Kinder-Medien-Studie (KMS) 2018

Engl. transl.: Children-Media-Study (KMS) 2018

# Details

## Year

2018

## 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

Blue Ocean Entertainment AG, Egmont Ehapa Media GmbH, Gruner + Jahr GmbH Co KG, Panini Verlags GmbH, SPIEGEL-Verlag, Zeit Verlag

## Funder Types

Private industry / Company

## Informed Consent

Consent not mentioned

## Ethics

Ethical considerations not mentioned

## Data Set Availability

Not mentioned

# Goals

"How do children cope with the diverse range of analogue and digital leisure activities? What topics move and interest the young target group? What desires drive children, and what kind of freedom do they enjoy within their family? As an objective coverage study with a focus on magazines, the KMS provides a basis for the strategic planning of the marketing media mix. It also analyses in detail the cross-channel media consumption of children as part of their leisure time activities, provides media use arguments and deals with the topic of media acceptance. In regards to questions on communication channels and apps, the study made adaptions. Additionally, questions regarding the attitudes towards advertising were expanded to include digital devices." (KinderMedienStudie 2018, 3; translated by the coder)