

Catch them young

The research shows kids are spending over two-four hours a week on mobile devices almost as much as some spend on TV

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A recent study conducted by [Pulp Strategy](#) shows that 97 per cent of the surveyed parents reported having at least one [smart device](#) and 88 per cent let their children (below eight years) use these. The research shows [kids](#) are spending over two-four hours a week on [mobile devices](#) almost as much as some spend on TV .

This access to instant play and learning opportunity have contributed towards creating a secondary user - children who have seeded an app revolution of sorts, said the report. In fact, average weekly usage of smart devices by kids was highest in the age group of 0-5 years old and ranged between a whopping 18-20 hours a week.

The study says brands who don't capitalise this may be losing out on the opportunity. Given the number of app downloads and sheer number of hours spent on smart devices, apps pave way for meaningful brand experiences. As brands struggle to speak to kid audiences in a highly cluttered space, an app which can deliver fun and immersive content can easily help them cut through the advertising clutter and find permanent space on their devices