

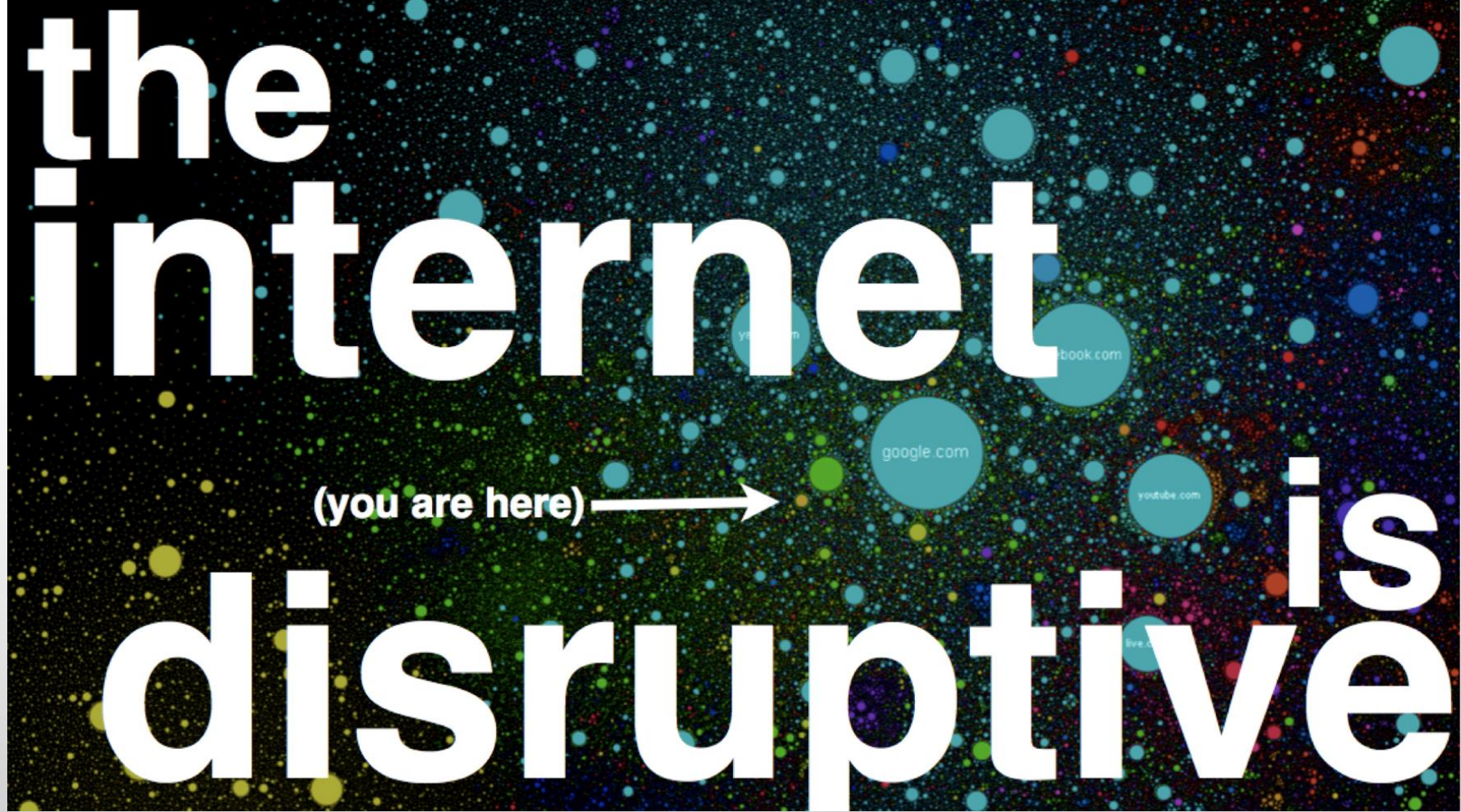
Online Generation: Producing Meaningful Content for a Generation That Has Access to Unlimited Content

RIYAAD MINTY
trtworld / trtarabi



00 disruption





the
internet
(you are here) → is
disruptive



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

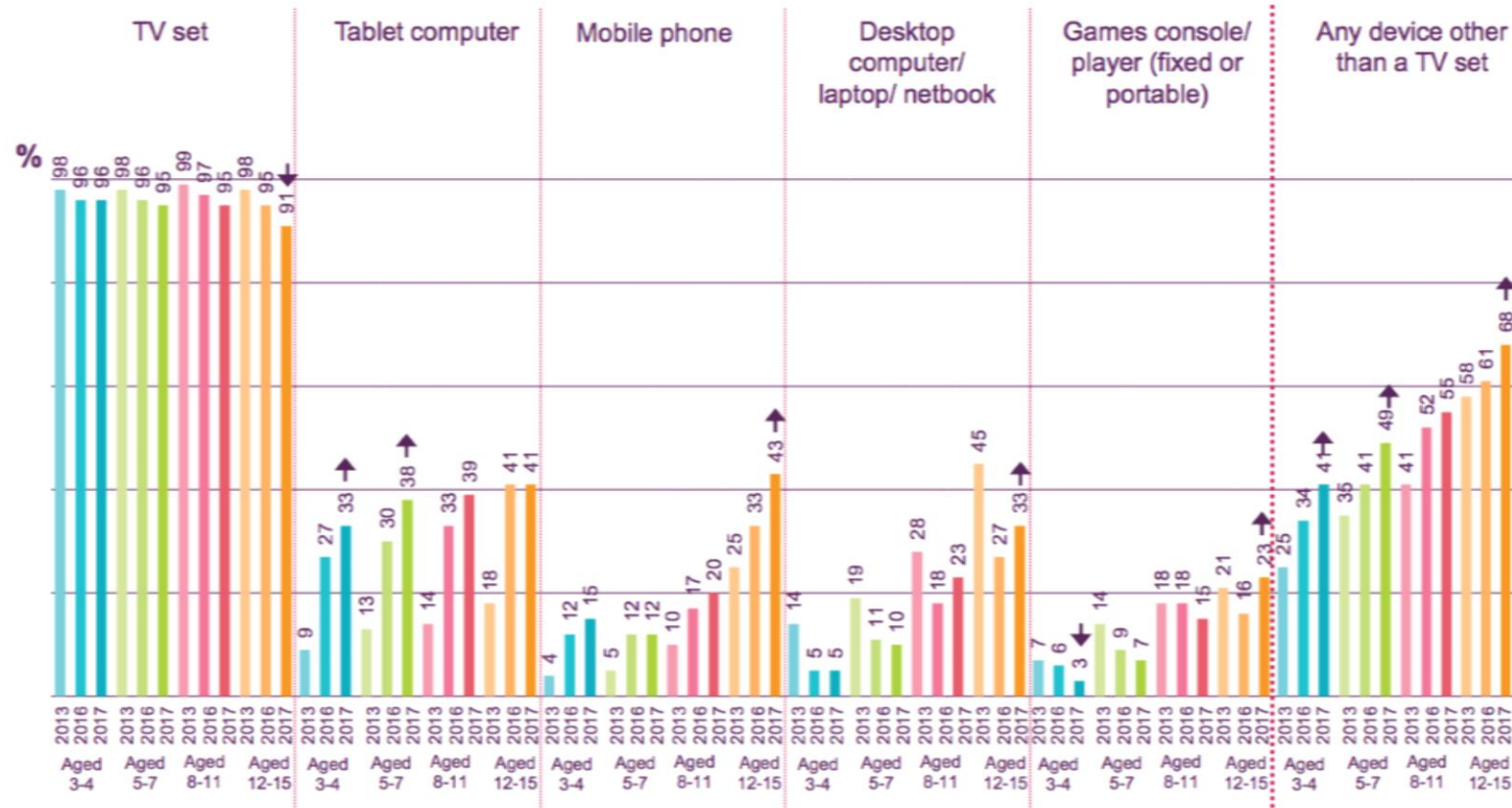


Figure 12: Smartphone ownership, by age of child: 2017

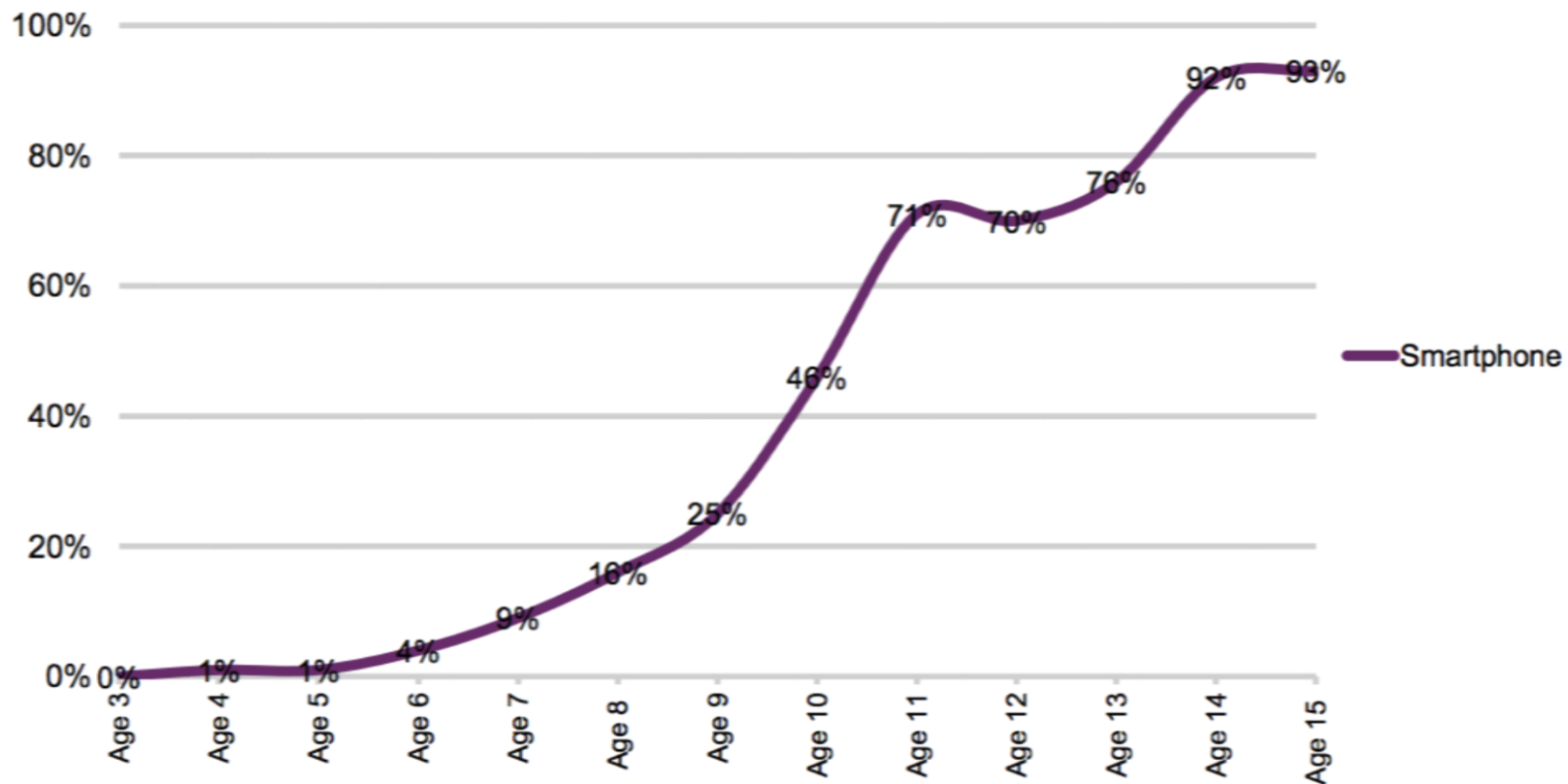
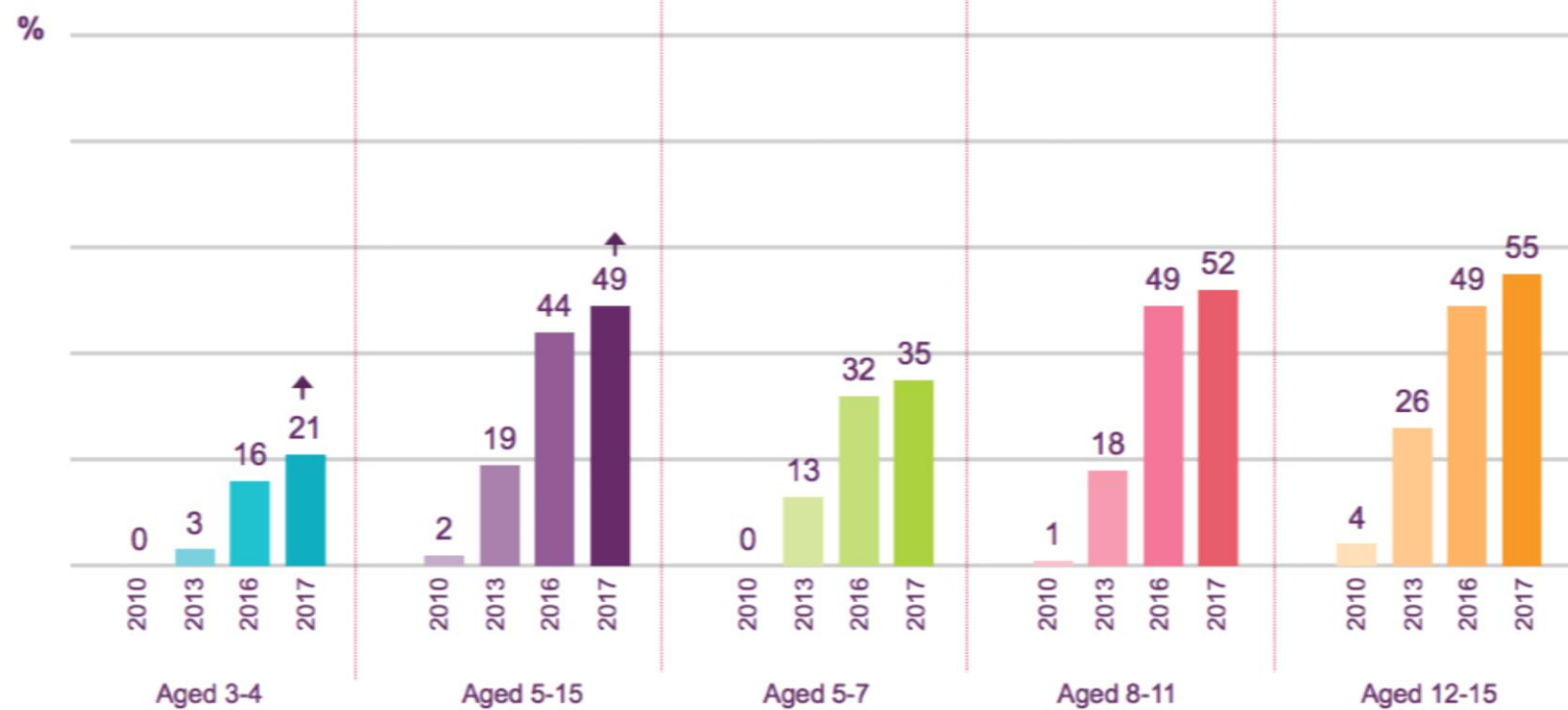


Figure 13: Tablet ownership, by age of child: 2010, 2013, 2016 and 2017



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

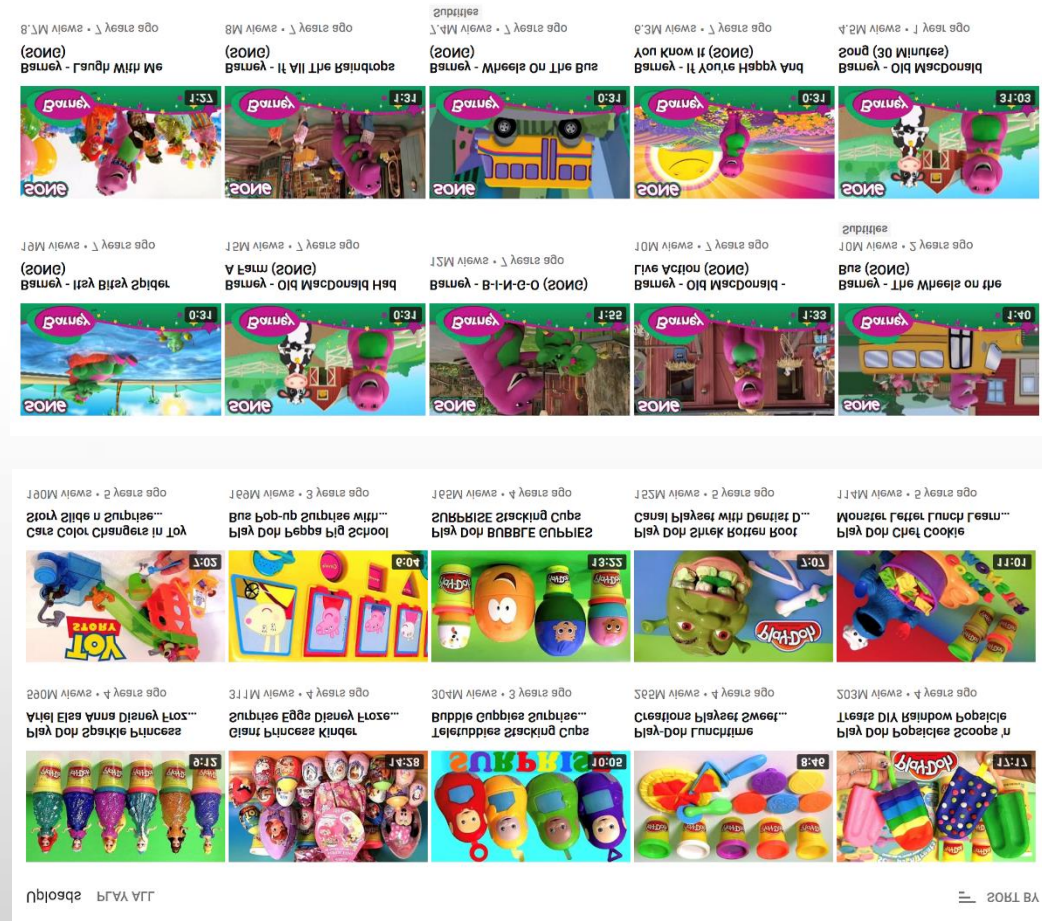
Vlogs

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




GAME MASTER MYSTERY RIDDLES & CLUES TRAININ...
1.5M views • 3 days ago




EXPLORING GAME MASTER TOP SECRET CASTLE (face...
2.5M views • 5 days ago



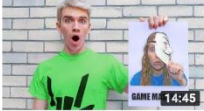
FOUND GAME MASTER worlds tallest TOP SECRET...
3.6M views • 6 days ago




GRACE SHARER SOLVED GAME MASTER TOP SECRE...
3.6M views • 1 week ago




SEARCHING FOR MISSING GRACE SHARER with GAME...
3.4M views • 1 week ago
Subtitles




GAME MASTER and GRACE SHARER MISSING!! (Top...
4.8M views • 1 week ago
Subtitles




GAME MASTER TELLS GRACE SHARER TOP SECR...
4.6M views • 2 weeks ago
Subtitles



FOUND CHAD WILD CLAY with GAME MASTER TOP...
4.9M views • 2 weeks ago



SPYING ON CHAD WILD CLAY with GAME MASTER...
4.2M views • 2 weeks ago
Subtitles



GAME MASTER TOP SECRET TREASURE CHEST OPENED...
3.8M views • 3 weeks ago
Subtitles



WIGGLY CHRISTMAS 11:14
Classic Wiggles: Wiggly, Wiggly Christmas (Part 2 of...
41K views • 2 days ago



NURSERY RHYMES 2 1:30
The Wiggles: Mr Polly Had a Dolly | The Wiggles Nursery...
36K views • 5 days ago



HOLIDAYS 2:19
The Wiggles: It's a Christmas Party, On the Goodship...
72K views • 1 week ago



NURSERY RHYMES 2 1:03
The Wiggles: Mary Had a Little Lamb | The Wiggles...
38K views • 1 week ago



Talk to The Wiggles with Google! 1:23
The Wiggles are now on your Google Assistant!
53K views • 2 weeks ago



WIGGLY CHRISTMAS 12:33
Classic Wiggles: Wiggly, Wiggly Christmas (Part 1 of...
85K views • 2 weeks ago



NURSERY RHYMES 2 1:25
The Wiggles: Lucy Had a Ducky | The Wiggles Nurser...
58K views • 2 weeks ago



ANIMALS 1:29
The Wiggles: Brush Your Pet's Hair
111K views • 3 weeks ago




NURSERY RHYMES 2 1:53
The Wiggles: Loch Lomond | The Wiggles Nursery Rhym...
63K views • 3 weeks ago







The Wiggleswiggles NURSERY RHYMES 2 1:07
The Wiggles Nursery Rhymes 2 - Trailer
55K views • 4 weeks ago


YouTube Native



STAY AWESOME AND SHARE THE LOVE




 MERCH    







Stephen Sharer ✓
5,148,401 subscribers

SUBSCRIBE 5.1M

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT 

tb CHANNELYTICS >

EXPLORING ABANDONED ISLAND...   




3:31 / 16:26

EXPLORING ABANDONED ISLAND FOR LOST TREASURE!! (iPh...
8,354,967 views • 4 months ago


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


FEATURED CHANNELS



Carter Sharer
SUBSCRIBE



Otter & Milli Sharer
SUBSCRIBE



GRACE SHARER
SUBSCRIBE

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.



TRT ULUSLARARASI
**ÇOCUK
MEYASI**
KONFERANSI
2018



Merge the two worlds:

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



TRT ULUSLARARASI
**COÇUK
MEYASI**
KONFERANSI
2018



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

