Kindern Medien Monitor 2020 (KiMMo)

Engl. transl.: Children Media Monitor 2020 (KiMMo)

# Details

## Year

2020

## Scope

National

## Countries

Germany

## Type

Empirical research – Quantitative

## Methodologies

Survey

## Researched Groups

Children

## Children Ages

* Preschool (0-5 Years old)
* Kids (6-10 Years old)
* Pre-adolescents (11-13 Years old)

## Funder

Egmont Ehapa Media GmbH, Gruner + Jahr GmbH, Panini Verlags GmbH, SPIEGEL-Verlag und ZEIT Verlag

## Funder Types

Private industry / Company

## Consents

Consent obtained from parents

## Informed Consent

Consent obtained

## Ethics

Ethical considerations and/or protocol mentioned in the research design

## URL

https://www.kinder-medien-monitor.de/studienbeschreibung/

## Data Set Availability

Not mentioned

# Goals

The study has two main goals. The first being a base for strategic planning of the media-mix in advertising and marketing aimed towards children. The second being to contribute representative data regarding children's media usage.