

Ipsos MediaCT Releases Data from LMX Family 2014

*'#GenerationMigration' Reveals Where Millennials and Post-Millennials are
Exploring and Settling in the New Media Landscape*

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'#GenerationMigration' Reveals Where Millennials and Post-Millennials are Exploring and Settling in the New Media Landscape

New York, NY – Results from the sixth wave of LMX Family, Ipsos MediaCT's annual study of the media and technology attitudes and behaviors of families with kids aged 0-12 years old, have just been released uncovering dramatic shifts in how, when and where kids and parents are consuming content. The data revealed that today's families are equipped and enabled to increasingly seek out a multitude of digital experiences.

The continued proliferation of kid-owned, internet-enabled, mobile devices has become a significant game changer growing over 250% since 2011. With greater than six-in-ten kids owning these devices, they are empowered to program their own content selections – whatever, whenever and wherever they want. Coincidentally, there was considerable year-over-year growth in kids' online and app-based activities across devices. "This is a powerful new construct. This young audience can now sample a wide variety of content categories without having to change gadgets – video viewing now competes against music listening, social networking, shopping and gaming all on the same device," observes Donna Sabino, leader of the Ipsos Kids & Family Center of Excellence. Additionally, parents in 2014 were significantly more willing to pay for online content for their children compared to last year.

The impact of connected devices was also evident in how parents reported they now consumed media with their kids. The data showed significant growth over last year in the

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percentage of parents who revealed “family media time means everyone is in the same room but consuming different content.” In parallel, there were also significant year-over-year increases in families’ use of online video — both free and paid SVOD services. This was particularly true of Millennial parents. “More and more parents are heading online to satisfy the content desires of their kids. This is critical. As parents are teaching their children how and where to access entertainment and information, they are establishing behaviors that can last a lifetime,” says Sabino.

LMX Family delivers a complete picture of how the media and technology landscape is changing for families today and how this important audience is quickly adapting to and thriving in this new environment.

About Ipsos MediaCT Kids & Family Center of Excellence

The Kids & Family Center of Excellence is a specialized resource within Ipsos MediaCT designed to bring informed perspective, expert thinking, innovative approaches and experience-powered analysis to clients with an interest in the youth, millennial and family markets. The Center is led by Donna Sabino, a Senior Vice President with academic and client-side experience. Over the last two decades, since starting her career at the Children’s Television Workshop, Donna has been associated with and influenced many definitional kid and family brands and properties. Having worked on both the content and business sides of the industry, she brings a unique skill set to her clients.



For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos in North America
(778) 373-5136
elen.alexov@ipsos.com

Donna Sabino
Senior Vice President
Ipsos MediaCT Kids & Family Center of Excellence
Donna.Sabino@Ipsos.com
(646) 313-7691

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