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TV Viewing Among Kids at an Eight-Year High

October 26, 2009

Patricia McDonough, SVP Insights, Analysis and Policy, The Nielsen Company

American children aged 2-11 are watching more and more television than they have in years. New findings from The Nielsen Company show kids aged 2-5 now spend more than 32 hours a week on average in front of a TV screen. The older segment of that group (ages 6-11) spend a little less time, about 28 hours per week watching TV, due in part that they are more likely to be attending school for longer hours.

Average Weekly TV And Peripheral Consumption

Among All Kids 2-5

Total	TV	DVR	DVD	VCR	Game Console
Over 32 hrs	24hrs 51mins	1hr 29mins	4hrs 33mins	45mins	1hr 12mins

Among All Kids 6-11

Total	TV	DVR	DVD	VCR	Game Console
Over 28 hrs	22hrs 9mins	59mins	2hrs 28mins	18mins	2hrs 23mins

This trend of increased viewing among children mirrors the [overall increase](#) in media consumption we've been tracking over the last two years across TV, Internet, Games and Mobile phones. And much like their older family members, the majority of viewing for these kids is still done watching live TV.

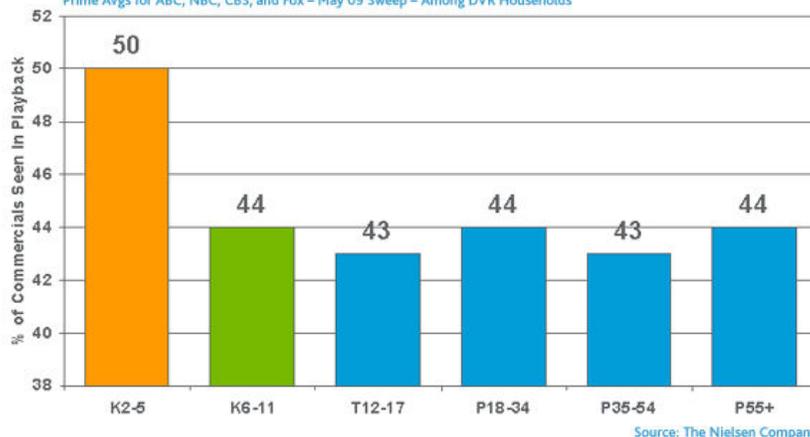
Very Early Adopters

While 97% of kids' viewing is through live TV, younger kids spend more time than the older group viewing via DVR, DVD and, to a lesser extent, VCR. Four percent of kids aged 2-5 watch via those devices on average across total day compared to 2.3% for those aged 6-11. Their considerable use of these devices at a young age points to them being able to adopt new devices comfortably as they grow up.

One more thing younger kids do more than those age 6-11 is watch more commercials. Young kids also watch commercials in playback mode more than older kids and adults, as well as watch their favorite shows over and over and over on DVD, VOD and DVR.

% of Commercials Seen in Playback Mode by Age

Prime Aves for ABC, NBC, CBS, and Fox – May'09 Sweep – Among DVR Households



Older kids may not use the DVR, DVD and VCR as much as the very young, but they spend twice as much time playing video games — 2 hours 23 minutes a week compared to 1 hour 12 minutes for those 2-5. Internet usage among older kids is also significantly higher as nearly half of kids 6-11 spent time on the Internet in August versus 20% of kids 2-5.

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Yah.....Really Young kids also watch commercials in playback mode more than older kids and adults, as well as watch their favorite shows over and over and over on DVD, VOD and DVR. So will you please give me top dvd name???



[children's dvds](#)

My sons favorite show at the moment is Mickey Mouse Clubhouse. I can't say that I really like it but it normally does have a lesson and shows how to use objects.



[Deborah McNeilis](#)

I am thrilled to be able to share this information in an effort to help people realize the opportunity we are missing. It is my goal to create greater understanding of how children's brains optimally develop. In this work, I continuously emphasize that interaction with real people and real objects is what children's brains need most. We have a wonderful opportunity to positively impact the physical development of children's brains in the early years, but for the most part we are not taking advantage of that opportunity. We all benefit from well developed brains. So, it is critical that everyone realizes that what we need to promote most is loving interaction and play!



[sheila knight](#)

tv is used as a baby sitter where parents don't have to interact with their children. we say they are educational programs or vcr but we don't watch with or interact with the child(ern). When they get a few years older they keep watching or playing games without us , this is still the baby sitter (keeps them out of trouble we think) but what really are they learning. What quality time are they getting. what us time have they recieved.



[shirley tarpley](#)

Parents today are to preoccupied to take the time to pay attention to what their kids are acually doing. I believe television is kids substitute for the parents.

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