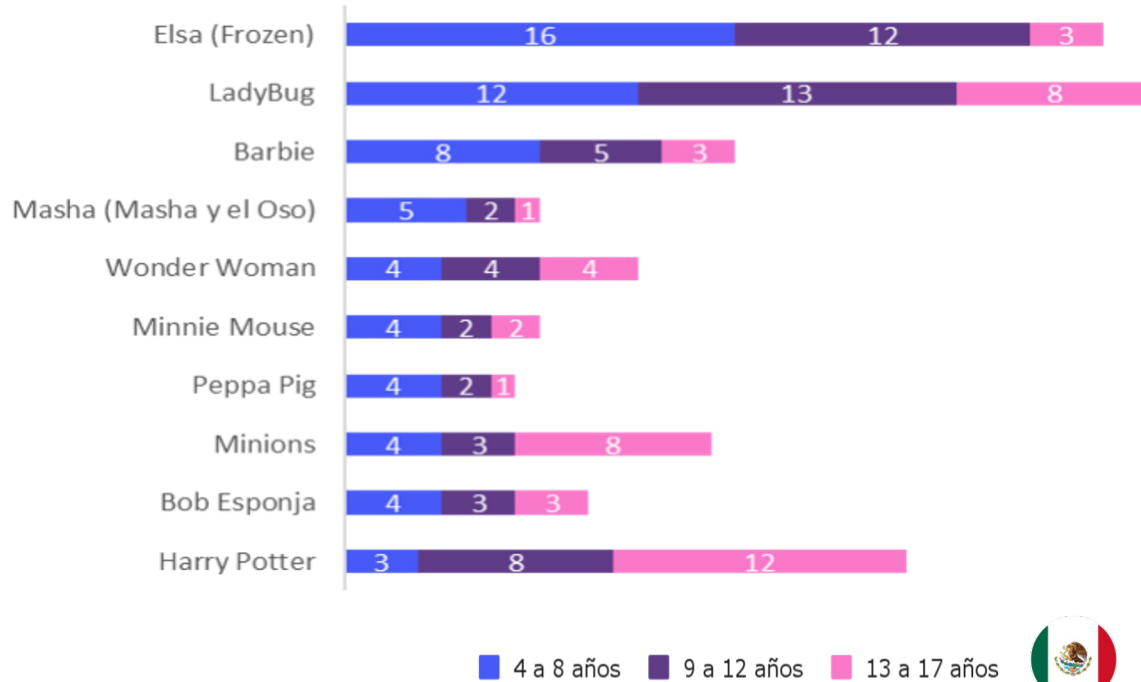


### GIRLS

- 1° Spider Man
- 2° Son Goku
- 3° Iron Man
- 4° Sony
- 5° Captain America
- 6° Harry Potter
- 7° Minions
- 8° Paw Patrol
- 9° Batman
- 10° Lightning McQueen
- 11° Bob Esponja
- 12° Pikachu
- 13° Hulk
- 14° Naruto
- 15° Súperman

- LadyBug
- Elsa (Frozen)
- Harry Potter
- Barbie
- Minions
- Mujer Maravilla
- Bob Esponja
- Spider Man
- Stitch
- Son Goku
- Iron Man
- Masha (Masha y el Oso)
- Naruto
- Minnie Mouse
- Merida (Valiente)

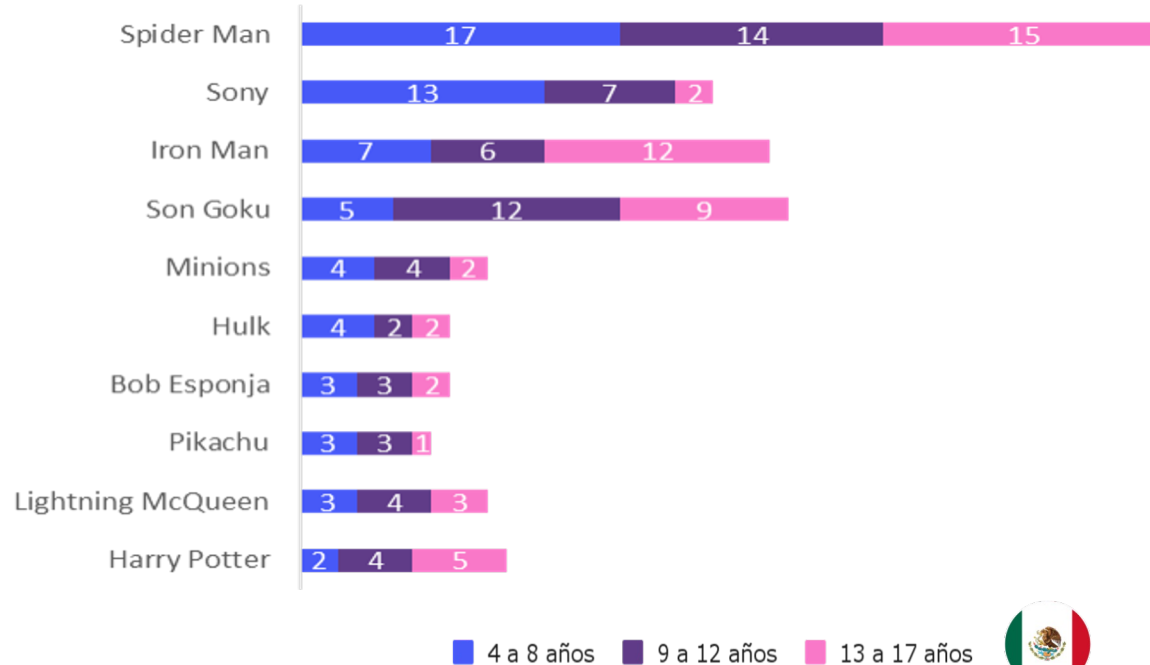
## Favorite characters of the girls



**Barbie, Lady Bug, and Frozen** stand out among girls aged 4 to 12.

**Harry Potter** stands out as the favorite character among **teens**.

## Favorite characters of the boys



**Spiderman** is the favorite character **across all ages.**

**Iron Man** and **Sony** stand out among boys aged **4 to 8**, just like **Son Goku** among those aged **9 to 12.**

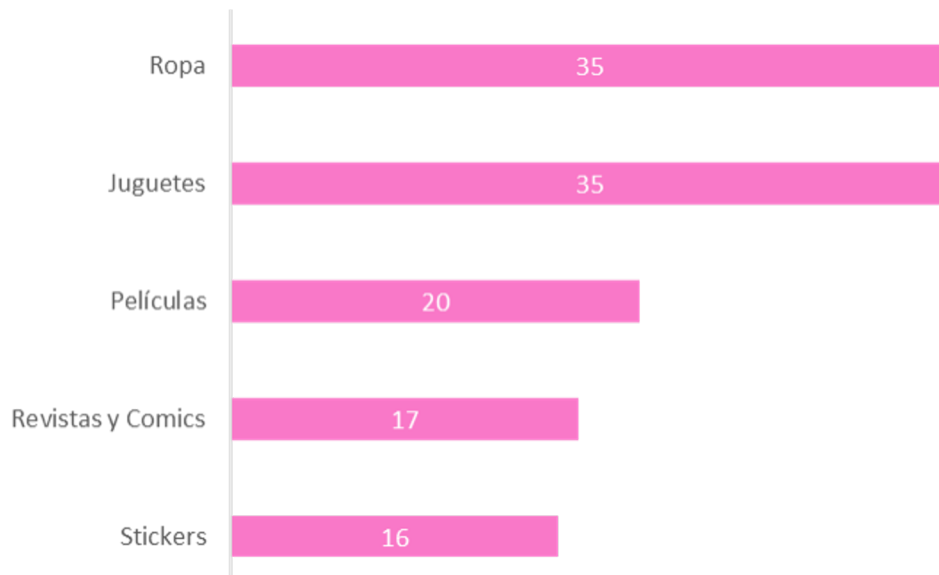
**Iron Man** stands out among **teens.**



## 7 out of 10 U18 individuals in Mexico buy items related to their favorite TV shows, movies, and series



**Clothing** and **toys** are the most purchased items.



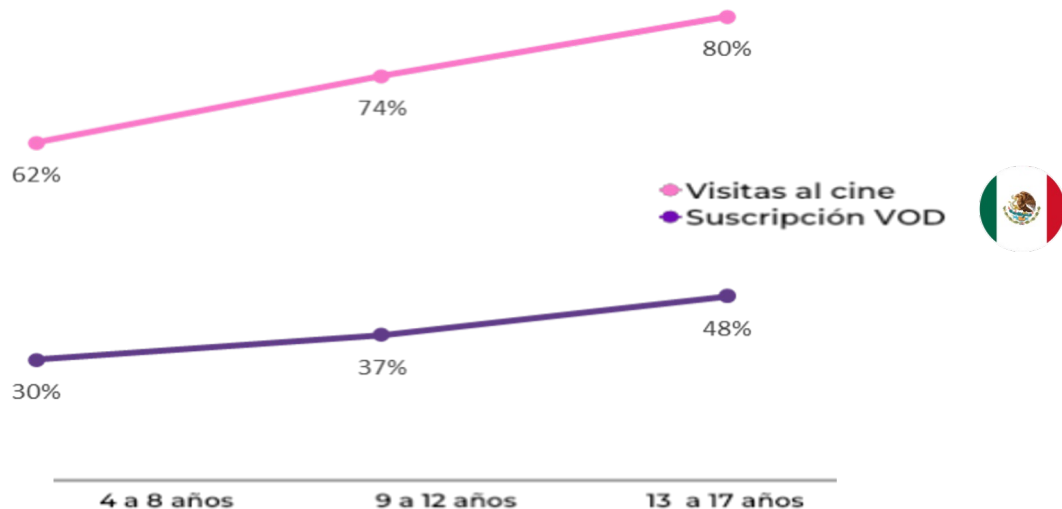
**The fandom of cinema and SVOD  
consumption go hand in hand**

# Heavy users of SVOD platforms are the ones who enjoy going to the cinema the most

5 out of 10 heavy cinema users are fans of the leading platforms in the segment.

## Influence on cinema visits vs. SVOD subscription

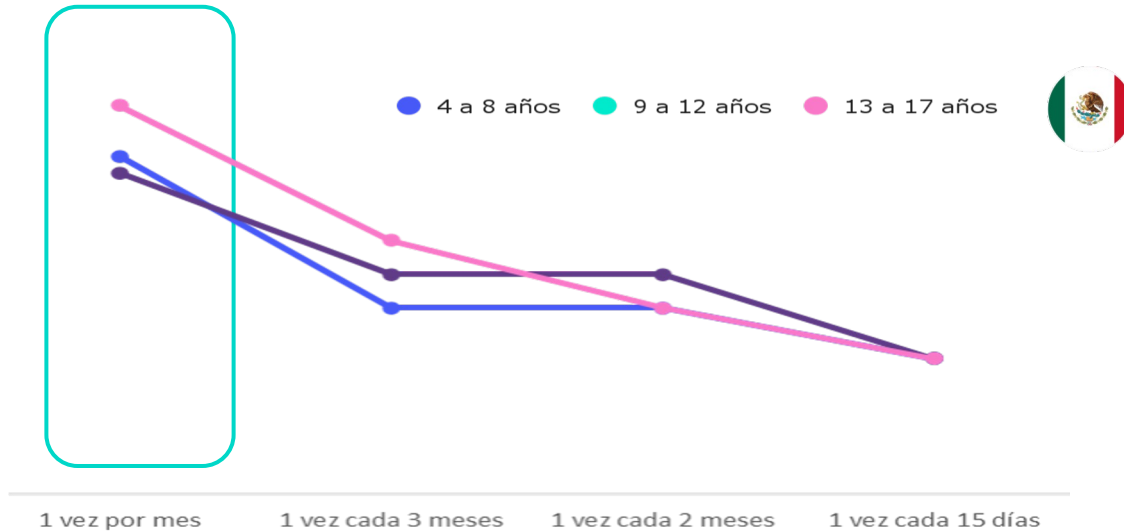
**Latam parents** claim to be **highly influenced by their children** in family purchases as they grow, even extending to cinema visits and SVOD content.



**The influence of cinema outings predominates** for U18s over the influence towards SVOD content.

## Go to the cinema, a relevant activity among kids & teens

On average, U18 individuals in Mexico have gone 9 times in the last year. Both children and teenagers claim to go to the cinema with a frequency of **once per month**:

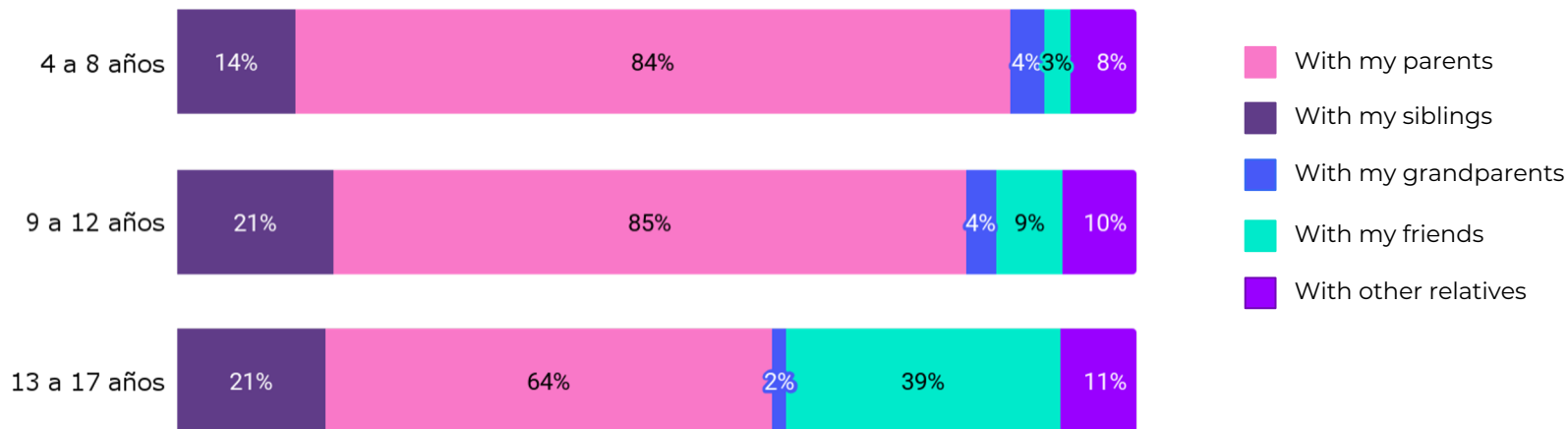


Go to the cinema is within the **TOP 5** of purchases where the segment allocates their own money.

**Teens** in Mexico are the ones who most frequently go to the cinema.

## An outing they often do accompanied

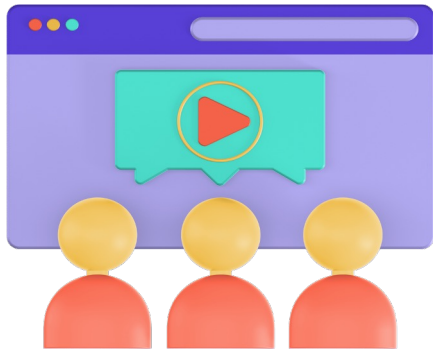
Going to the cinema is an activity they share with their **parents**, but as they grow, they prefer to share it with their **friends**:



# **And what do we know about families and VOD consumption?**

Particularities when consuming content.

## VOD consumption, the main family activity (children/adolescents + parents)



Mirar plataformas de Streaming

60

Mirar Youtube

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Mirar Televisión paga

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Mirar Televisión abierta

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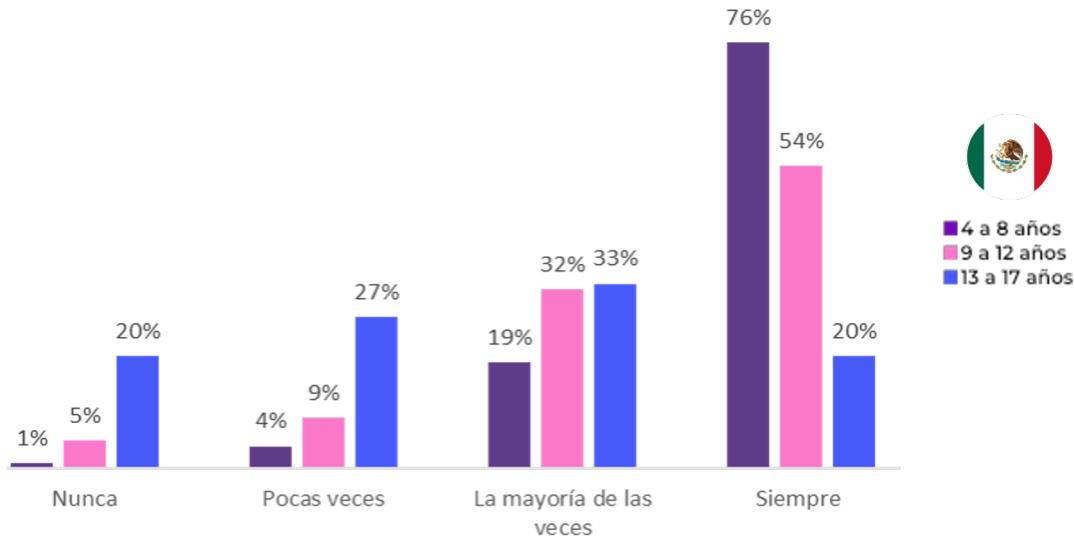
Jugar a videojuegos

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## Parental control over what the children consume

Mexican parents declare supervising the content their children consume, especially when they are younger:



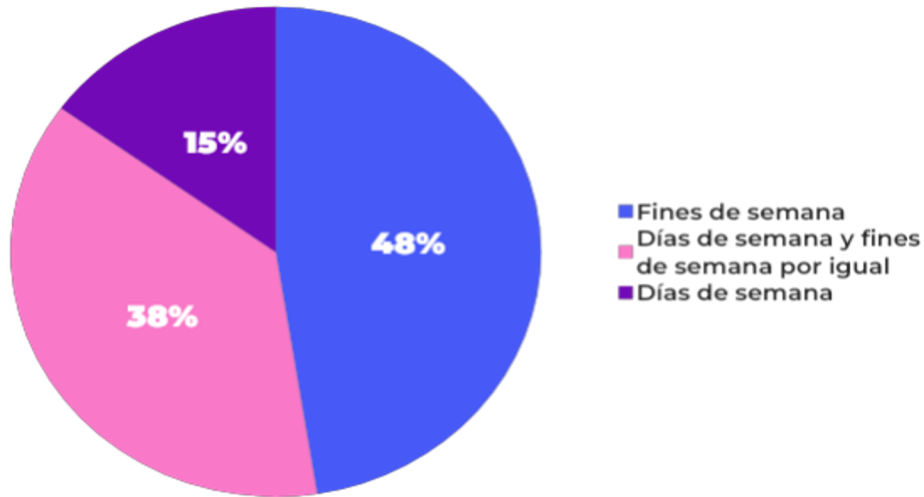
■ 4 a 8 años  
■ 9 a 12 años  
■ 13 a 17 años

When children are between 4 and 8 years old, parental control intensifies, but as they enter preadolescence, it gradually decreases.



## Weekends and families, the perfect bond

Undoubtedly, the **weekend** is when they most enjoy watching content as a family. However, the activity also stands out during the week:



The preferred time to watch content as a family is in the evening, from **5 pm to 10 pm.**



# Conclusions & Food for thoughts



# Conclusions



**51% of U18 individuals in Latin America consume content** through VOD platforms, making **it one of the main activities they engage in during their free time, even when with family.**

- They watch VOD content every day, at least **once a day**, especially on **weekends.**
- They dedicate an average of **1 to 2 hours** to watching content, especially in the **evening**, between **7 pm and 10 pm.**
- **5 out of 10 teenagers influence** which platform to subscribe to. Additionally, they indicate that it is the ideal **family activity** for the weekend.
- 3 is the average number of SVOD apps they frequently use, with **Netflix, Disney+, and Prime Video** being the most chosen ones.
- **Adventure and comedy** are the two cross-genre and age themes. Girls highlight animals, while boys prefer superheroes.
- **7 out of 10 kids & teens buy licensed items.** Barbie, Lady Bug, and Frozen stand out among girls, while anything Marvel stands out among boys.

# Food for Thought



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- Content is what matters: it is the main driver for choosing a platform.

*How to generate and maintain the fandom of certain IPs? Should they accompany the growth of kids?*

- SVOD is a complex category where 'established', 'niche', and 'developing' brands coexist.

*How to accompany the development of platforms with the content to be communicated?*

- Not everything is the same. It varies according to age, platform usage, and the drivers that propel its use.

*Does the content we want to communicate align with the platform's choice drivers where it is being broadcasted?*

- The fandom of cinema and SVOD consumption go hand in hand.

*How to create a multidirectional journey (from cinema to SVOD and from SVOD to cinema) that helps drive consumption in both channels?*

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**Do you want to learn more? Contact us:**

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