

PwC estimates rapidly-growing kids digital advertising market will reach \$1.2 billion by 2019

LONDON 8 SEPTEMBER 2017 The burgeoning kids digital advertising market is estimated to reach \$1.2 billion by 2019, representing 28% of all advertising to kids, according to a new report by PwC.

The *PwC Kids Digital Advertising Report 2017* is the first of its kind to quantify the size of this nascent but rapidly evolving media market. Historically driven by almost exclusive TV spending, the rapid shift of the under-13 audience to digital has led to a structural reshaping of the entire ecosystem.

The kids digital media market is now seeing 25% year on year growth, attributed to upward trends in kids digital media consumption and the speed at which brands are shifting their advertising spend to digital. PwC estimate that this growth will lead to a total digital spend of \$1.2 billion by 2019, with digital spending reaching 28% of total advertising spend in the sector.

Increasing data privacy requirements for kids' activities online (e.g. COPPA in US and GDPR in Europe) continue to drive demand for compliant digital media technology, especially for big brands who are quickly shifting their ad spend from TV to digital. With this rapid digital growth, PwC expects some advertisers and brands to move away from publisher-centric relationships and adopt purpose-built media platforms to deliver scale and efficiency. PwC drew attention to the emergence of this 'kidtech' space, specialist platforms and technology combining data privacy with extremely large-scale audience reach.

Growth is also expected in programmatic advertising to kids - a complex proposition given the compliance requirements, but one that emerging platforms are now solving. PwC estimates that 10-20% of kids digital ad-spend will be on compliant programmatic advertising by 2019.

PwC Media Strategy Partner Mark Maitland added "The kids media market is going through the same transition which the mainstream space has been experiencing in recent years. There are very strong (and structural) tailwinds driving the growth of the kids digital ad market, which we believe could reach 28% of total ad spend by 2019."

SuperAwesome CEO Dylan Collins stated "This is the first real assessment of the kids digital media landscape and is a tremendous piece of work by PwC. After decades of dominance by TV, the entire sector is going through a structural shift which is clearly going to reshape the landscape over the next few years."

PwC's *Kids Digital Advertising Report 2017* was commissioned by pioneering kids digital media company SuperAwesome.

About SuperAwesome

SuperAwesome powers the kids' Internet.

SuperAwesome (@GoSuperAwesome) is the largest kids' digital media platform in the world, reaching over 500M kids each month across mobile, web and online video. The company's technology powers the global kids' digital media ecosystem, ensuring kid-safe advertising, safe-social, family authentication and COPPA compliance for hundreds of brands and publishers around the world including LEGO, Warner Bros, Hasbro, Disney, Nintendo, Cartoon Network and many others.

SuperAwesome is regarded by many analysts as the leading player in the kidtech sector, having shaped the kids' digital media market with their AwesomeAds platform, Kids Web Services and PopJam. The company recently launched REX, allowing kid-safe programmatic advertising to be done with full COPPA compliance.

The company has offices in New York, London, LA, Singapore and Sydney. For more information, please visit www.superawesome.tv or @GoSuperAwesome.

About PwC

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