

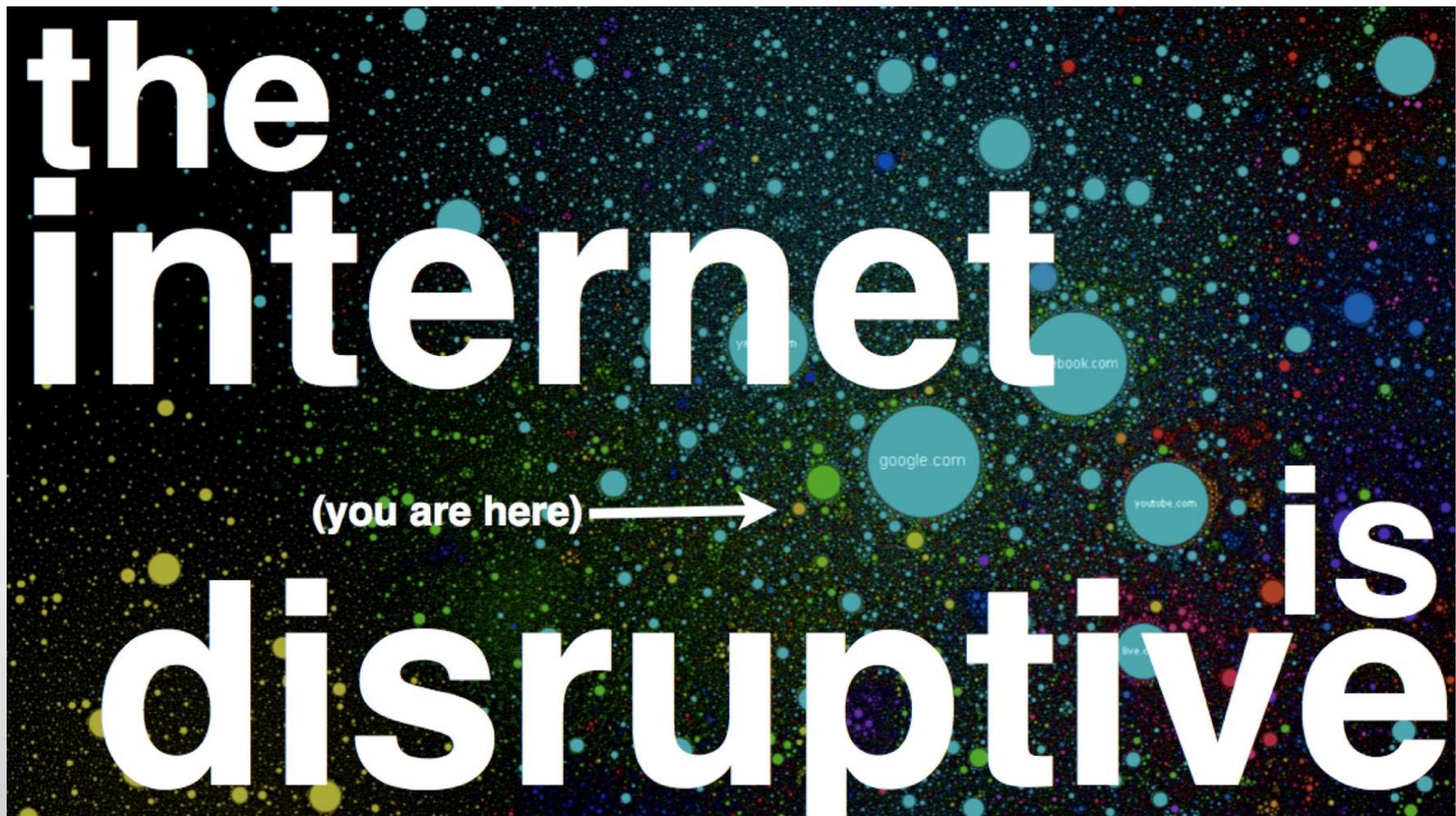
Online Generation: Producing Meaningful Content for a Generation That Has Access to Unlimited Content

RIYAAD MINTY
trtworld / trtarabi



00 disruption





the
internet

(you are here) →

disruptive is

Two factors driving the digital disruption in children's content:

- 1. Access**
- 2. Content**

01

access



We're seeing children as young as 3 with their own tablet devices at home



Figure 16: Devices ever used to watch television programmes at home (2013) or elsewhere (2016 and 2017), by age

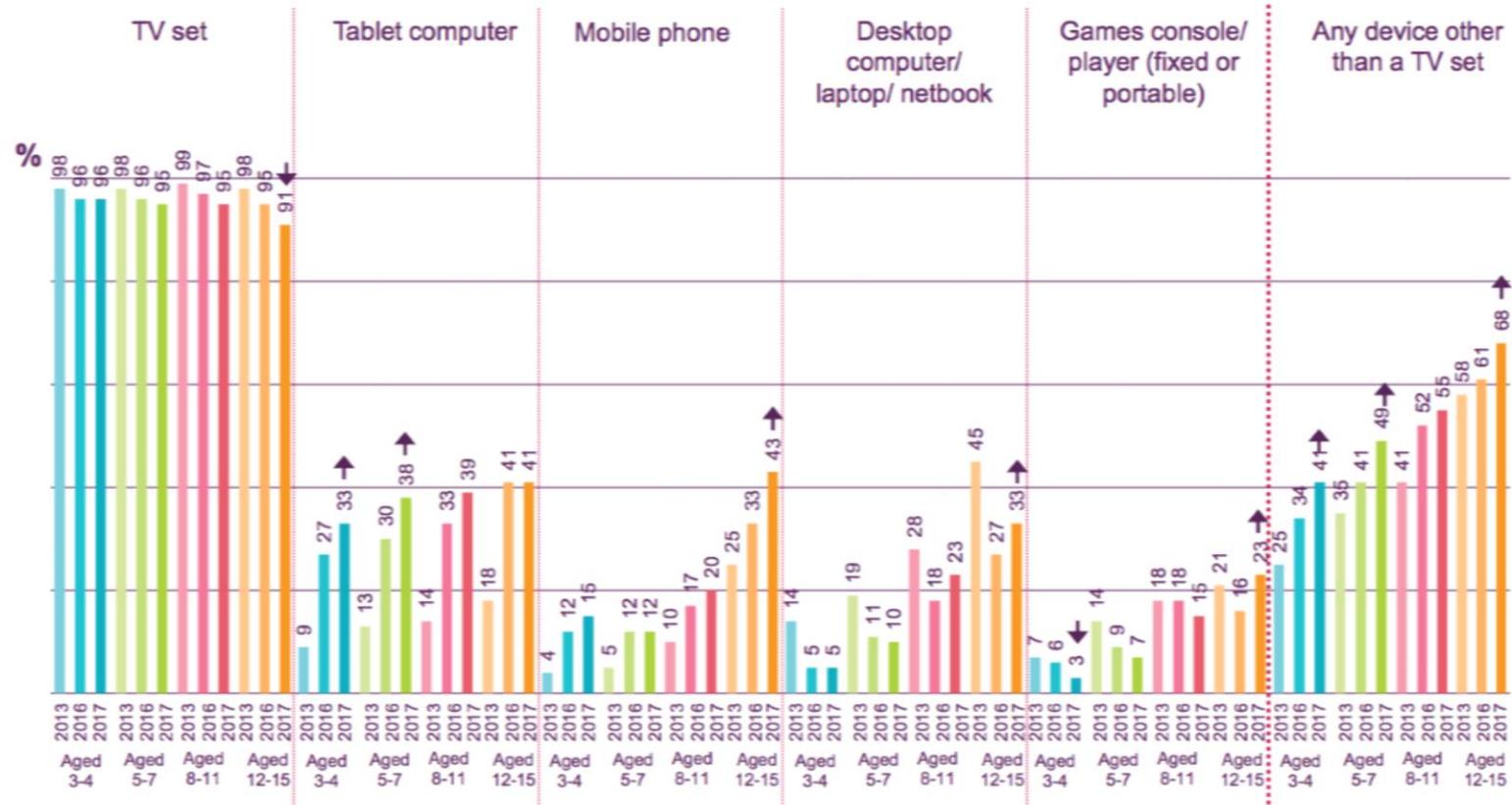


Figure 12: Smartphone ownership, by age of child: 2017

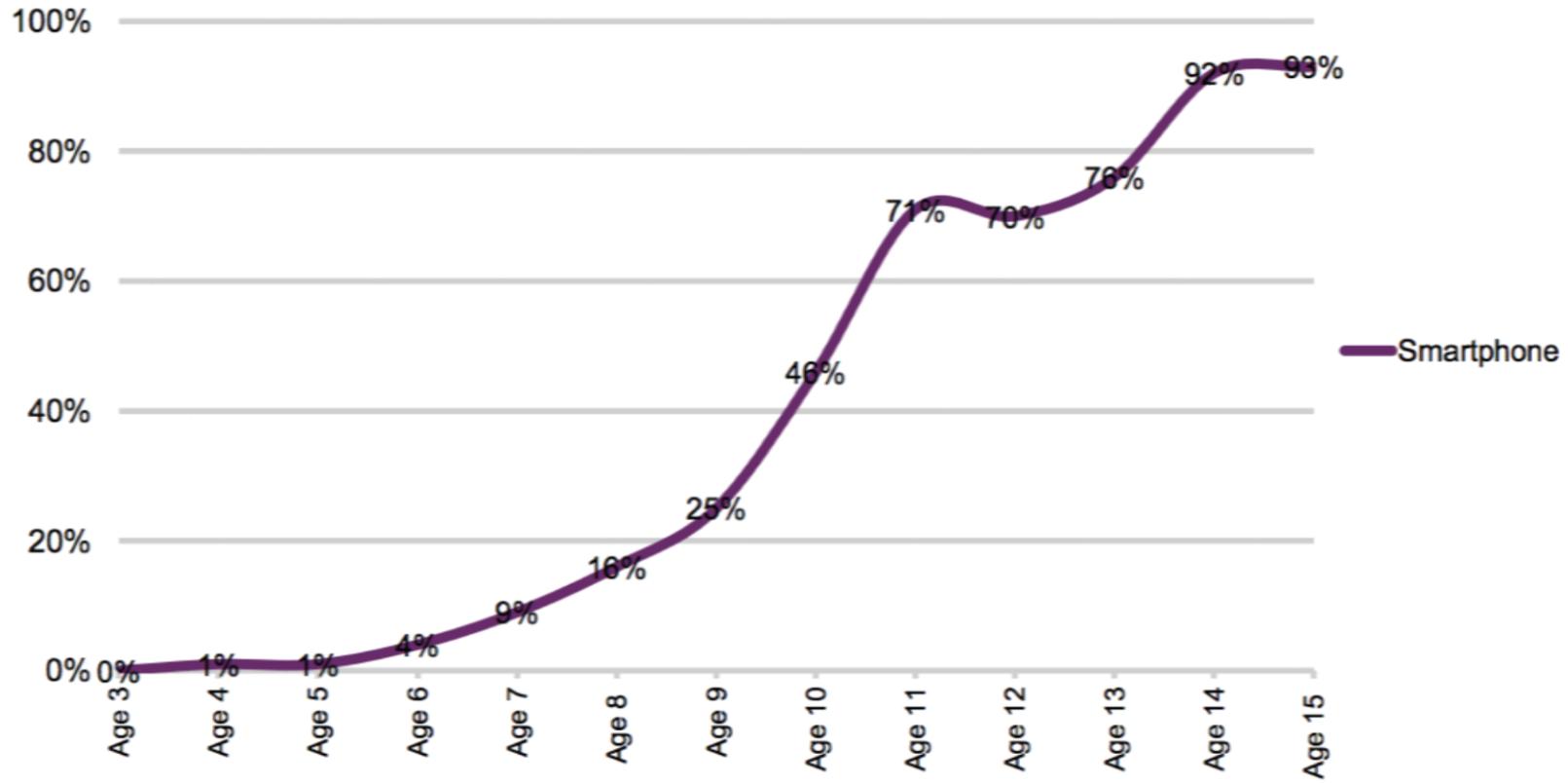
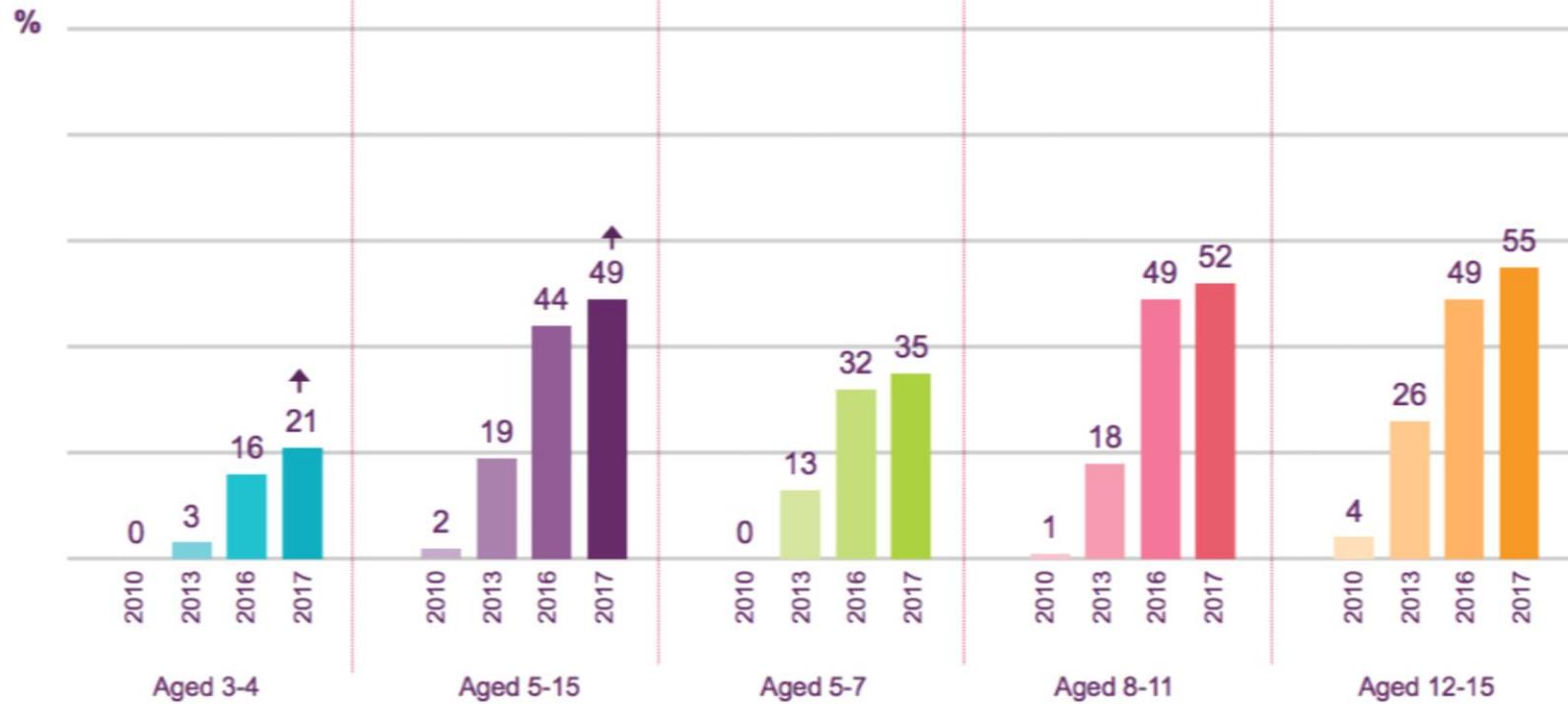


Figure 13: Tablet ownership, by age of child: 2010, 2013, 2016 and 2017



Key driver in this from a parents perspective is an increase in better options:

- YouTube Kids
- Netflix Kids
- native kids applications
- Podcasts

Most Importantly, there is a
generational shift taking place

Xennials are having kids

(people born between 1977 – 1985)

02 content



1. Entertain

2. Educate

2.1 Edutain

3. Distract



4. Create



Figure 37: Types of content watched on the YouTube website or app, by age: 2017

All who use the YouTube website or app	Aged 3-4	Aged 5-15	Aged 5-7	Aged 8-11	Aged 12-15
Base	325	1100	285	388	427
Funny videos/ jokes/ pranks/ challenges	37%	69%	53%	76%	71%
Music videos	33%	62%	40%	61%	75%
Cartoons/ animations/ mini-movies or songs	84%	48%	69%	47%	35%
'How-to' videos or tutorials about hobbies/ sports/ things they are interested in	16%	40%	28%	45%	43%
Game tutorials/ walk-throughs/ watching other people play games	12%	39%	30%	42%	40%
Vloggers or YouTube personalities	6%	32%	16%	35%	40%
Film trailers, clips of programmes, 'best-bits' or programme highlights	8%	31%	16%	26%	43%
Sports/ football clips or videos	4%	28%	14%	33%	32%
Whole programmes or films	13%	22%	14%	22%	27%
'Unboxing' videos - e.g. where toys are unwrapped or assembled	26%	21%	20%	23%	20%

The challenge is most popular content online is designed to entertain audiences more than anything else



Unboxing Videos

Music

Vlogs

Pranks/Challenges

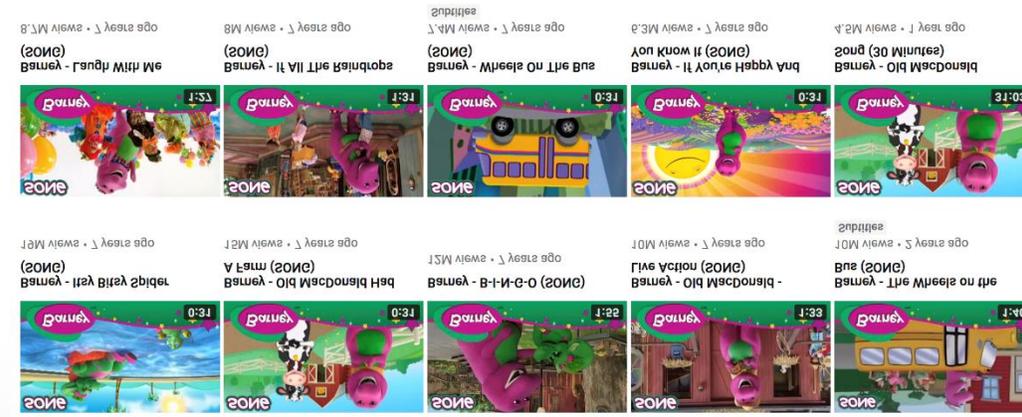


Can we use digital native formats to entertain and promote values through online content?



Barney

Unboxing



Steven Sharer

The Wiggles

Uploads ▾ PLAY ALL SORT BY

 11:05 GAME MASTER MYSTERY RIDDLES & CLUES TRAININ... 1.5M views • 3 days ago	 10:05 EXPLORING GAME MASTER TOP SECRET CASTLE (face... 2.5M views • 5 days ago	 13:06 FOUND GAME MASTER worlds tallest TOP SECRET... 3.6M views • 6 days ago	 11:01 GRACE SHARER SOLVED GAME MASTER TOP SECRE... 3.6M views • 1 week ago	 11:55 SEARCHING FOR MISSING GRACE SHARER with GAME... 3.4M views • 1 week ago Subtitles
 14:45 GAME MASTER and GRACE SHARER MISSING!! (Top... 4.8M views • 1 week ago Subtitles	 10:49 GAME MASTER TELLS GRACE SHARER TOP SECR... 4.6M views • 2 weeks ago Subtitles	 11:47 FOUND CHAD WILD CLAY with GAME MASTER TOP... 4.9M views • 2 weeks ago	 11:48 SPYING ON CHAD WILD CLAY with GAME MASTER... 4.2M views • 2 weeks ago Subtitles	 11:44 GAME MASTER TOP SECRET TREASURE CHEST OPENED... 3.8M views • 3 weeks ago Subtitles

 11:14 WIGGLY CHRISTMAS Classic Wiggles: Wiggly, Wiggly Christmas (Part 2 of... 41K views • 2 days ago	 1:30 NURSERY RHYMES 2 The Wiggles: Mr Polly Had a Dolly The Wiggles Nursery... 36K views • 5 days ago	 2:19 HOLIDAYS The Wiggles: It's a Christmas Party, On the Goodship... 72K views • 1 week ago	 1:03 NURSERY RHYMES 2 The Wiggles: Mary Had a Little Lamb The Wiggles... 38K views • 1 week ago	 1:23 Talk to the Wiggles with Google! The Wiggles are now on your Google Assistant! 53K views • 2 weeks ago
 12:33 WIGGLY CHRISTMAS Classic Wiggles: Wiggly, Wiggly Christmas (Part 1 of... 85K views • 2 weeks ago	 1:25 NURSERY RHYMES 2 The Wiggles: Lucy Had a Ducky The Wiggles Nurser... 58K views • 2 weeks ago	 1:29 ANIMALS The Wiggles: Brush Your Pet's Hair 111K views • 3 weeks ago	 1:53 NURSERY RHYMES 2 The Wiggles: Loch Lomond The Wiggles Nursery Rhym... 63K views • 3 weeks ago	 1:07 The Wiggles Nursery RHYMES 2 - Trailer The Wiggles Nursery Rhymes 2 - Trailer 55K views • 4 weeks ago

YouTube Native



The image shows a screenshot of a YouTube channel page for Stephen Sharer. At the top, there is a banner with a photo of Stephen Sharer in a red shirt making a rock-on hand gesture, the text "STAY AWESOME AND SHARE THE LOVE" in red, and a large red play button icon. Below the banner, the channel name "Stephen Sharer" is displayed with a verified checkmark and "5,148,401 subscribers". A red "SUBSCRIBE 5.1M" button is on the right. The navigation menu includes "HOME", "VIDEOS", "PLAYLISTS", "COMMUNITY", "CHANNELS", "ABOUT", and "CHANNELYTICS". The main content area features a video player for "EXPLORING ABANDONED ISLAND FOR LOST TREASURE!! (iPh...". The video player shows a man in sunglasses and has a "SUBSCRIBE" button in the bottom right corner. The video description reads: "Stephen Sharer found a treasure map in a secret hidden abandoned safe at the beach house the Sharer Family is staying at. On this map found, Stephen and his sister Grace Sharer decided to explore the map and boat to an abandoned island at the beach. They started exploring abandoned island for lost treasure but what the Sharer Fam found was crazy. Stephen and Carter where not their together as Carter is missing (#freeCarter) so Stephen and his sis Grace READ MORE". To the right of the video player is a "FEATURED CHANNELS" section with three entries: "Carter Sharer" (SUBSCRIBE), "Otter & Milli Sharer" (SUBSCRIBE), and "GRACE SHARER" (SUBSCRIBE). The page is decorated with a network of icons on the left and right sides, including a monitor, smartphone, microphone, and book.



YouTube Native

Uploads ▾ PLAY ALL

☰ SORT BY



Stephen Sharer - Share the Love (Official Music Video)

58M views • 1 year ago

Subtitles



MOST DANGEROUS NERF MOD! (EXPLODING COCA...

22M views • 1 year ago



SILLY STRING FIDGET SPINNER!!

21M views • 1 year ago



LEGO BOX FORT!! (MAYKA TOY BLOCK TAPE)

17M views • 1 year ago

Subtitles



WORLDS BIGGEST BACKYARD WATERSLIDE!!

17M views • 1 year ago



3 MARKER CHALLENGE WITH MY BROTHER (NERF...

16M views • 8 months ago



BOX FORT ON WATER!!

16M views • 1 year ago



ISLAND BOX FORT VS OCEAN!!

14M views • 10 months ago

Subtitles



STARBURST FIDGET SPINNER!! (CANDY MOD)

14M views • 1 year ago



UNDERWATER BOX FORT!!

14M views • 11 months ago



“Could you guys try incorporating some REAL history on the location you travel to, some ACTUAL science, help you solve your mysteries...”



Replies



Jim Happy • 1 day ago

As a parent of one of your biggest fans (he's 4), I'd like to make a suggestion. Could you guys try incorporating some actual educational content. Some REAL history of the locations you travel to, some ACTUAL science helping you solve your mysteries, or at least a few FACTS mixed in with the fun. Try taking the time to educate yourselves if you are actually unsure of something instead of making stuff up. You can make it a learning experience for everyone, yourselves included. You have been blessed with this resource to do real good in the world. Make those subscriptions, shares, and smashed like buttons count for more than a monetary unit or narcissistic ego stroking. Share a little education with the love. **YOU HAVE THE POTENTIAL TO BE A REAL FORCE OF GOOD IN THE WORLD!!!** Seriously. Children are watching you. **MY CHILDREN ARE WATCHING YOU.**



Merge the two worlds:

**learn from digital native creators in
newer formats and add our own level
of education and values**



EDUCATION

Mathematics
Science
Language
Geography
Crafts
etc.

VALUES

Friendship
Kindness
Compassion
Perspectives
etc.



Examples:

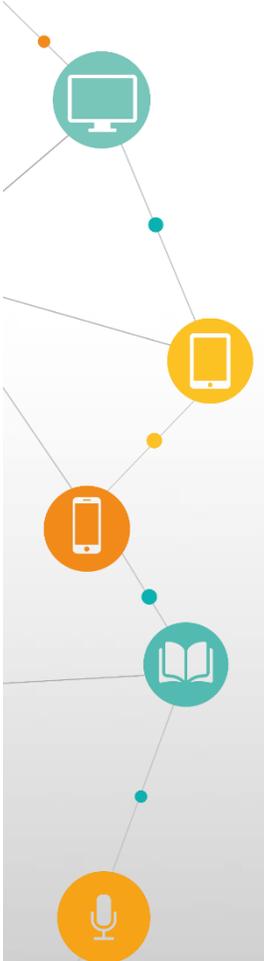
Unboxing Videos that discuss teach you how to count

Change lyrics in popular music to be more kid appropriate

Encourage craft creativity through challenges



03 Why?





1. Build trust with parents

2. Cater to kids FOMO and peer pressure

3. Remain relevant in a fast changing landscape

Entertain, Educate and provide outlets for kids (and parents)

**Even if it's only 1 slime
video at a time.**



Thanks

