



THE SHOW 
MUST GO ON

MRG Conference

IT'S A SMALL WORLD AFTER ALL

HOW MEDIA AND TECHNOLOGY HAVE HELPED
CHILDREN WITH THEIR SHRINKING ENVIRONMENT

Sara Rice - Ipsos MORI

Jack Melton Bradley - BBC Children's



Ipsos MORI



A TIME OF UNPRECEDENTED CHANGE



A photograph of three young girls celebrating. They are surrounded by a shower of colorful confetti (white, blue, orange, green). The girl in the center has her mouth open in a joyful expression, while the girl on the right has her eyes closed and a slight smile. The background is softly blurred, suggesting an outdoor event.

A NINE YEAR PARTNERSHIP UNDERSTANDING CHILDREN'S AUDIENCES

1

**HOW TIME SPENT
WITH MEDIA HAS
CHANGED**

2

**CHANGES IN THE
TYPE OF MEDIA AND
TECHNOLOGY
CONSUMPTION**

3

**HOW PERCEPTIONS
TOWARDS BRANDS
HAVE ADAPTED**

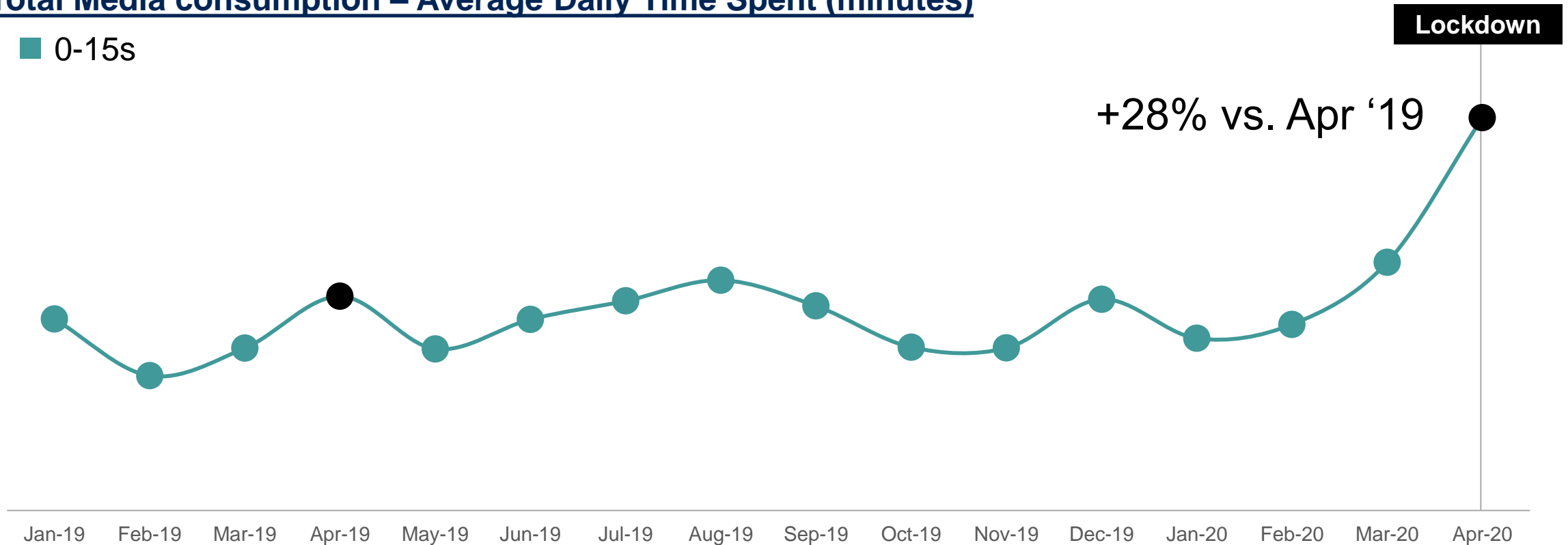
4

**LOOKING TO THE
FUTURE**

THE FIRST MONTH OF FULL LOCKDOWN SAW A 28% INCREASE IN TIME SPENT WITH MEDIA

Total Media consumption – Average Daily Time Spent (minutes)

■ 0-15s



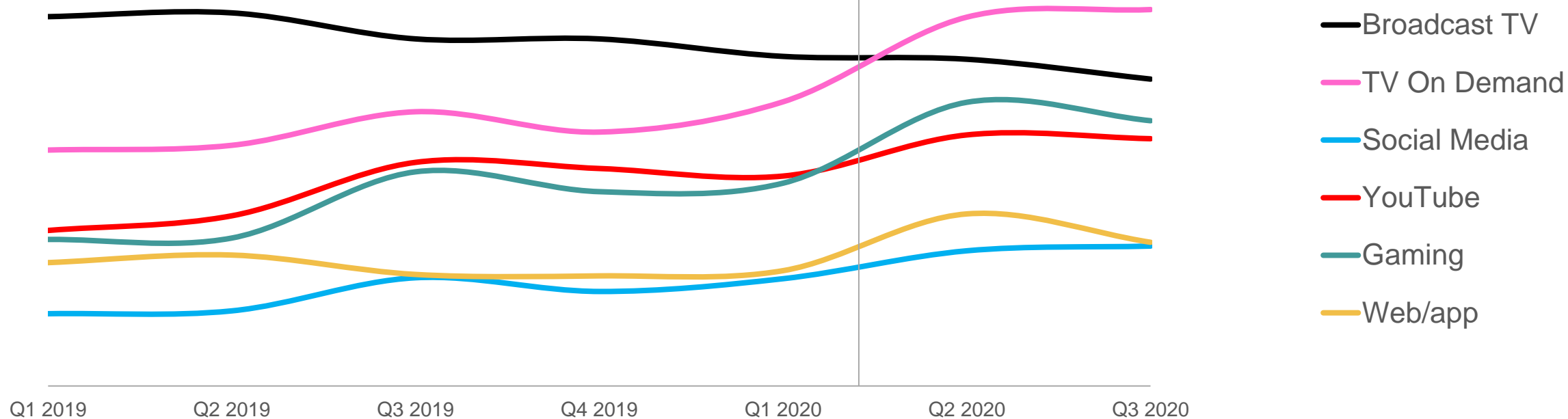
Source: Ipsos MORI/BBC Kids CMI weekly diaries

KIDS SPENT MORE TIME WITH NEARLY ALL MEDIA

Total Media consumption – Average Daily Time Spent (minutes)

0-15s

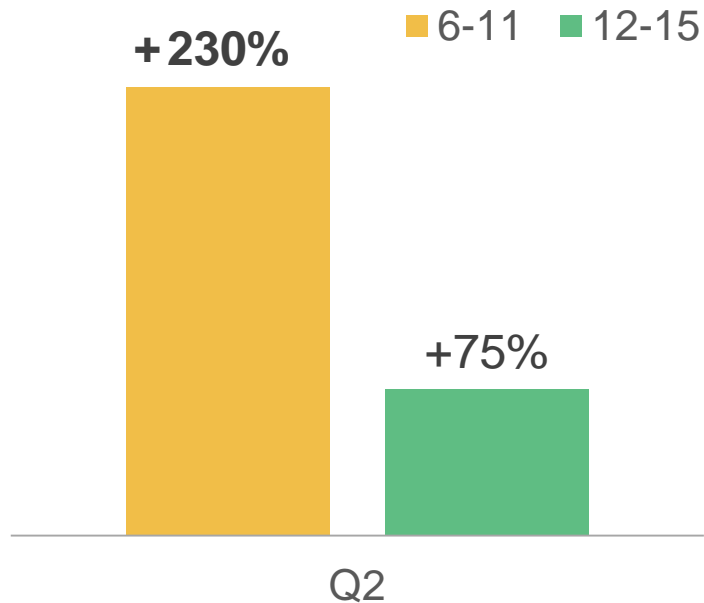
Lockdown



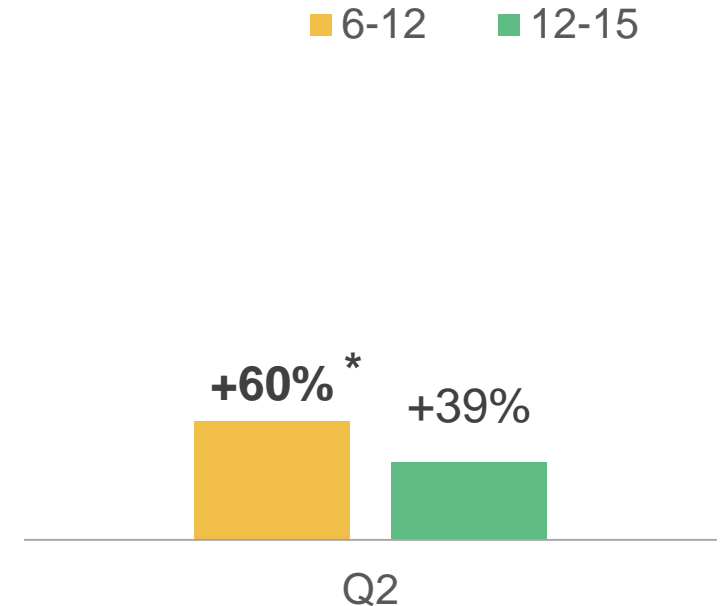
Source: Ipsos MORI/BBC Kids CMI weekly diaries

WITH A SUDDEN NEED FOR EDUCATIONAL RESOURCES...BITESIZE DELIVERED

BBC Bitesize weekly reach – difference vs. same Q 2019



BBC Bitesize awareness – difference vs. same Q 2019



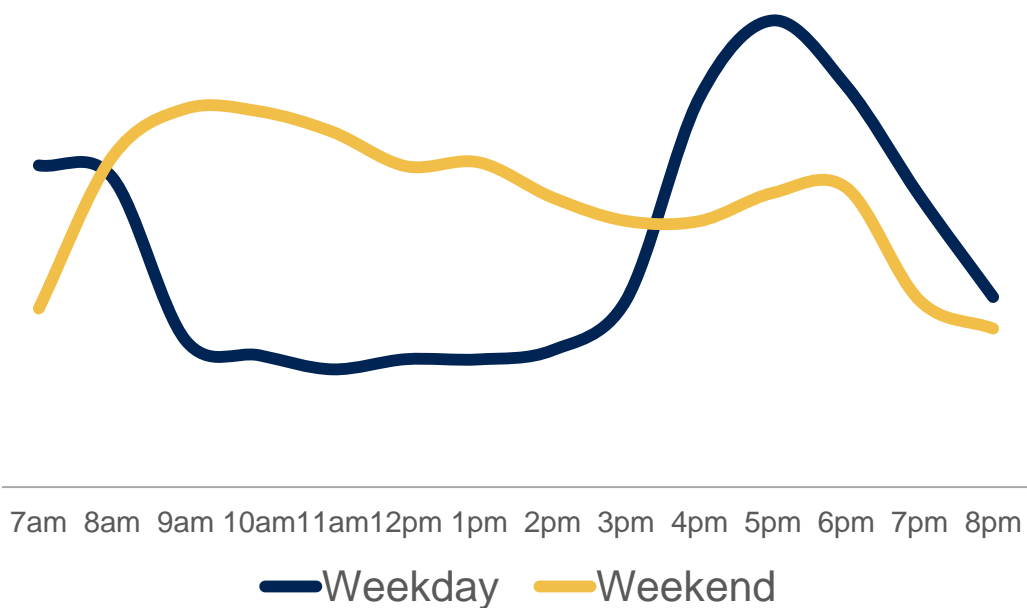
Source: Ipsos MORI/BBC Kids CMI weekly diaries

Source: Ipsos MORI/BBC ChatterBox Brand data

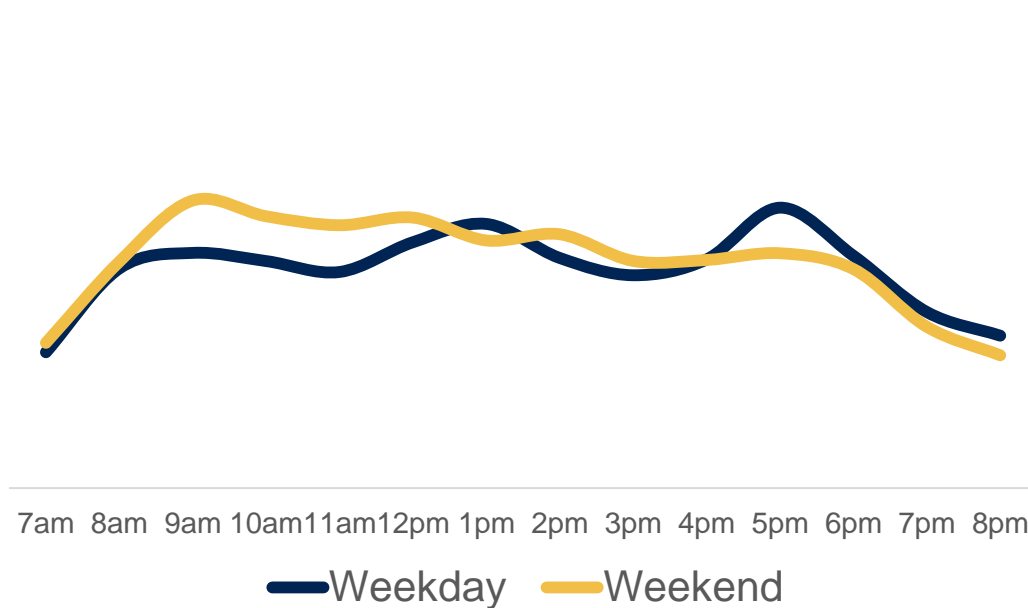
* 6-12 Q2 2020 data compared to Q3 2019, when brand first asked

FOR BROADCAST TV, LOCKDOWN MEANT EVERYDAY IS THE WEEKEND!

Children's TV Average Audience
Q1 2020 - 6-12s



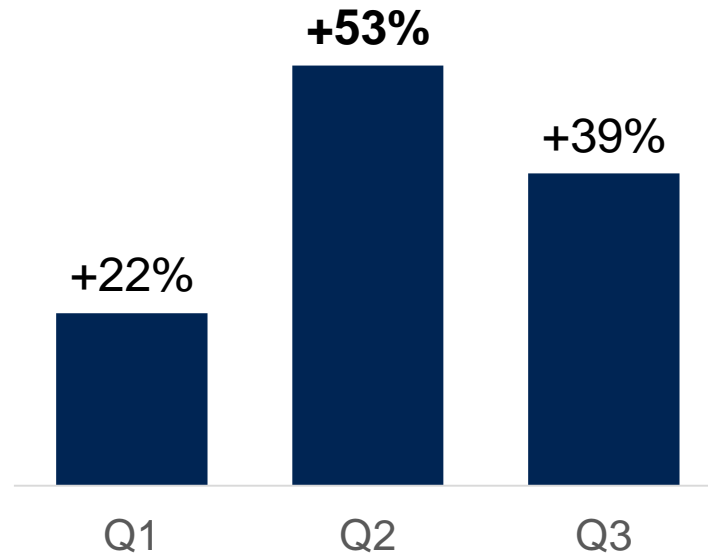
Children's TV Average Audience
Q2 2020 - 6-12s



Source: BARB

CHILDREN'S ATTENTION (AND LOVE) TURNED TO VOD

VOD - Average Daily Time Spent
difference vs. same Q 2019 – 0-15s



Top brands in terms of brand
score, Q2 2020 – 0-6s



Source: Ipsos MORI/BBC Kids CMI weekly diaries, Ipsos MORI/BBC ChatterBox Brand data

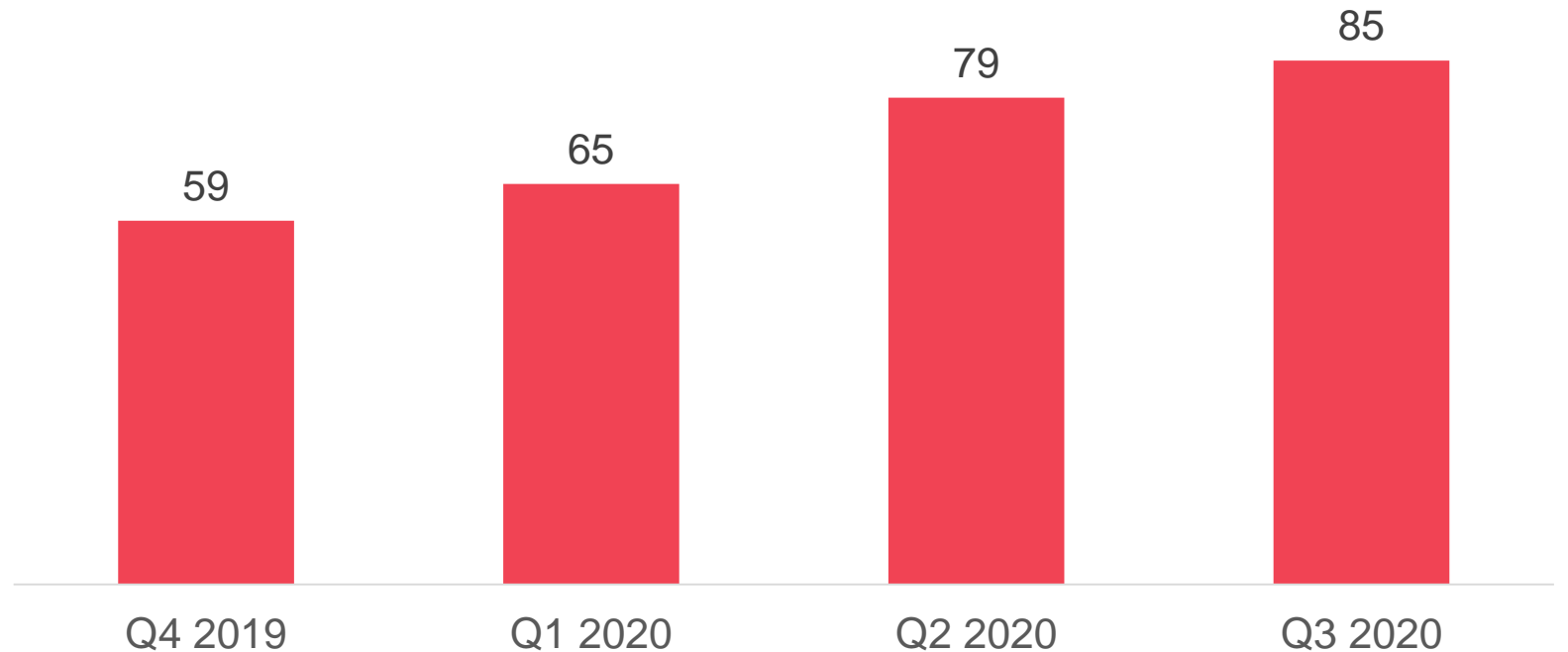
AND THERE WAS A STRONG NEED FOR CONTENT TO ENTERTAIN



OUTSIDE OF TV, A SUSTAINED INCREASED IN TIME SPENT ON SOCIAL



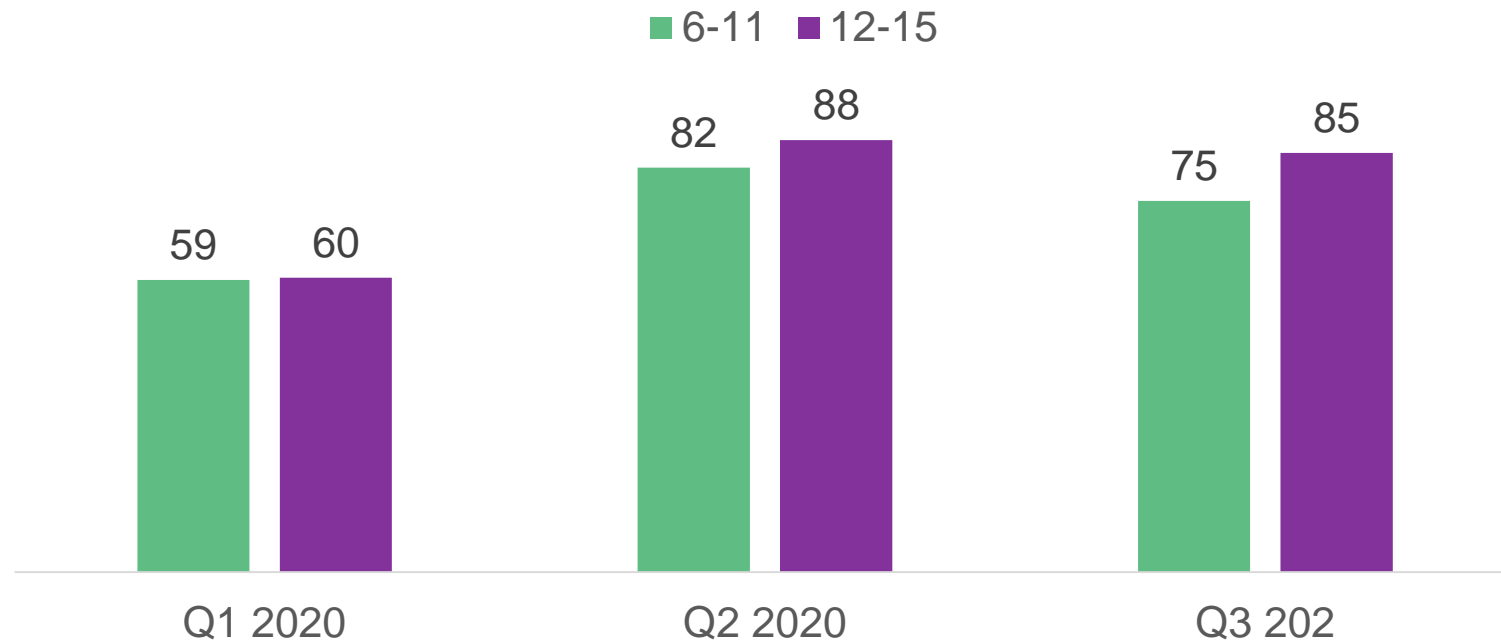
Social Media - Average Daily Time Spent – 12-15s



Source: Ipsos MORI/BBC Kids CMI weekly diaries

MORE TIME ALSO BEING SPENT GAMING

Gaming - Average Daily Time Spent – 12-15s

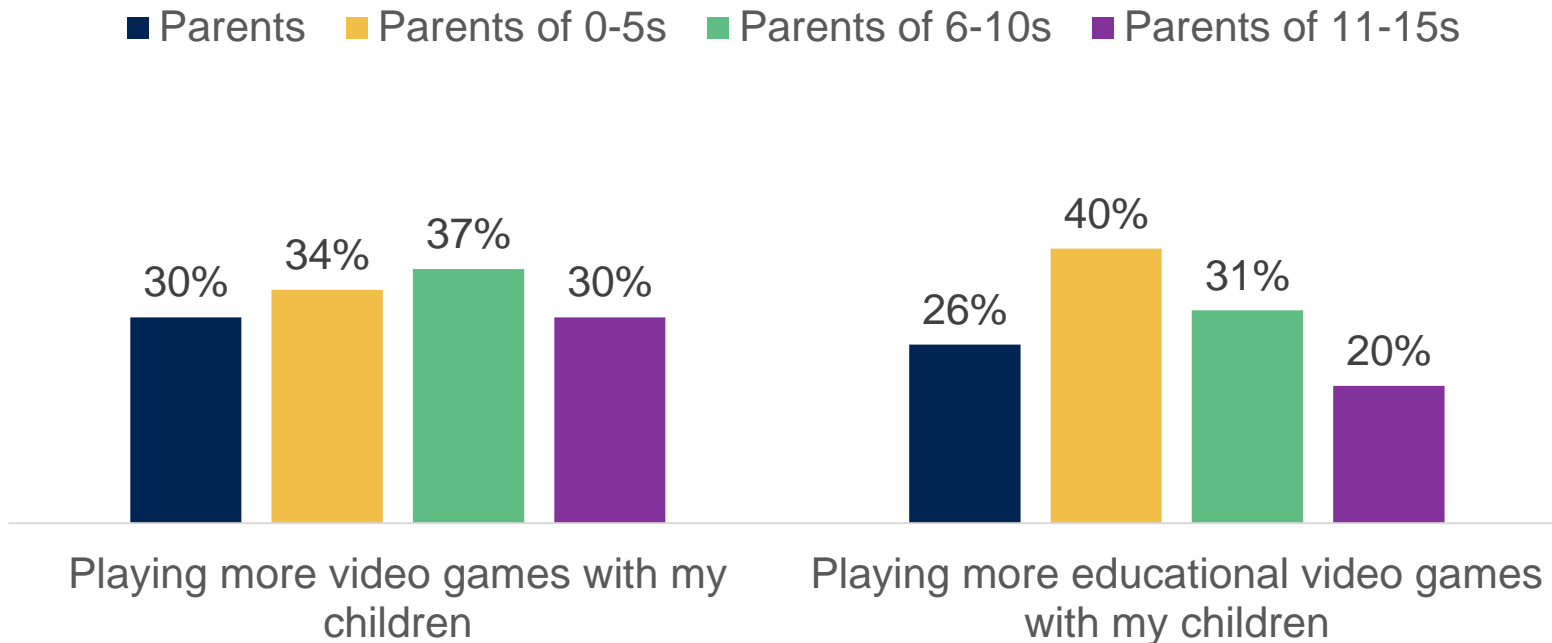


Source: Ipsos MORI/BBC Kids CMI weekly diaries



DELIVERING A CHANCE TO CONNECT WITH PARENTS, LEARN AND FIND CALMNESS

Activities doing more of since lockdown



26%

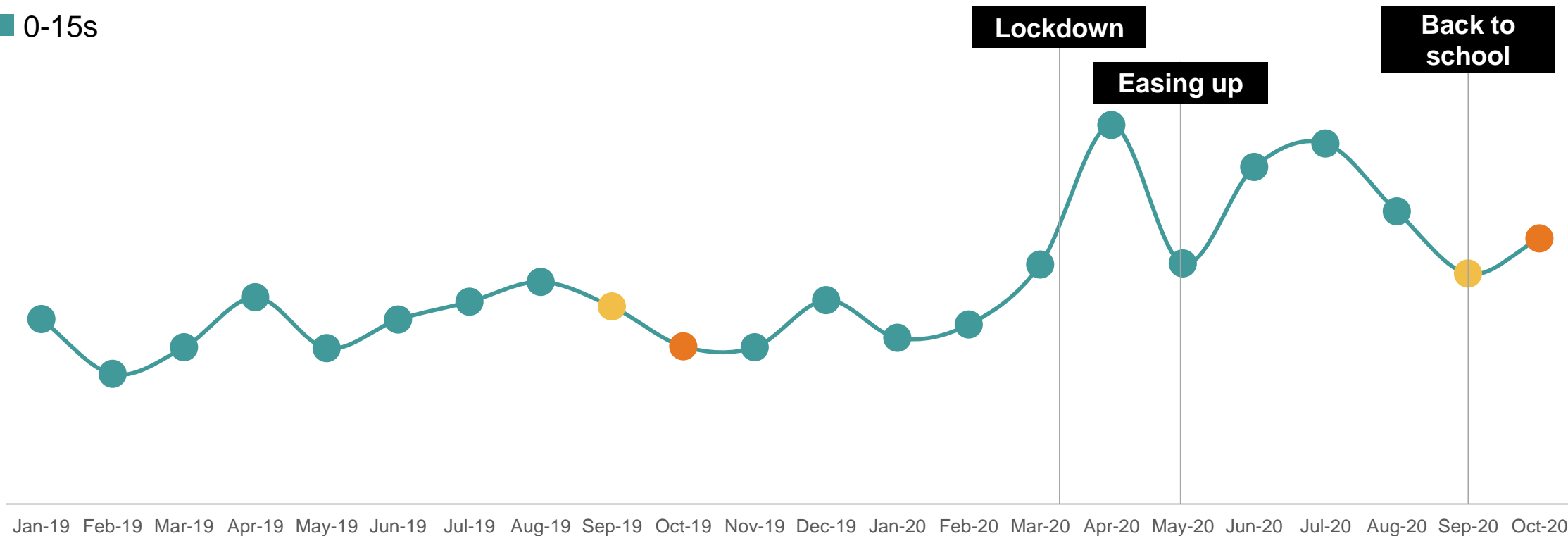
UK parents had an improved perception of video games and mental health after the first lockdown

Source: Ipsos MORI/ISFE GAMETRACK

SO WHERE ARE WE NOW? TIME SPENT HAS DROPPED BUT STILL UP ON LAST YEAR

Total Media consumption – Average Daily Time Spent (minutes)

■ 0-15s

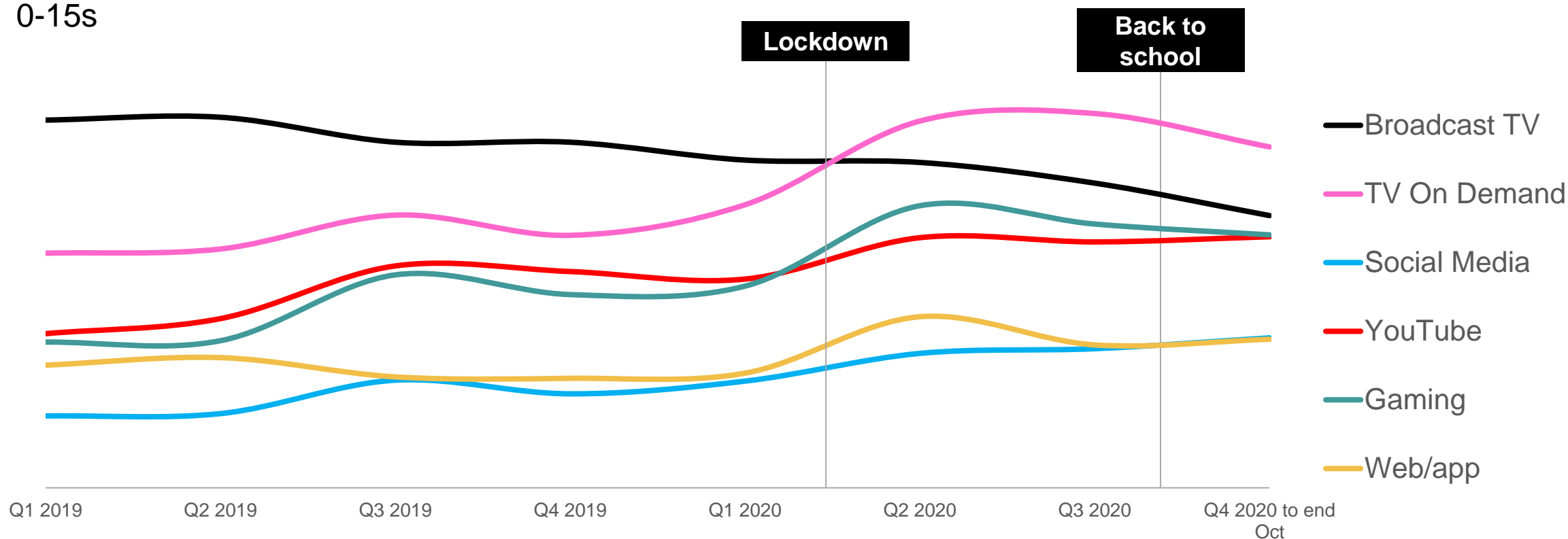


Source: Ipsos MORI/BBC Kids CMI weekly diaries

'BACK TO SCHOOL' AND A LEVELLING OFF IS SEEN - BROADCAST TV CONTINUES TO DROP

Total Media consumption – Average Daily Time Spent (minutes)

0-15s



Source: Ipsos MORI/BBC Kids CMI weekly diaries

WHAT DOES THIS ALL MEAN FOR THE BBC?

WHILST THE FUTURE IS UNKNOWN, SOME NEW HABITS ARE LIKELY TO STICK



THANK YOU



THE SHOW 
MUST GO ON

MRG Conference