Kinder-Medien-Studie (KMS) 2017

Engl. transl.: Children-Media-Study (KMS) 2017

# Keywords

* media usage
* consumer behaviour
* monitoring

# Details

## Year

2017

## Issued

2017

## Language

German

## Authors

Blue Ocean Entertainment AG;Gruner + Jahr GmbH;Panini Verlags GmbH;SPIEGEL-Verlag;ZEIT Verlag;Egmont Ehapa Media GmbH

## Type

Report and working paper

## Sample

n = 1.647 joint interviews with children aged 6 to 13 and one parent
n = 394 parent interviews (children aged 4 and 5)

## Implications For Stakeholders About

Industry

# Abstract

The new Children-Media-Study by six publishing houses (Blue Ocean Entertainment AG, Egmont Ehapa Media GmbH, Gruner + Jahr, Panini Verlags GmbH, SPIEGEL-Verlag and ZEIT Verlag) investigated for the first time which kind of media is consumed by 7.17 million children between the ages of four and 13 in Germany. The Children-Media-Study also sheds light on how and how often they use such media, how they organise their leisure time, whether there are differences in online and offline behaviour and what roles parents and friends play.

# Outcome

"Key findings:
- 72 per cent of all German children between the ages of four and 13 still read printed media several times a week in 2017
- Children's books (61%) and magazines (55%) reach more six- to 13-year-olds than YouTube (34%) and game consoles (28%)
- Children still love playing outdoors with friends and being active with their family
- Between the ages of four and 13, boys already have more money at their disposal than girls. Both sexes invest in sweets and reading material
- Offline, many children are allowed to make their own consumption decisions at an early age; online, parents control what is downloaded and which websites are visited
- Parents rate children's magazines more positively than other media (they consider them a "meaningful activity")" (KinderMedienStudie 2017, 56; translated by the coder)
- "37 per cent of six- to nine-year-olds already own a smartphone or mobile phone. Among ten- to 13-year-olds, 84 per cent have their own mobile device." (Gruner+Jahr 2017, n. P.; translated by the coder)