Kinder-Medien-Studie (KMS) 2019

Engl. transl.: Children-Media-Study (KMS) 2019

# Keywords

* media usage
* consumer behaviour
* monitoring

# Details

## Year

2019

## Issued

2019

## Language

German

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## Type

Report and working paper

## Topics

Internet usage, practices and engagement

## Sample

n = 2.000 joint interviews with children (6 to 13 years) and one parent
n = 502 parent interviews (children aged 4 and 5)

## Implications For Stakeholders About

Industry

# Abstract

The third Children-Media-Study explores the media, leisure time and consumer behaviour of 7.31 million children aged 4 to 13 in Germany.

# Outcome

"Children love to read magazines. Two-thirds of the children aged 4 to 13 read at least one out of the 46 children's magazines surveyed in the study. Even though digital activities, such as "watching YouTube" and "surfing the internet", are highly popular with children, printed media remains stable at a high level of use and popularity in 2019." (Editorial Media 2019, n. P.; translated by the coder)