

SENSICAL PREDICTIONS FOR KIDS' MEDIA IN 2024 UPDATE



#2 MOVE OVER MILLENNIALS

THE RISE OF GEN Z PARENTS (BORN MID-1990s TO EARLY 2010s) IS A GAME-CHANGER, RESHAPING EVERY ASPECT OF THE KIDS' MEDIA INDUSTRY.

GEN Z PARENTS, AN ENTIRELY DIGITALLY-NATIVE GENERATION, ARE REWRITING THE SCRIPT PENNED BY THEIR MILLENNIAL PREDECESSORS. HERE'S HOW THEIR INFLUENCE IMPACTS OUR OTHER SIX PREDICTIONS:

EVERYTHING FAKE GETS REAL Gen Z parents are turning their media-savvy eye toward media for their kids—seeking out authentic, high-quality content with broad representation, and positive messaging. AI's increased role in content creation is sure to spark debate with parents about its impact on authenticity and learning and will lead to a rise in kids' AI ratings and evaluation.

KIDS TV AS WE KNOW IT IS OVER Streamers are increasingly turning to creator-driven content for its lower cost and speed to market, and Gen Z parents, raised on YouTube, understand the power of online personalities to connect with audiences. This familiarity may make them more receptive to well-crafted influencer and digital creator driven kids' media, as long as it aligns with their values

Our predictions around **SOCIAL PLATFORMS AS ADULT PLAYGROUNDS** go hand in hand with Gen Z parents' concerns and **SCARCITY OF TRUST** online. This past quarter, leading social platform CEOs testified before Congress acknowledging the impact of their services on kids, and some states are pushing for laws that make these platforms liable. Gen Z parents, familiar with the perils of the online landscape, actively seek safe curated digital spaces for their kids and platforms with robust content moderation and age-appropriate features, such as Sensical, are winning them over.

16 IS THE NEW 13 It seems not a day goes by that high-profile online safety issues concerning minors—such as cyberbullying, data privacy breaches, and the spread of misinformation—are in the news. Many Gen Z parents may have even experienced these issues as teens themselves, elevating their own parental concerns about the challenges their kids face online and strengthening their support for extended protective regulations. To further safeguard minors' privacy rights, lawmakers are debating raising the consent age for data processing from 13 to 16, aligning with the standards already in place in Europe. The FTC is also considering updates to COPPA.

THE DIGITAL PLAYGROUND EXPANDS Tech-savvy Gen Z parents are embracing interactive experiences for themselves and their kids as a way to fuel their kids' natural curiosity. AR and VR learning adventures and immersive storytelling are entering the scene, such as with museums like the San Francisco Exploratorium using them to bring exhibits to life. The growing accessibility of related tech accessories, illustrated by the rapid sell-out of the new Apple Vision product, is likely to accelerate the adoption of these technologies even further.