

USAGE OF MOBILE APPS BY KIDS BELOW 5 YEARS AGE IS AT AN ALL TIME HIGH

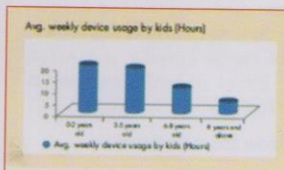
Opportunities for marketers whose core target group is young kids

In the recent research kids in the age group below 5 years are using mobile apps for a whopping 18-20 hours weekly. Increasingly, younger children are embracing smart devices for entertainment purpose.

By the age of 8, 97% of children have used a smartphone, tablet or similar device.

The study found that mobile app use among very young children is growing rapidly. Among the app usage, gaming apps had 77% adoption versus 23% for learning apps. Not only are more children using tablets and smartphones, they are using them for longer periods of time, reveals the study.

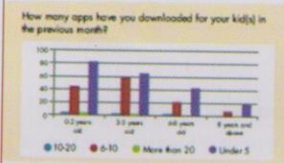
Young children can master the largely intuitive touch screens well before they can read and that explains how easily they are hooked to smart devices. Parents too don't mind letting their kids use smart devices to keep them busy.



"It's sweltering hot and kids really have no place to go and play. Between watching cartoons on TV and potentially learning something while playing with an app on my phone, I'd choose the latter any day"

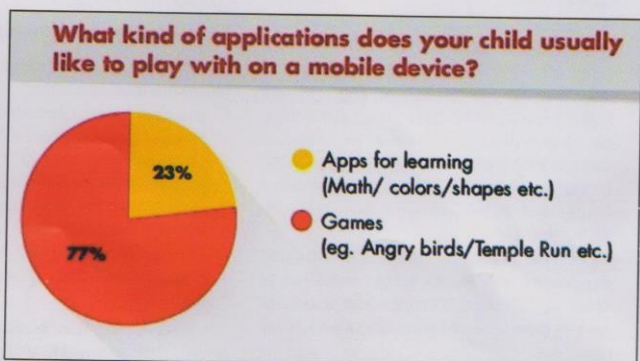
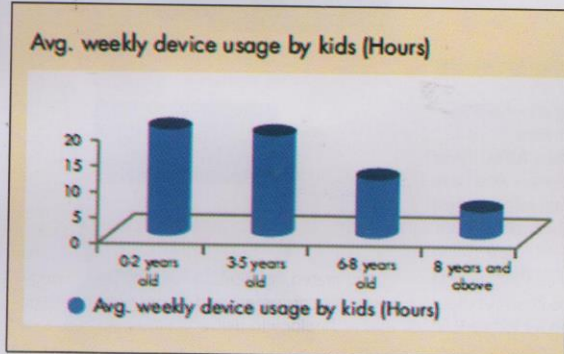
Insight

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 while downloading the maximum number of applications/week.



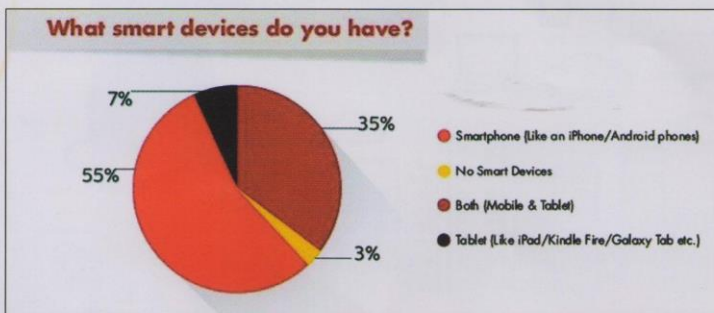
Opportunity

Young children can master the largely intuitive touch screens well before they read and that explains how easily they are hooked to smart devices. If marketers were to tell a roomful of kids and say, "OK. All of you who want to watch a commercial go on the left side, and all of you who want to play a game go on the right side," where do you think everyone would go? And, in that answer lies the power of an "always-on" brand commercial, in the attire of a great app for kids. Given the number of app downloads and sheer number of hours spent on smart devices apps pave way for meaningful brand experiences.



India is witnessing a revolution in mobile data and uptake of smart devices. This research is a first-in-series of research studies of consumer behavior in relation to mobile applications and has focused on a very significant consumer segment and its user who are not the primary owners of the smart devices but whose pester power is increasingly a powerful force for brand preference and product adoption and sales.

The opportunity to tap the young, enthusiastic market of kids is enticing and technology can help create tighter bonds between brands and kids. These are the times for great transition as kids move from toys and fixed devices to mobiles for staying entertained. The potential to engage with these young consumers early has never been bigger. The more we think of mobile apps and children as audience, the more we feel marketers are sitting on an amazing untapped opportunity for building brand engagement.



Companies had not created smartphones and tablets for kids, but the access to instant play, learning opportunity and potentially quiet time for the parents, all are contributing towards creating this secondary child-users who have seeded an app-revolution of sorts," Ambika Sharma, MD, Pulp Strategy Communications.

"At the doctor's, on a road trip, at home, my tablet comes to my rescue by keeping my 4 year old daughter busy for a few hours. I don't mind even if she is playing games because research says even video games make a child's brain sharper"

Insight
93% of parents were aware that applications could be downloaded on their smart devices and gaming apps had a 77% adoption versus 23% for learning apps.

Opportunity
With audience awareness and engagement both on the rise, a lot of application content that is being consumed by kids is not from Indian brands. Indian brands who rely on pester power for higher adoptions can stand to benefit immensely by taking the lead with immersive content delivery via applications thereby putting their brand literally in the palms of their target audience.

What kind of applications does your child usually like to play with on a mobile device?

App Type	Percentage
Games (eg. Angry birds/Temple Run etc.)	77%
Apps for learning (Math/ colors/shapes etc.)	23%

Do you know that apps can be downloaded on your smart devices?

Response	Percentage
Yes	99%
No	1%

What smart devices do you have?

Device Type	Percentage
Smartphone (Like an iPhone/Android phones)	55%
No Smart Devices	3%
Both (Mobile & Tablet)	35%
Tablet (Like iPad/Kindle Fire/Galaxy Tab etc.)	7%

Does your child have a personal smart device?

Response	Percentage
No. My child usually borrows my mobile device(s) to access applications	12%
Yes my child has his/her own tablet/smart phone	88%

"Of course I let my children use my phone and tablet. Kids today are very technology savvy and I wouldn't want them to be left behind."

Insight
97% of the parents reported having at least one smart device and 35% had more than one. 88% of parents let their kids use their smart devices and 12% said their kids had their own.

Opportunity
Companies had not created smart phones and tablets for kids but the access to instant play, learning opportunity and potentially quiet time for the parent, all contributed towards creating this secondary user-children who have seeded an app-revolution of sorts and brands who don't capitalize this may be losing out on the opportunity to find place in the device that they access and in their minds.

Key Findings:

- Kids in the age group below 5 years are using mobile apps for a whopping 18-20 hours weekly
- Gaming apps had a 77% adoption versus 23% for learning apps.
- 97% of the parents reported having at least one smart device and 35% had more than one.
- 88% of parents let their kids use their smart devices and 12% said their kids had their own
- High usage of apps/ smart devices is opening opportunities for marketers whose core TG is young kids.

This is a Pan India research and focus group study on parents of kids in the age group 0-8 years to understand how app content was being consumed by this secondary group of users of

mobile devices and how did that translate into opportunities for marketers in the country whose core TG is young kids. Study conducted by Pulp Strategy who provides a comprehensive range

of integrated solutions amalgamating strategy, creativity, consumer insight, engagement design and technology to deliver measurable results for brands.