

# THE DIGITAL DILEMMA

CHILDHOOD AT A CROSSROADS



# The digital dilemma: Childhood at a crossroads

An exploration of how parents are building safer online spaces, and the challenges they currently face, along with children’s screen time trends globally and across 5 major markets.

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# Foreword

Since 2019, our yearly report has investigated children's tech use, to give a picture of how young people live, learn, and explore in the digital world. For over half a decade, we have studied the ways in which families are affected by the constant shifts in technology, offering a window into where the youngest in society are dedicating their time, and the potential risks they face online – risks that have real life repercussions.

This investigation, now in its 6th year, is designed **to give families, educators and policymakers insight into how children navigate the digital world**, the risks specific to their favorite applications, what their future with technology may look like, and expert advice to help ensure their safety as they explore.

Our report first investigates the family perspective, through parent surveys exploring how parental control and technology play a part in daily life. It reveals **how parents and guardians monitor and manage their**

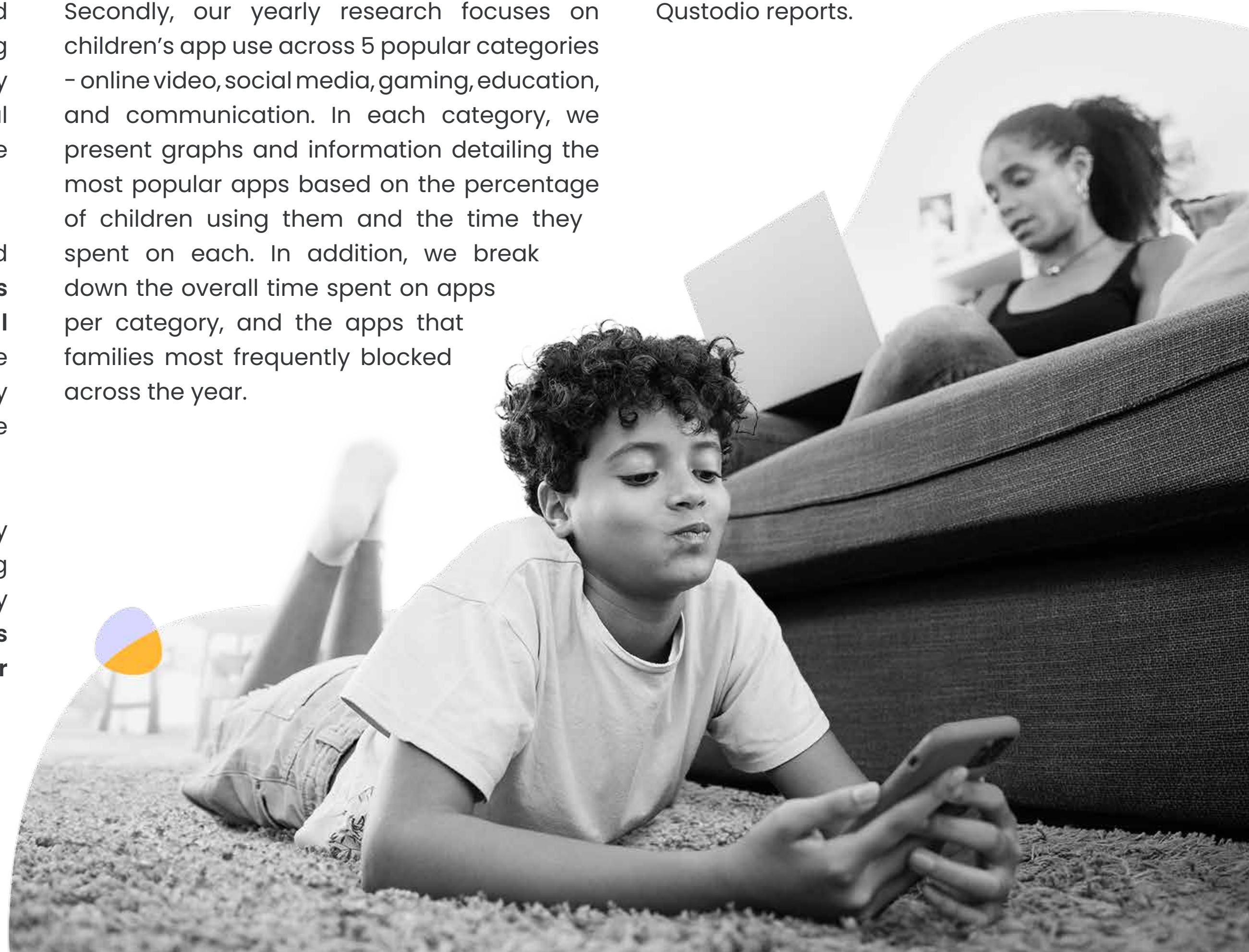
**children's wellbeing**, combining technology and their preferred parenting methods to raise a generation born as digital natives.

Secondly, our yearly research focuses on children's app use across 5 popular categories – online video, social media, gaming, education, and communication. In each category, we present graphs and information detailing the most popular apps based on the percentage of children using them and the time they spent on each. In addition, we break down the overall time spent on apps per category, and the apps that families most frequently blocked across the year.

In order to provide **a deeper view of children's technology use across the years**, our report features a historical data annex for reference, showcasing collective insights from all yearly Qustodio reports.

## ABOUT QUSTODIO

Founded in 2012 by cyber-security experts Eduardo Cruz, Josep Gaspar, and Josh Gabel, [Qustodio](#) is the global leader in online safety and digital wellbeing for families. In 2022, Qustodio became part of the [Qoria group](#), protecting every child's digital journey through a world-class collaboration between schools, parents, and educators in cyber safety. Qoria's mission is to **support families and schools to live and navigate smarter in an increasingly connected world**. Together, we help millions of families and educators across the globe protect children from online harm, while promoting healthy digital habits and awareness.



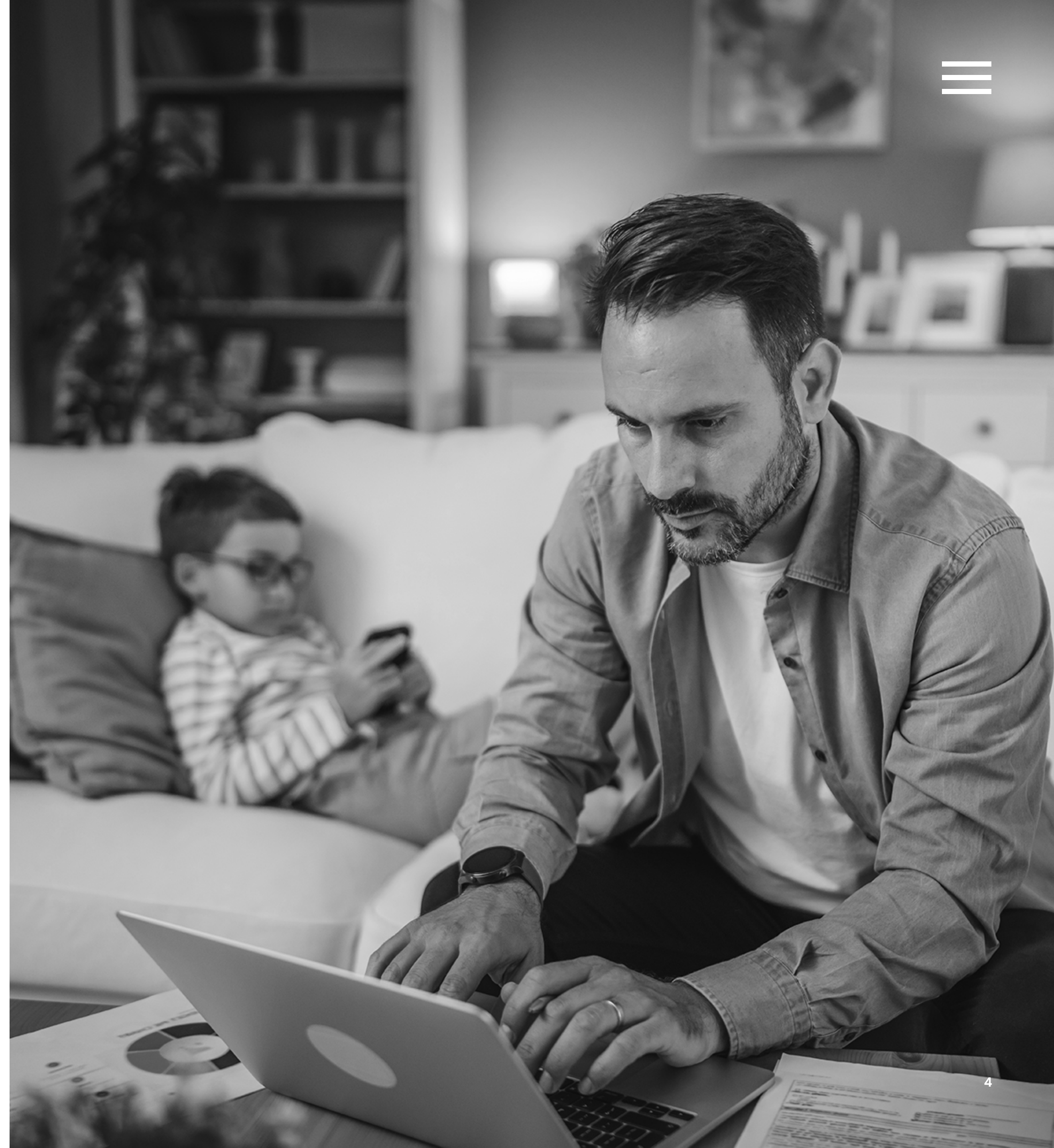


## METHODOLOGY

Since 2019, our research has investigated and documented children's digital habits in order to better understand their online experience. **The digital dilemma** reveals young people's **online app habits on mobile devices and desktop devices**, from January 1, 2024, to December 31, 2024, compared with information from the same period between 2020 and 2023.

Our report consists of four sections:

1. **A parent survey** of ~2000 respondents using parental control and digital wellbeing tools over the course of 2024, in order to gauge how families managed technology in the home across the year, and their viewpoints surrounding the current state of the digital world.
2. **An analysis of children's app usage across 2024**, based on anonymous use of mobile and desktop devices. These insights were collected anonymously from 400,000 families with children aged 4-18. Our findings assess global use, in addition to more localized insights from children in the United States, United Kingdom, France, Spain, and Australia.
3. **An analysis of children's app and website usage in an educational setting**, based on anonymous app and online classroom tool insights provided from the wider Qoria group, scaling 10,000 schools across the US, UK, and Australia.
4. **A data annex chronicling children's app use** across all Qustodio annual reports, from 2019 to 2024.





## Data presentation

Our report analyzes children’s app use in terms of popularity across the year and daily real-world app usage. For 2024, **we set a baseline for popularity, only including the percentage of children who opened and used any given application for a total period of at least 5 minutes in a single day across the year.** In previous years, we did not set this 5-minute threshold, but doing so allows us to filter out accidental usage, or applications which have been downloaded and quickly deleted, distinguishing between casual and intentional usage. We then rank the most popular applications by most-to-least used in terms of popularity across 2024, ordering them from 1st-6th place in each category.

To give context to children’s day-to-day usage of an application, **we have also presented the average daily minutes its users spent on the particular application across the year.** We compare the average daily minutes spent from 2020-2024, offering a picture of how children’s app usage has increased or decreased over the years - and thus determining the rising and falling popularity of apps in their real-world usage.

In contrast, **we show the applications that parents blocked most throughout the year,** ranking applications in each category in terms of the overall percentage of parents who blocked them at any point throughout the year. In our education chapter, we do not include a “most blocked” section as educational apps are not a high priority for families to limit access to.

## App categorization

These app insights are divided across five popular app categories: **online video, social media, gaming, education, and communication.** Some types of application offer multiple uses, easily fitting into more than one category. For example, while YouTube allows users to comment and encourages social sharing, we have classified it as online video, along with other live video streaming services such as Twitch. For the sake of simplicity, we have chosen just one category per app.

## Exceptions

To provide a better picture of the apps and platforms kids are using, **our research excludes game launchers such as Epic Games Launcher and Steam,** email platforms like Gmail or apps native to specific devices like Phone and FaceTime. Finally, due to the age-inappropriate nature of gambling applications, we have excluded them from our research entirely.





# Introduction

Over 25 years has passed since much of the world welcomed the internet into their homes, with open arms. **A quarter of a century where young and old alike have reaped the benefits of connection** like never before, accessing information at top speed, and contacting loved ones, barrier and border-free. But this same internet we access through our ever-expanding collection of devices, where the network of connection pulses with scams, harmful content, and nefarious users, gives the exact same to our children, too.

We create a safer world for our children in most aspects of life: they can't legally drive, consume alcohol, or smoke. Movies and music are given age guidance and parental advisory labels. But **the all-encompassing online world is difficult to police this way**, and children are often exposed to its more adult side, whether intentionally or not.

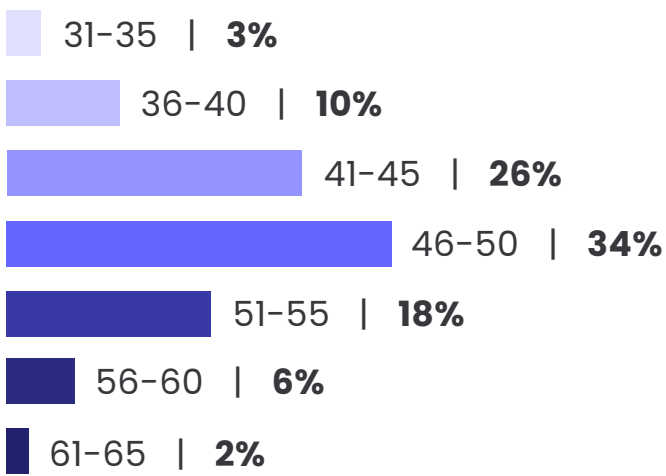
Slowly, we are waking up to this. Across the world, **whispers of bans and restrictions have become outcries, with families clamoring for answers:** should children be allowed to

have social media? Should we be giving kids smartphones? How can we stop minors from viewing some of the darkest parts of the internet, while letting them enjoy the technology that offers so much? Parents now stand at a crossroads, unsure of which path to choose, waiting for the signs to appear that show them the way.

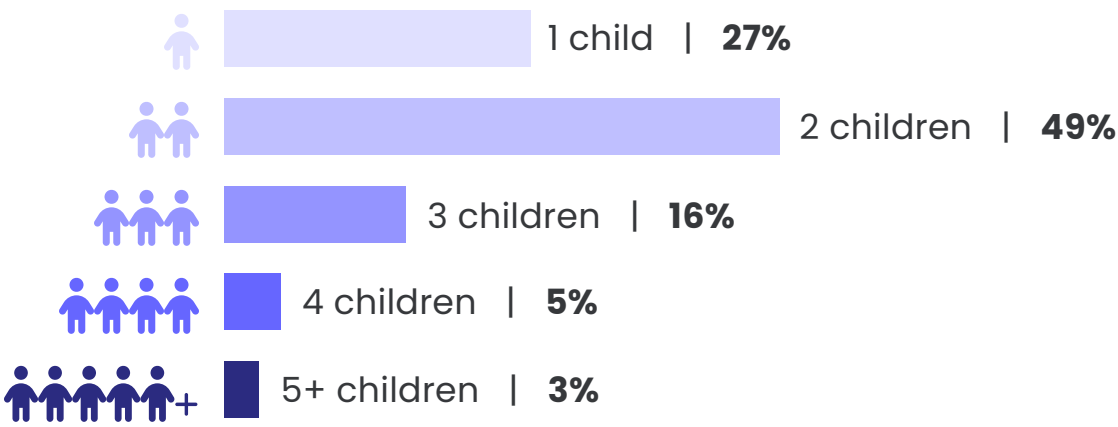
To understand the modern parent perspective, and how families are creating a safer internet for their children, our yearly survey investigated **how the online world affects the day-to-day of over 2,000 parents and guardians using parental control and digital wellbeing tools.** It reveals the challenges they face, and the changes they would like to see. In this section of our report, we focus on how they are parenting in the digital age, along with some of their unique perspectives and reflections of how we are learning through technology, through both the positives and negatives.

## Qustodio parent survey 2024 – demographics

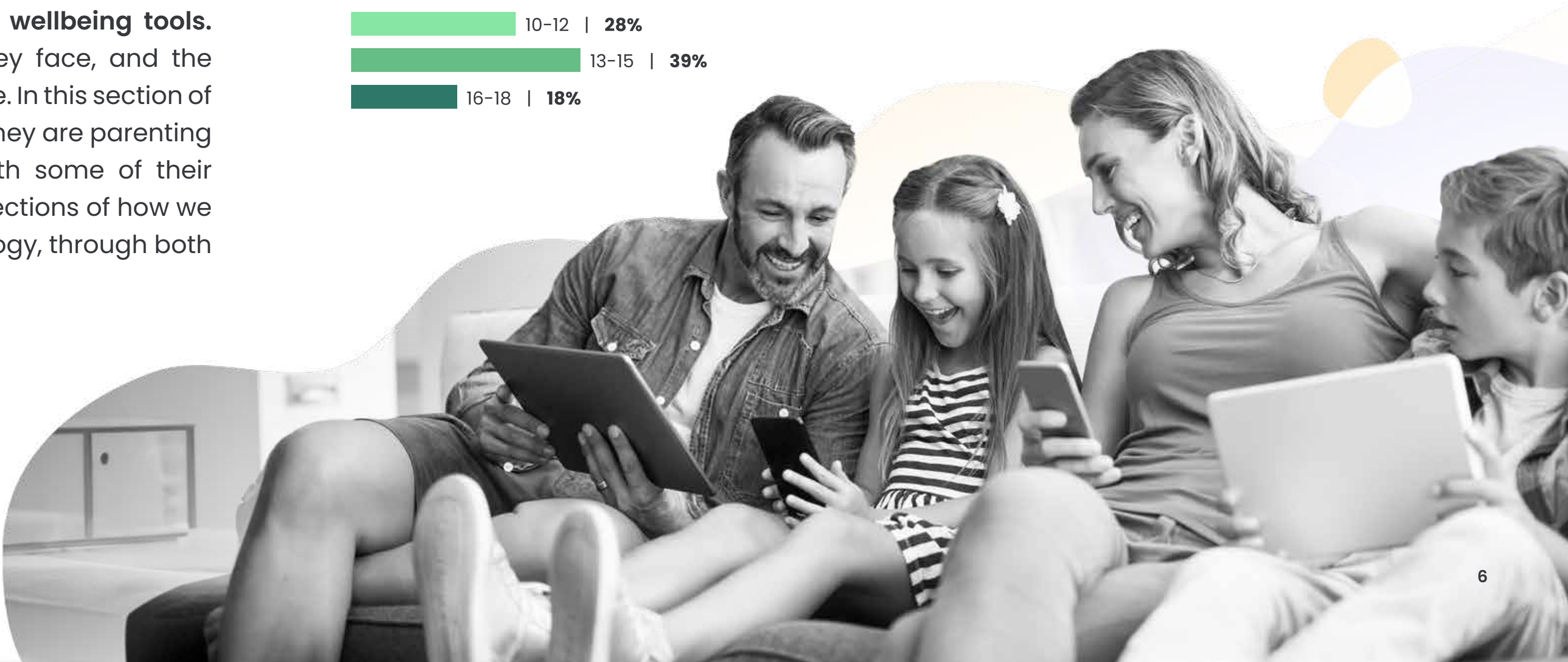
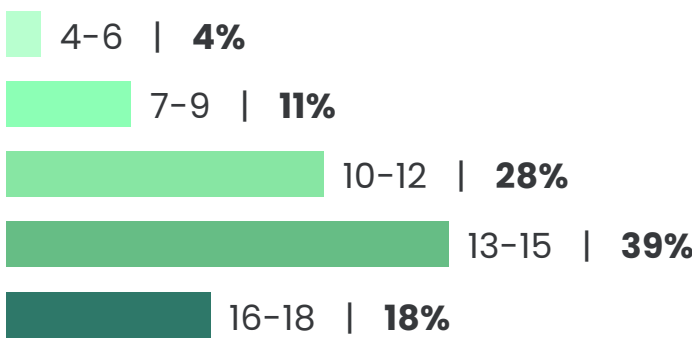
Parent age range



Number of children per household surveyed



Child age range







# Connected homes: families in 2024

Today, [the average US household has access to 13 device types](#), and a significant 21 tech and entertainment devices *in total*, with internet-connected devices such as smartphones,

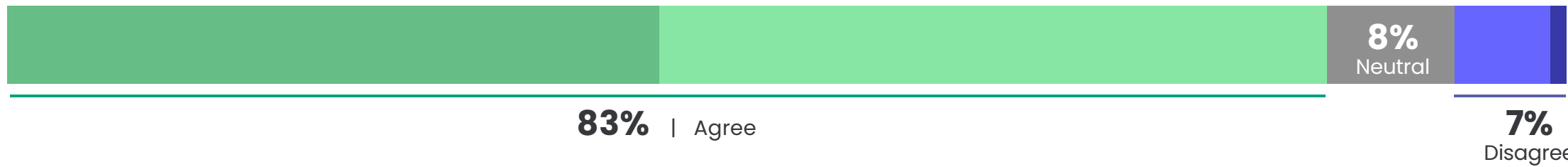
laptops, and tablets being the most used daily. The multiple-device home is fast becoming the norm in many countries. Across the pond, the average UK home [boasts 10 devices with](#)

[the potential to connect to the internet](#). And if you happen to have children, your device tally increases by 50%: **the average UK home with kids has access to 15 different internet-enabled devices.**

## How much do you agree with the following statements?

Strongly agree Agree Neutral Disagree Strongly disagree

My child spends more time on devices than I'd like



My child is good at monitoring their own technology use



I try to set a good example for my child by demonstrating healthy technology use



I spend more time on devices than I'd like



With so many on hand, it's no wonder that devices vie for the attention of parents and children alike. Most parents believe their children spend too much time on screens: **83% agree or strongly agree that their child spends more time on devices than they would like.** And, despite most (64%) believing they set a good example for their child by demonstrating healthy technology use, **66% of parents agree or strongly agree that they also spend more time on devices than they would like.**

When it comes to children keeping tech use balanced, parents have little confidence. **66% of parents don't feel that their child is good at monitoring their own tech use.** This likely explains why parents turn to parental controls, digital wellbeing tools, and other methods to better manage their children's tech use.





Most families using parental control technology assert that it should be used from a young age. While not interacting with screens in the same way as older kids, toddlers are introduced to screens through YouTube videos or tablet games, which may be why **one-third of parents feel the ideal age to start using parental controls is 3 or younger.**

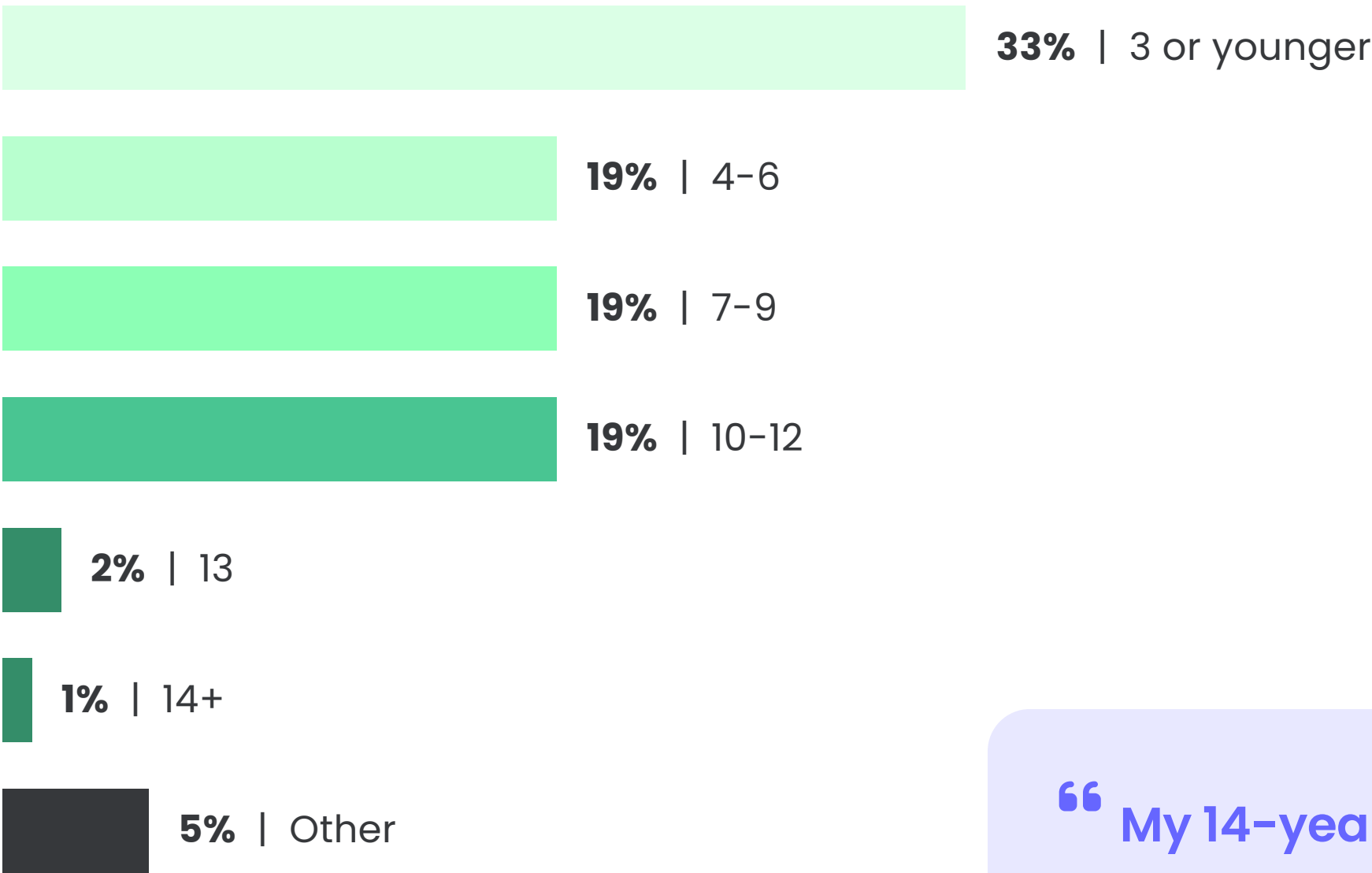
Parents are evenly split between other age groups: 19% advocate for parental controls at age 4-6, 7-9, and 10-12 respectively. However, nearly all parents agree that these tools should be implemented before the teenage years: **just 3% of parents think age 13+ is ideal for introducing parental control tools.**

With technology being so integrated into daily life, parents often combine digital tools with other monitoring methods to help keep their children safe. Out of sight, out of mind is a tried and tested approach to reducing screen time – and one backed by three-quarters of parents: **76% take devices away from their children during specific times of the day,** such as bedtime. Just over half of the parents surveyed (53%) scheduled tech-free times during the week and weekend to promote healthy device use for their kids.

Safety risks are always a concern when children use smart devices. To mitigate this, **a third of parents (33%) keep tech use in the open by allowing their children to use devices in family spaces only.** Other parents join in with their kids’ online experiences, with 31% opting to co-play video games or watch content with their children.

However, investing in devices with fewer connectivity capabilities proves less popular: **only 1 in 10 parents vouches for low-tech alternatives to popular devices,** such as dumbphones or smartwatches.

**At what age do you think is the ideal to start using parental controls on children’s devices?**



**“It’s difficult to ensure that children use [devices] wisely, while even adults find difficulty in doing so.”**  
– Parent of 2, 49

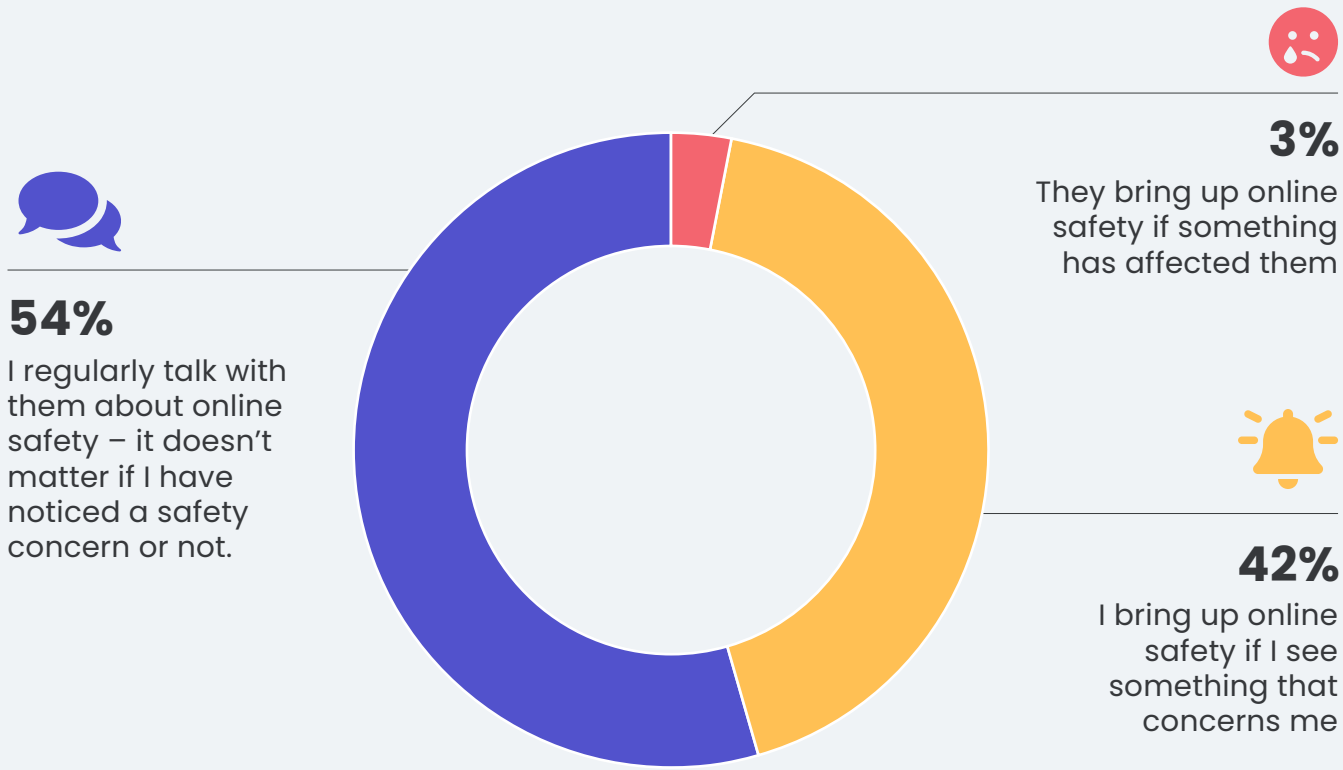
**“My 14-year-old son uses technology appropriately most of the time, but my 16-year-old daughter does not. It really depends on the child.”**  
– Parent of 2, 46



Aside from using parental controls, what other methods do you use to help keep your children safe as they use devices?



When discussing online safety with your children, how is the conversation started?



By far the most popular way parents contribute to their children's digital wellbeing is through dialogue: **80% of parents hold regular conversations about their children's technology use** and the inherent risks. But how does the discussion start?

Parents are proactive about the risks their children face as they spend more time on devices. **54% regularly talk to their children about online safety without being prompted by a safety concern**, while 2 in 5 parents talk to their child about online safety when they uncover something concerning in their child's digital activities.

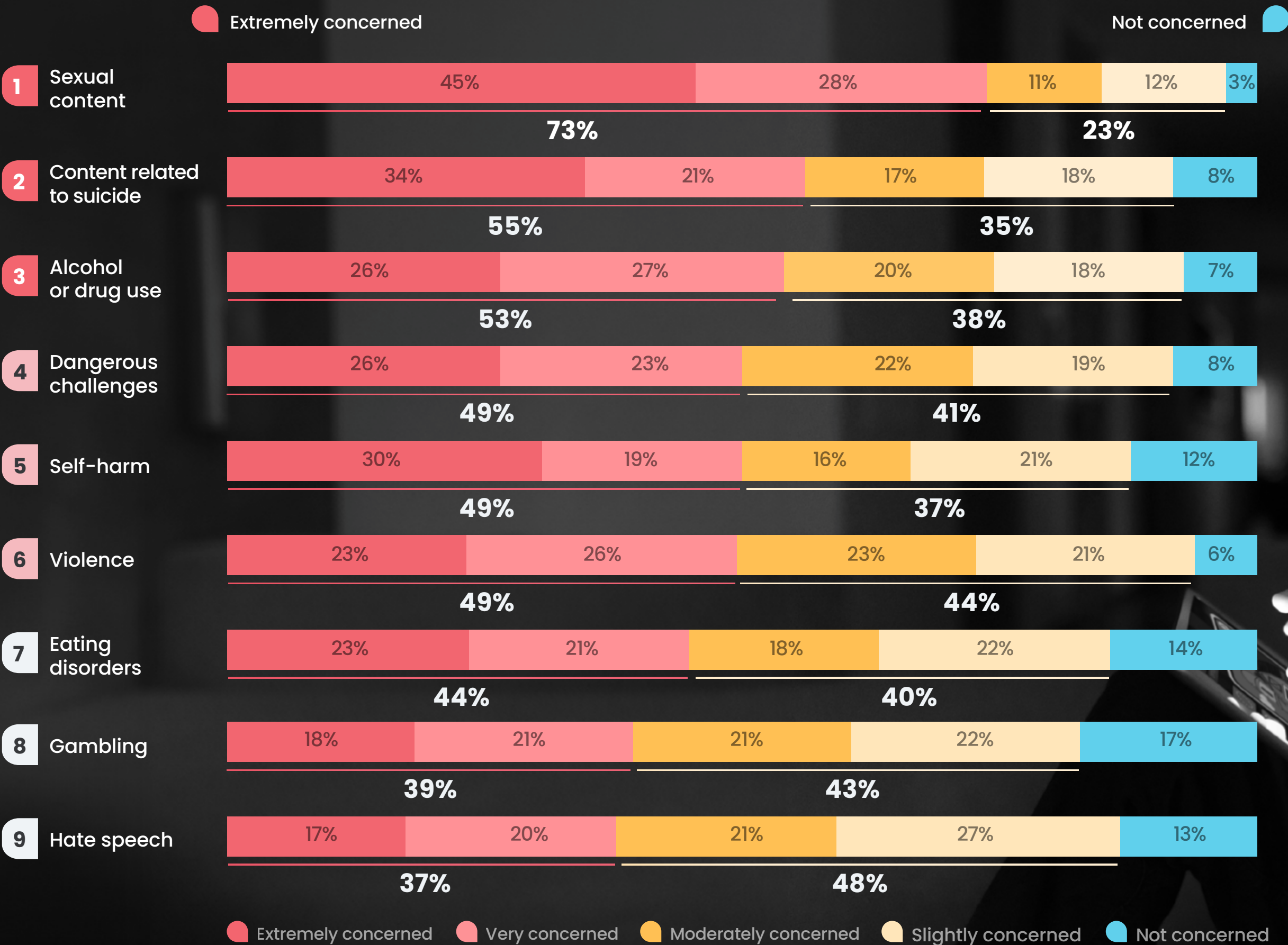






# Risk assessment

When choosing to monitor their device(s), how concerned are you about your child accessing the following types of content? Ranking: most to least concerned



As much as families are aware of the risks, it's difficult to prepare children for the dangers that can await them as they explore online. Among the many harms out there, some motivate parents to protect their children's devices more than others.

Thinking back to when they chose to monitor their children's devices, parents ranked their feelings surrounding the online content their child might be exposed to, from not concerned to extremely concerned. Overwhelmingly, adult content was the biggest motivator for families when choosing to monitor their children's devices, with **73% of parents expressing they were very or extremely concerned about their children encountering sexual content.**

Mental health concerns also factored into parents' decisions: 55% were very or extremely concerned about suicidal content, while just under half (49%) felt the same way about self-harm. **Exposure to illegal activities, such as alcohol or drug use, also motivated parents to monitor their children's devices,** along with the potential to come across dangerous challenges, which frequently circulate via social media and often promote illegal or problematic behavior.





# The age of the smartphone

While risk can be encountered on almost any internet-connected device - **there is one device that parents prioritize protecting over any other.** The rise of the smartphone as a way for families to keep in touch as children head to school, extracurricular activities, or to meet their friends, also allows online threats to travel with them in their pocket.

In many countries, **the average age a child receives their first smartphone coincides with their transition from elementary school.** This life change often means more freedom for tweens and young teens - along with an increased need to keep them safe as they navigate the world more independently. However, being developmentally prepared versus “ready” in terms of what society expects are two different things.

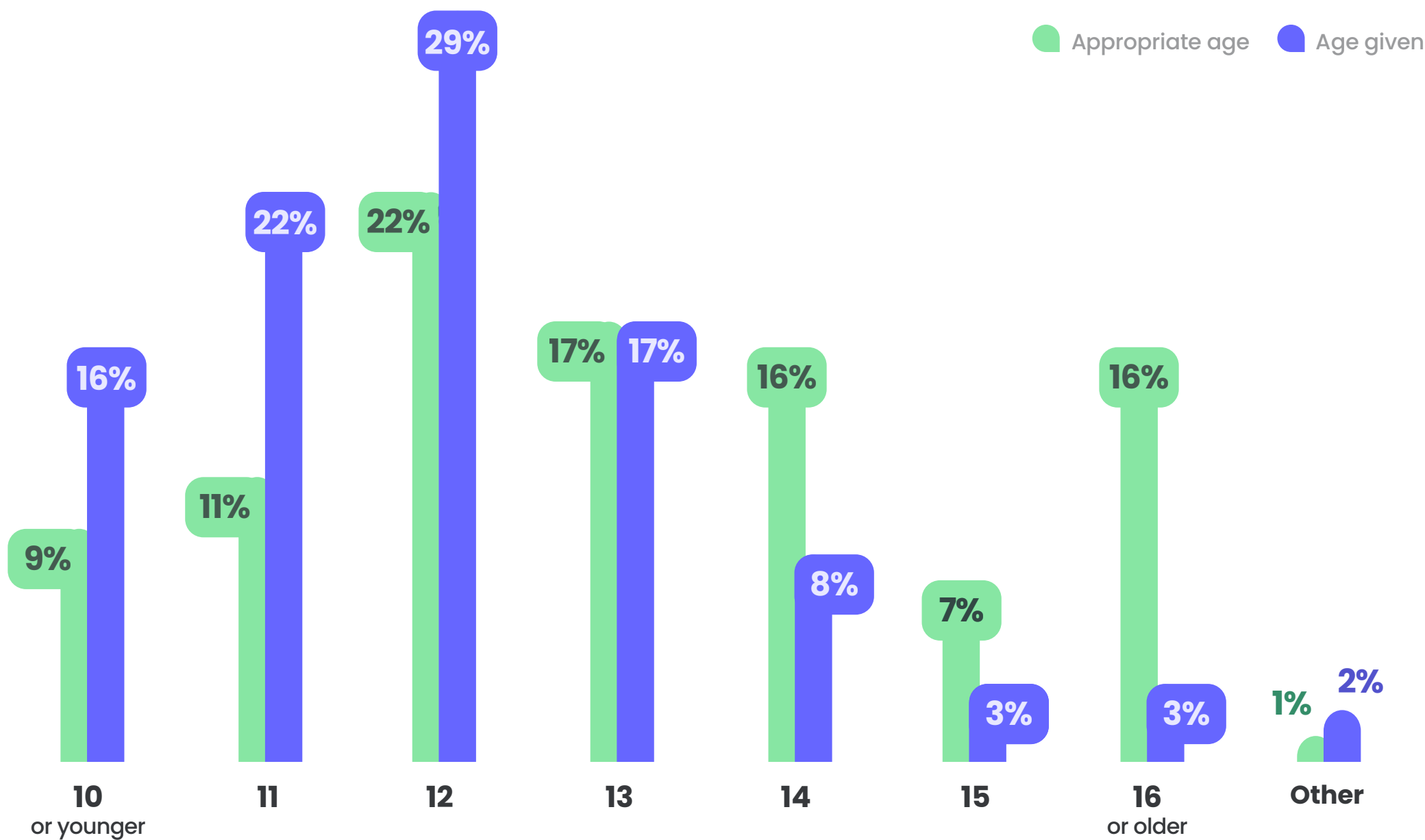
Most parents agree that a child is ready to receive their first smartphone in their teen-age years. 22% of parents believe 12 is the appropriate age for a child to have a phone of their own. Parents are divided over the following years: 17% believe 13 is the right age, while 16% believe it to be 14. **1 in 10 advocates for no smartphone until 16, while a similar amount of parents think 11-year-olds are prepared to**

**own one.** However, there are gaps between what parents think is appropriate, and the age children are actually receiving their first phone.

Despite only 9% of parents believing that owning a smartphone is appropriate for under 10s, **16% of parents allowed their child to have one at age 10 or younger.** On the other end

of the spectrum, while 16% of parents believe 16 or older is the right age for a child's first smartphone, only 3% actually followed this approach. Overall, most parents agree that 12 is the ideal age for phone ownership, and it's also the age when they first gave their children a smartphone.

Age parents feel is appropriate for a child to have their first smartphone, versus age parents gave their child their first smartphone



“A child in my home will have a phone when it is needed for safety. A smartphone is not needed, however it’s what they will get because it simplifies the number of devices we have and has the ability to run software to keep them safe.”

- Parent of 4, 40

“Our child was the last (or at least one of the last 2 or 3) kids to get a phone in 8th grade. He was ridiculed for it. And it frayed our relationship some. Even with that, we wish we could've waited longer because of his inability to self-regulate and the impact on him emotionally.”

- Parent of 3, 47.



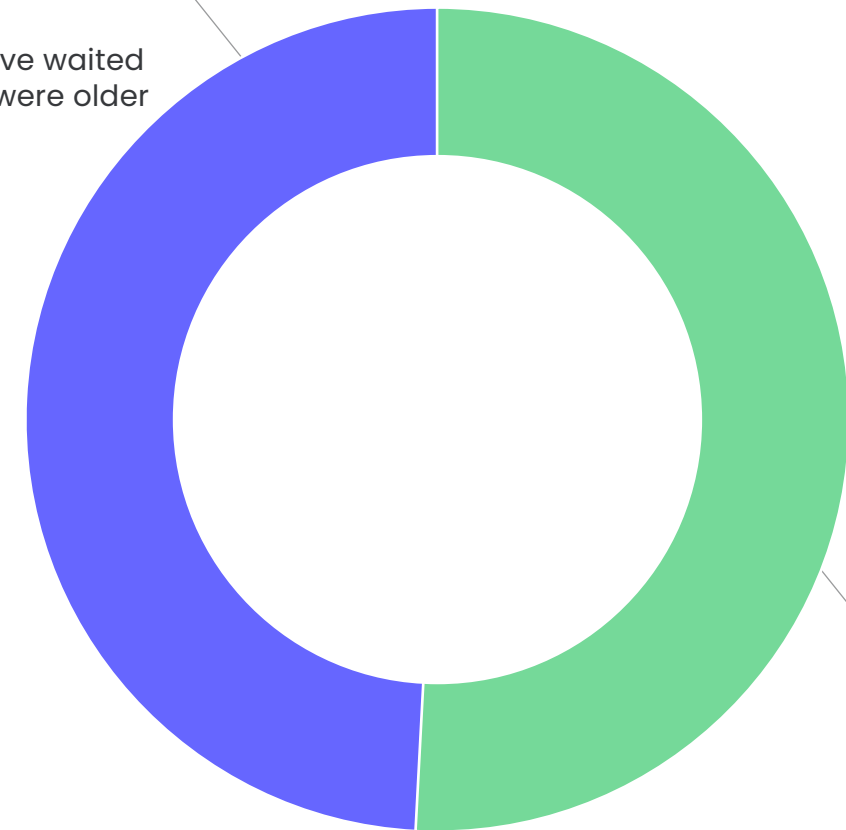
When asked about the age they gave their child a phone for the first time, many parents pointed to societal pressure and the difficulty of resisting the trend of early phone ownership. But with hindsight, many parents would do things differently: **almost half of parents (49%) would change the age they gave their child their first smartphone**, overwhelmingly believing they should have waited until they were older. Just over half of families remained positive in their decision: **51% of parents asserted they made the right choice, giving their child their first phone at the appropriate age.**

Elaborating on their change in perspective, parents' most common answers included concerns about addiction, lack of maturity to handle the device responsibly, excessive time spent on screens, exposure to inappropriate content, impact on mental health and behavior, pressure from peers, and the belief that **children should be older before being exposed to the risks and distractions of smartphones.**

### Looking back, would you change the age you gave your child their first smartphone?

**49%**

I would have waited until they were older



**51%**

I think the age I chose was appropriate

**“On one hand, I’d have waited until they were more mature, but on the other, at an earlier age – with parental control tools – they listen to you and you can guide them before they reach an age where they tend to listen more to their peers.”**

**– Parent of 2, 43**

**“I would wait until they are older to allow them to mature a bit more and have more experience dealing with making decisions and setting boundaries. Know better who they are, which comes at different ages for different kids.”**

**– Parent of 2, 42**





“My son was 12 and that was a good age. My daughter was 7 and she was too young, as now she is 12 and has been exposed to online trends. It has given her negative beliefs about herself and the world”

- Parent of 2, 48

“The pressure to have a smartphone because peer groups do makes it hard to deny your child so they are not ostracized.”

- Parent of 2, 40

The decision to buy a phone for a child does not come lightly. **Powerful technology affects the family dynamic in many ways**, especially through devices that allow access to an adult world: unfiltered content, an unregulated internet, and a myriad of applications and tools that can easily be downloaded, accessed one day, and deleted the next.

Over time, more and more stones become unturned, revealing the potential for children to encounter harm on particular apps. In recent years, one type of app has stood out for its risk potential: social media. Modern social media has evolved from its humble beginnings as a way to share party photos and embarrassing status updates with our nearest and dearest, to become a space where we can voice our opinions to the whole world - for the better and worse.



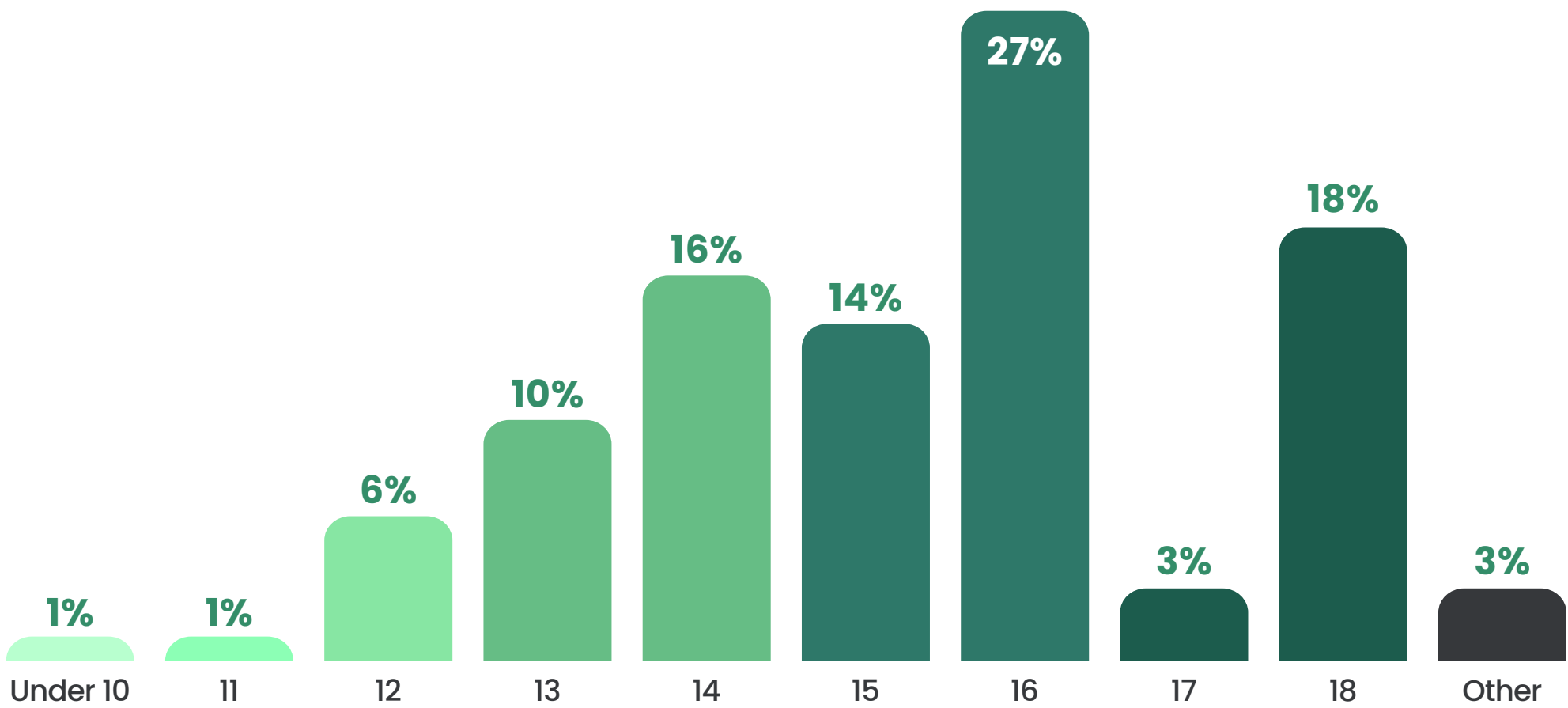


# The social experiment

Social media allows us to share knowledge and information in creative, entertaining ways, keeping us in touch with what’s going on in almost every corner of the globe – but does it come at a price? Seemingly perfect profiles can suck us into a cycle of comparison, differences in opinion can quickly turn sour, and perceptions of what life is like through an online lens can skew how we view the real, tangible world. For these and many other reasons, the tide is turning, as calls to restrict kids’ access to social media become more commonplace around the world.

When asked about the age they believed was appropriate for children to use social media, parent responses leaned towards the late teens. **27% of parents believe that 16 is the right age for children to start using social media**, with the next largest group believing teens should hold off until adulthood: **18% of parents consider 18 to be the appropriate age for children to use social platforms**.

What age do you think is appropriate for children to start using social media?



“ When social media is appropriate depends on the child – limits on use are a good way to help them learn how to handle the responsibilities. My 14-year-old has very limited use of a couple of platforms. When he gets others depends on him.”

– Parent of 1, 57

“ I’ve seen firsthand the addictive power that social media has, once you start using it, because of the need to connect with others. It’s a constant battle between my kids and us which is just easier to delay.”

– Parent of 3, 50





## Back to school basics

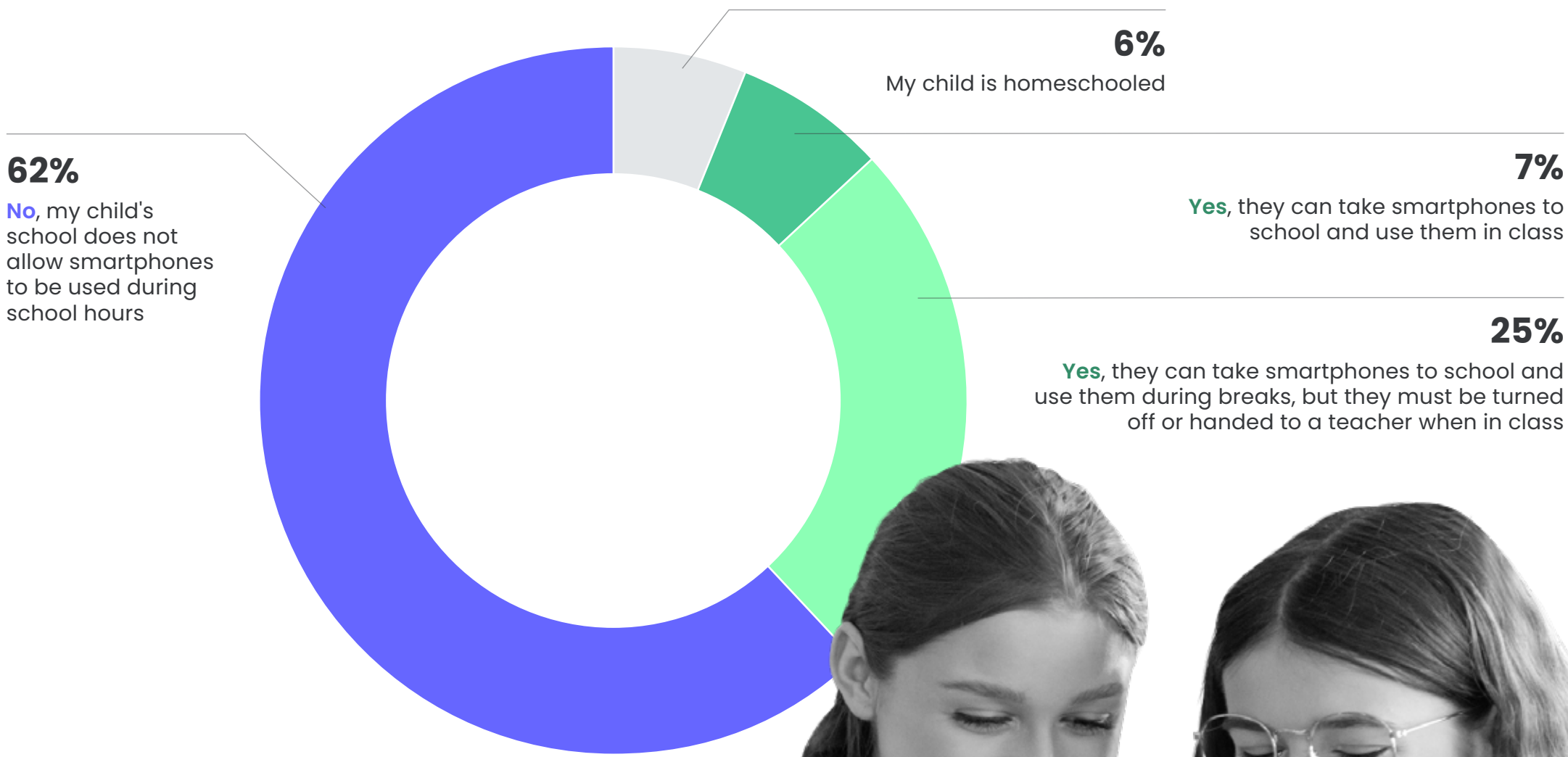
The urge to stay connected and refresh feeds can be hard for both children and adults to resist. The average teen receives over [200 app notifications every day](#), with a quarter arriving during the school day.

Because of the potential for distraction, schools set rules for personal smartphone use, as well as school devices in the classroom. **62% of parents affirmed that their child's school does not allow smartphones to be used during school hours**, while a further 25% asserted that phones can be brought to school and used during break times, but they must be switched off or handed to a teacher during class. Fewer than 1 in 10 kids can both take their smartphone

to school and use it in class – so while phone use may cause issues during family time, kids still have the opportunity to focus and stay distraction-free during school hours.

And it's not just phones that are creating a buzz: **educational devices and their role in modern schooling have also become a discussion point**. While many see them as an essential tool in the classroom, allowing kids to actively learn alongside technology, others see a different side. From [Sweden](#) to [Thailand](#), measures have been proposed to control students' access to devices, and promote healthier habits in and out of the classroom.

### Does your child's school allow them to use smartphones?



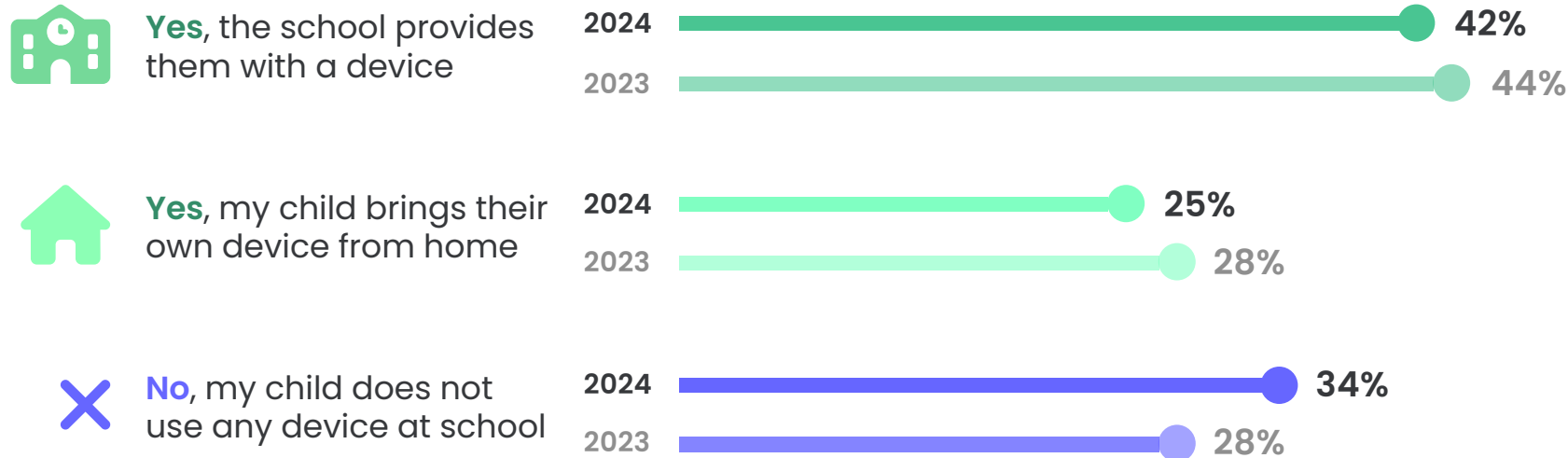
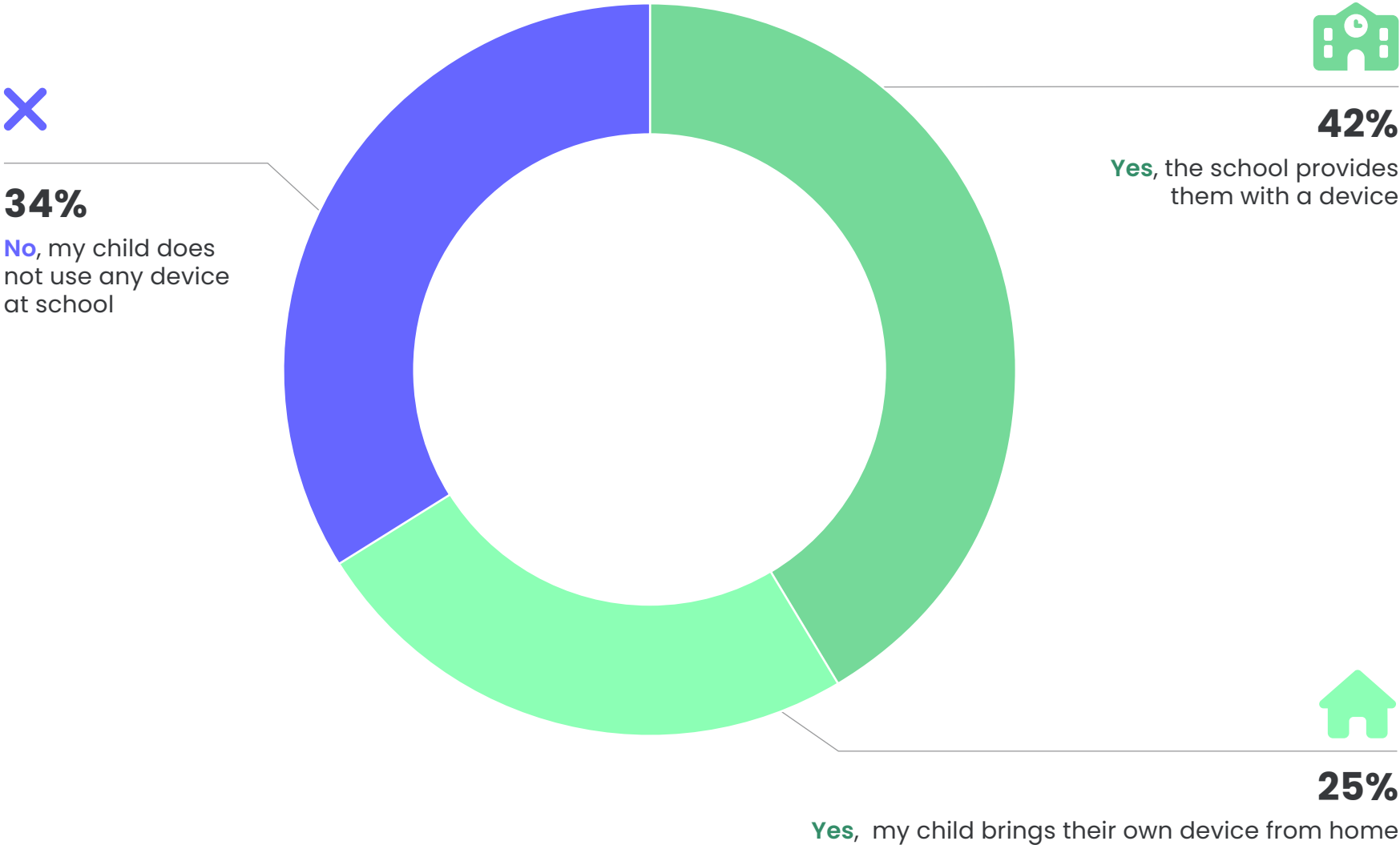
“I was motivated to use parental controls because of inappropriate websites, and the need to see who is communicating with my child and how much time he spends on the phone and on what. I like the ability to disable [his] phone during school hours.”

– Parent of 1, 52





Are any of your children required to use a device for school?



Compared with our previous year’s study, slightly more parents using parental control in their home stated that devices did not factor in their child’s school life: **34% of parents reported that their child does not use any device in school**, up from 28% in 2023.

**67% of children use a school device** – either brought from home (BYOD, or bring your own device, a popular option in schools across the US and Australia), or supplied by the school itself. Compared to 72% in 2023, this marks a relatively small dip of 5 percentage points: **too soon to tell whether the trend points towards a reduction of devices in an educational setting** or not.

School devices can be beneficial for children’s growth and learning, but they also add extra responsibility for parents to ensure safety as children transition from school to home. With **2 out of 3 children now using a school device**, some schools are exploring ways to ensure that safety measures in the classroom align with how families use devices at home.

What do parental controls look like on school devices? Some safety features allow families to keep children safe at home, through app blocking, screen time limits, and web filters. Others allow families to lock devices or pause internet access, to ensure compliance with family rules and to give kids important down-time. However, **just 29% of schools offer families with a school device this type of home monitoring capability**, meaning the connection between school and home has some way to go in terms of digital access.





**Do you have any access to parental monitoring features on your child's school device?**

**No**, my child's school device is managed by the school only

**71%**

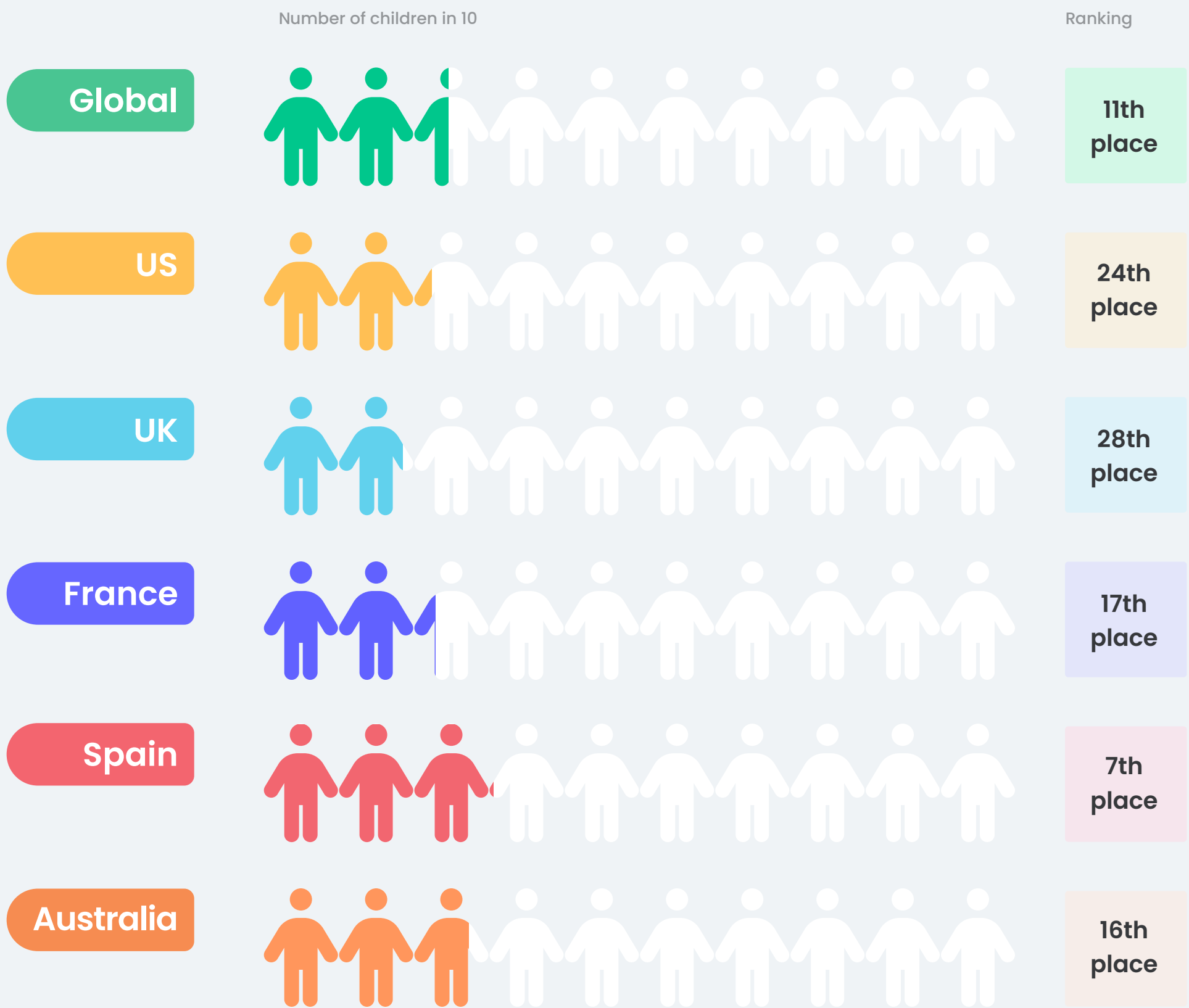
**29%**

**Yes**, my child's school device has parental monitoring features I can use when they are not in school



Use of OpenAI across 2024

Overall web ranking of OpenAI.com versus number of children aged 4-18 who accessed the site over the year



AI in 2024: Beyond the buzz

Thanks largely to the rise of ChatGPT, 2023 saw a generative AI boom as people from all walks of life began experimenting with this novel technology. While the hype somewhat cooled off in 2024, AI continued to advance and be integrated into the apps and platforms we use daily. For example, Google began the rollout of AI Overviews, AI-generated “snapshots” that synthesize information from multiple sources, which promises to revolutionize the way we search.

To understand kids’ use of AI in an ever-changing backdrop, we analyzed how they accessed one of the standout tools, OpenAI, to gauge their interest as AI becomes more integrated into daily life. Our 2024 analysis of kids’ internet use showed that **OpenAI.com, the website hosting the generative AI chatbot ChatGPT, became the 11th site most-visited by kids globally.** ChatGPT was especially popular in Spain, where OpenAI.com ranked as the 7th most-visited website among children.



Interest in AI is not just growing, it's spreading from the informative, neutral voice of ChatGPT toward more "human" interactions offered by personalized chatbot platforms, such as Character.ai, one of 2024's most popular AI-powered chatbot services. Although interactions on these platforms are with AI characters and not human users, there are still safety risks that parents need to be aware of. The real-time, almost natural conversation may offer some entertainment and connection, but behind a fake facade. These emotional bonds might be artificial, but their pull on younger users can prove difficult to resist, creating new digital challenges that kids, teens, and their parents will need to navigate together.

There's no doubt that AI is a game-changer, and both an advancement and enhancement of how we use technology – its growth will shape our lives significantly. However, while there are impressive benefits, there is a darker side to AI that we must all carefully consider, and prepare for, especially for children.

**"I was motivated to use parental controls because of the pervasiveness of porn and other inappropriate material online; and the fact that misinformation, AI, and fake information have become so common and hard to recognize."**

**- Parent of 2, 35.**



## The digital tomorrow

Rolling back device use in a fully digital landscape is a Herculean task. With families, educators, and experts differing in opinion, **deciding on the *right* amount of technology is an exercise in straw-grasping.** Going device-free doesn't reflect the world we live in, and denies children the chance to enjoy the many benefits technology offers.

It's clear that families see both sides of the coin, and, in calling for change, they are seeking ways to create a digital space as it should be: an internet that supports rather than harms children, and kid-friendly devices that ensure their safety while preparing them to be part of our connected world.

Age-appropriate technology use is about **giving children access to certain types of tech, platforms, and applications at the right stage in their development** – instead of free reign from the moment they hold a device. In the next section, we explore kids' most popular apps across 2024, to understand where children spend their time online, the risks that each app category poses, and expert tips to help families create safe environments for the next generation of digital explorers.

**“The smartphone and the digital world, like the internet, social media and so on, are a blessing because they give us more opportunities to access knowledge – so we can use it to our advantage. But this comes with a responsibility that isn't fully developed until reaching a certain age, and that depends on each child or teen.”**

**– Parent of 1, 60**

**“There isn't a clear understanding of how a child's brain is affected by prolonged screen exposure, especially when the content is dictated by algorithms – I like to look at it like a diet, the type of diet that nourishes the body, and the type of content that nourishes the brain, versus junk content.”**

**– Parent of 2, 45**



# Kids and app use in 2024

## KEY INSIGHTS: A YEAR IN NUMBERS

In our annual report research, we examine how children use applications on their personal devices, most commonly including smart-phones and tablets, but also computers, across 5 popular categories. We track the year's most popular apps, and look at how long they engaged the kids who used them for. Here are some of the highlights from 2024.

4 hours

The total amount of **daily screen time** kids spent on personal devices outside school hours, matching their average for 2023.



+95%

The extra amount of time children in the US spent on **YouTube** versus their Spanish counterparts: for every hour Spanish kids watched YouTube, US children watched almost 2.



2 hours

The average daily time kids around the world spent on **TikTok**, the most popular social media app. The heaviest users were in the UK where this figure went up to 2hrs 12mins.



+25%

The extra time kids globally spent on **Instagram** compared with 2023. Kids spent a worldwide average of 79 mins/day, up from 63.



31 mins

The average time Spanish children spent on **Brawl Stars**, ousting **Roblox** as most popular app for the first time since 2020.



x4

Globally, kids spent 4.1 times more time chatting with friends on **Snapchat** than on **WhatsApp**, the most popular communication app.



8 mins

The average daily time kids world-wide dedicated to sharpening their language skills on **Duolingo** - about the same length as a typical session.





RESEARCH BY APP CATEGORY

# Online video



## What we found

In the face of production cut-backs, price rises, and increases in ads, 2024 saw us binge-watching more than ever with Netflix subscribers hitting over [262 million](#) in 2024, and Prime Video reaching [200 million](#).

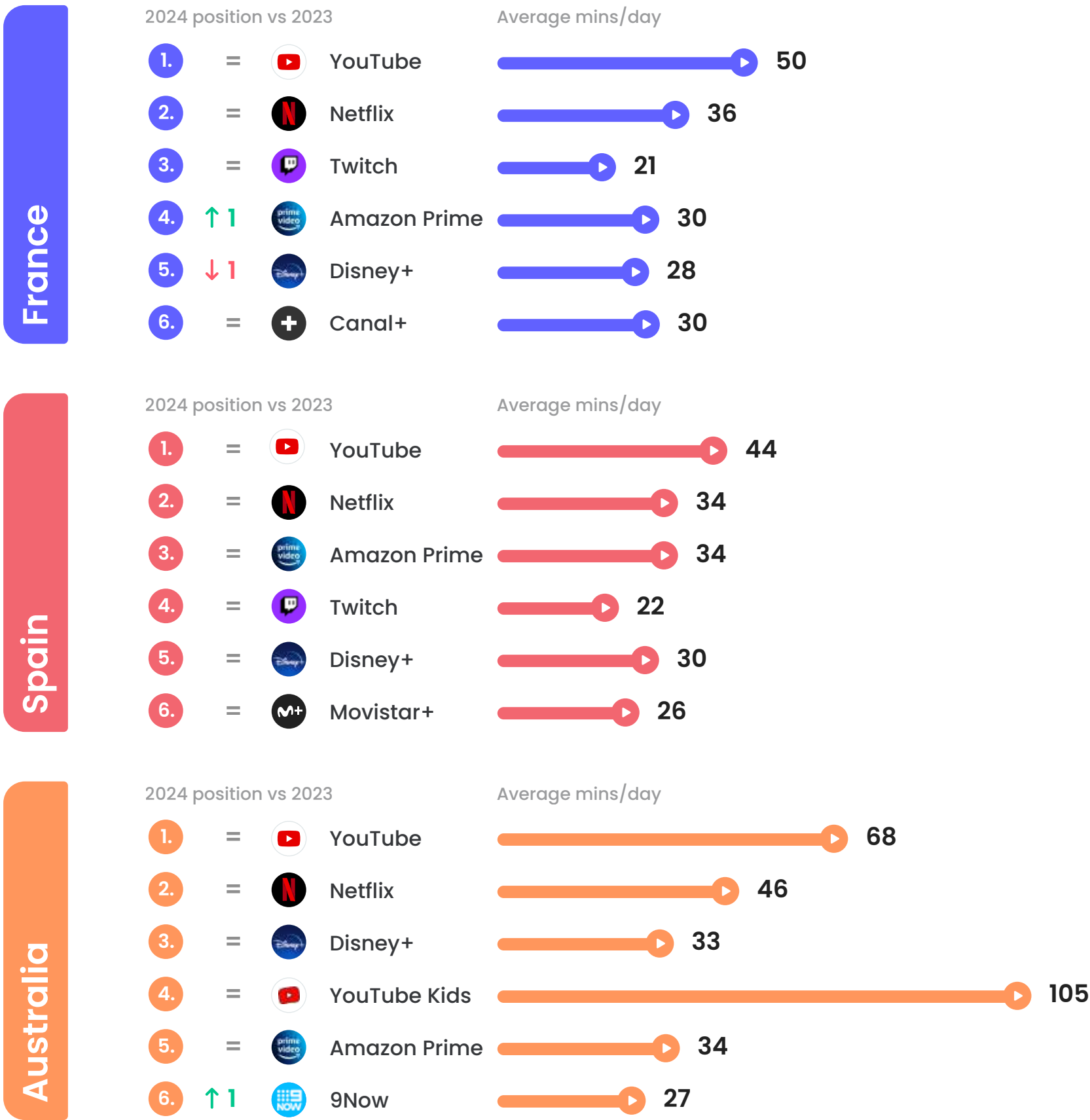
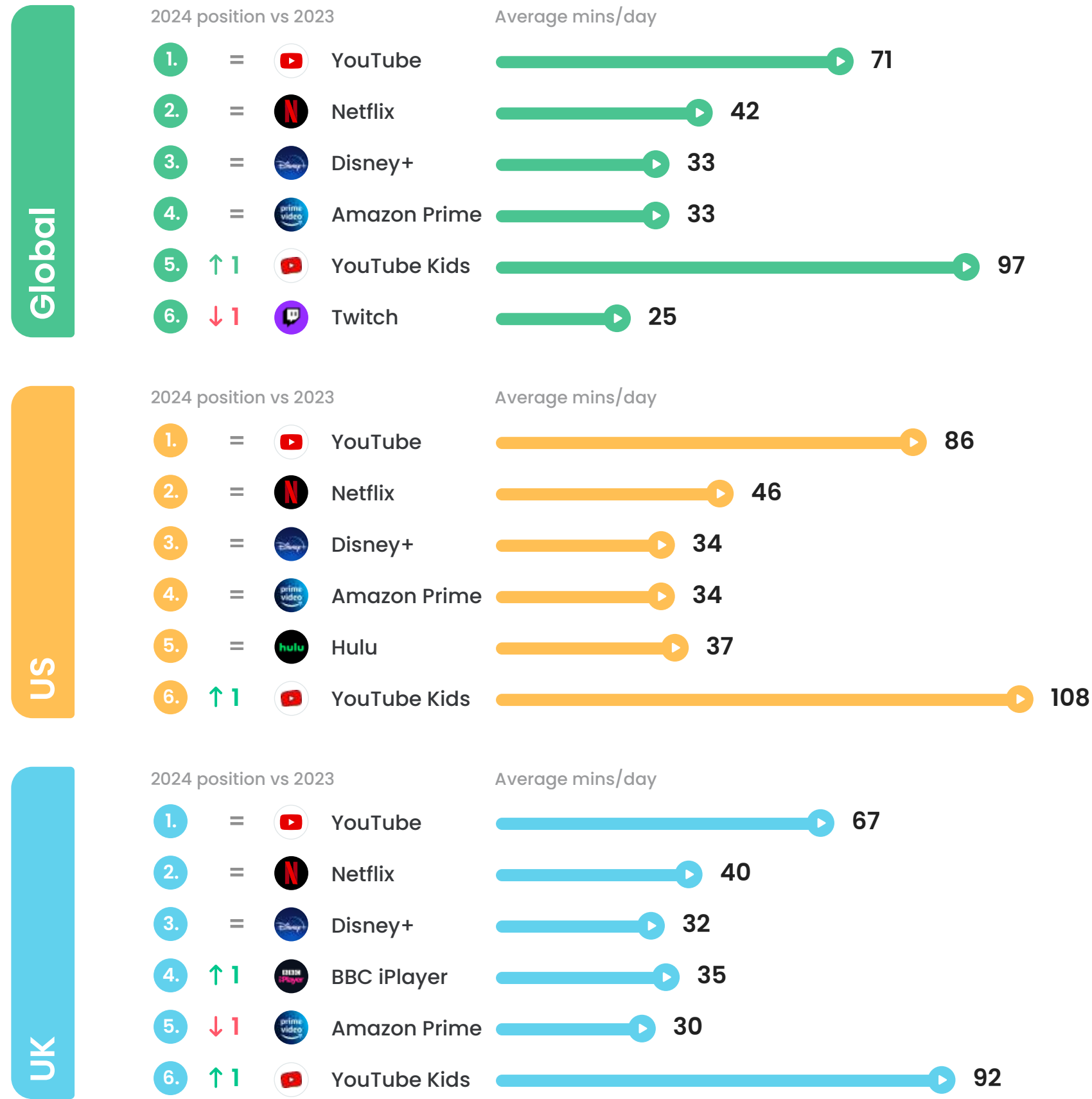
It was also an eventful year for free streaming: 2024 saw YouTube reach almost [2.5 billion monthly active users](#) and launch Family Center, a service that allows parents to view their teen's channel activities. Thanks to the success of TikTok and Instagram Reels, the platform is increasingly emphasizing short-form video content in the form of YouTube Shorts.

Despite these developments, the time kids spent watching their favorite streaming platforms stayed fairly constant. **In 2024, kids globally spent 71 minutes on the most popular video-streaming app, YouTube** – just a minute more than in 2023. As for paid streaming, kids worldwide spent 42 minutes watching Netflix, 4 minutes less than the previous year.



Most popular apps in 2024\* vs average daily time spent

\*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year







CHILDREN AND ONLINE VIDEO PLATFORMS IN 2024

For another year, YouTube was the most popular streaming app globally, and across all countries studied in our report. **Kids worldwide spent an average of 71 minutes/day watching their favorite YouTubers in 2024.** This represents just a minute increase compared to 2023 and suggests that the steady climb from 56 minutes in 2021 may be leveling off. The English-speaking countries watched a lot more YouTube than the others analyzed – kids in the US, Australia, and the UK watched 86, 68, and 67 minutes/day respectively, while those in France and Spain watched just 50 and 44.

Next up was Netflix, which, despite being the most popular paid streaming platform, saw a decrease in watch time in 2024. Globally, kids spent an average of 42 minutes per day on Netflix, 4 minutes less than in 2023 and 6 minutes less than its peak in 2022. **In 2024, US and Australian children were the biggest Netflix viewers, both averaging 46 minutes of daily watch time.**

Time spent on top 6 most popular online video apps, from 2020–2024

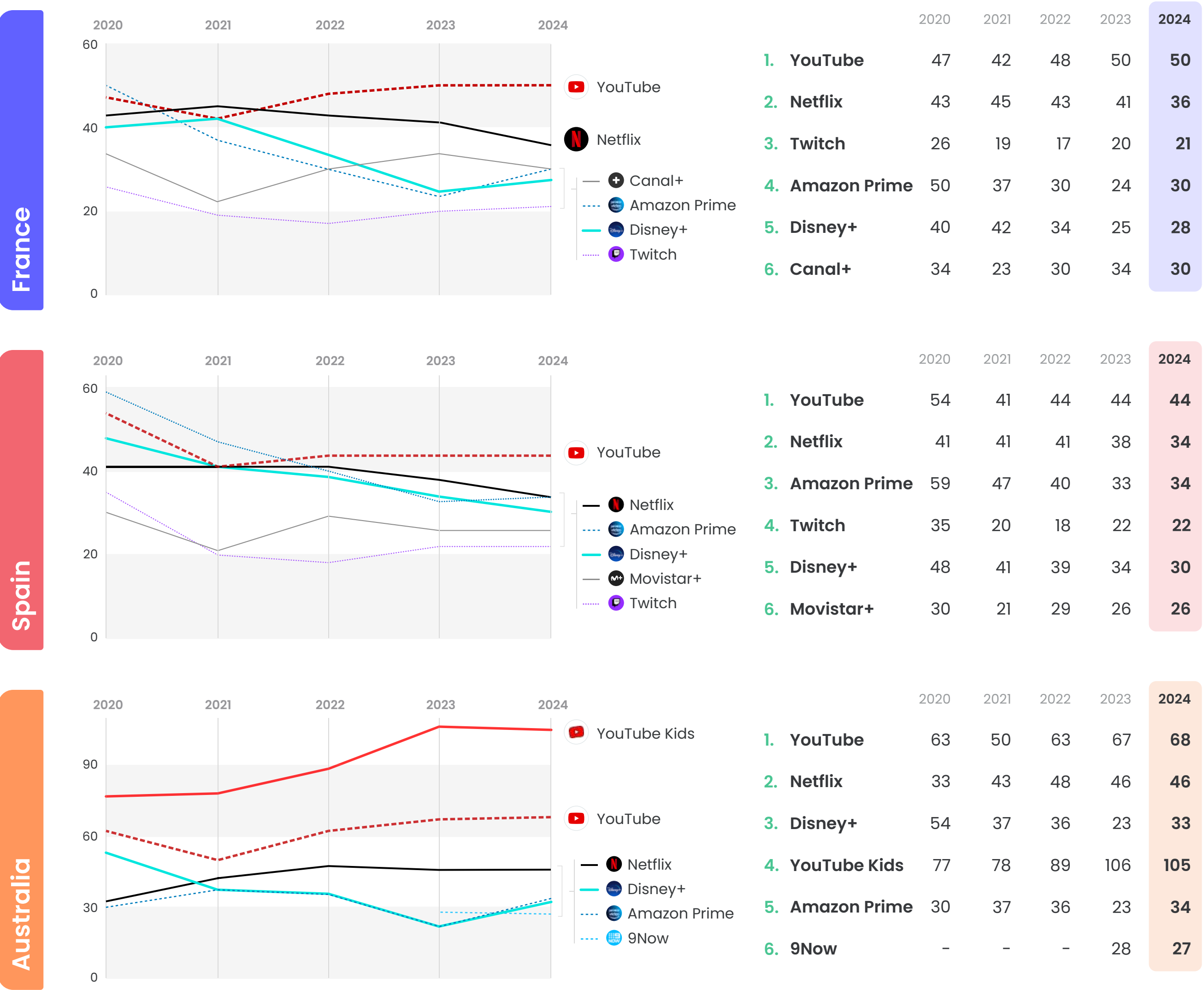






Due to the limited age range of its audience, YouTube Kids was only the 5th most popular video streaming app overall – but its young viewers racked up the most screen time compared with viewers of other video platforms. **Watch time of YouTube Kids continued its growth by reaching 97 minutes per day in 2024** – just 1 minute more than in 2023, but 13 more than 2022. Children in the US were the most avid viewers of YouTube Kids, watching 108 minutes/day.

Time spent on top 6 most popular online video apps, from 2020–2024





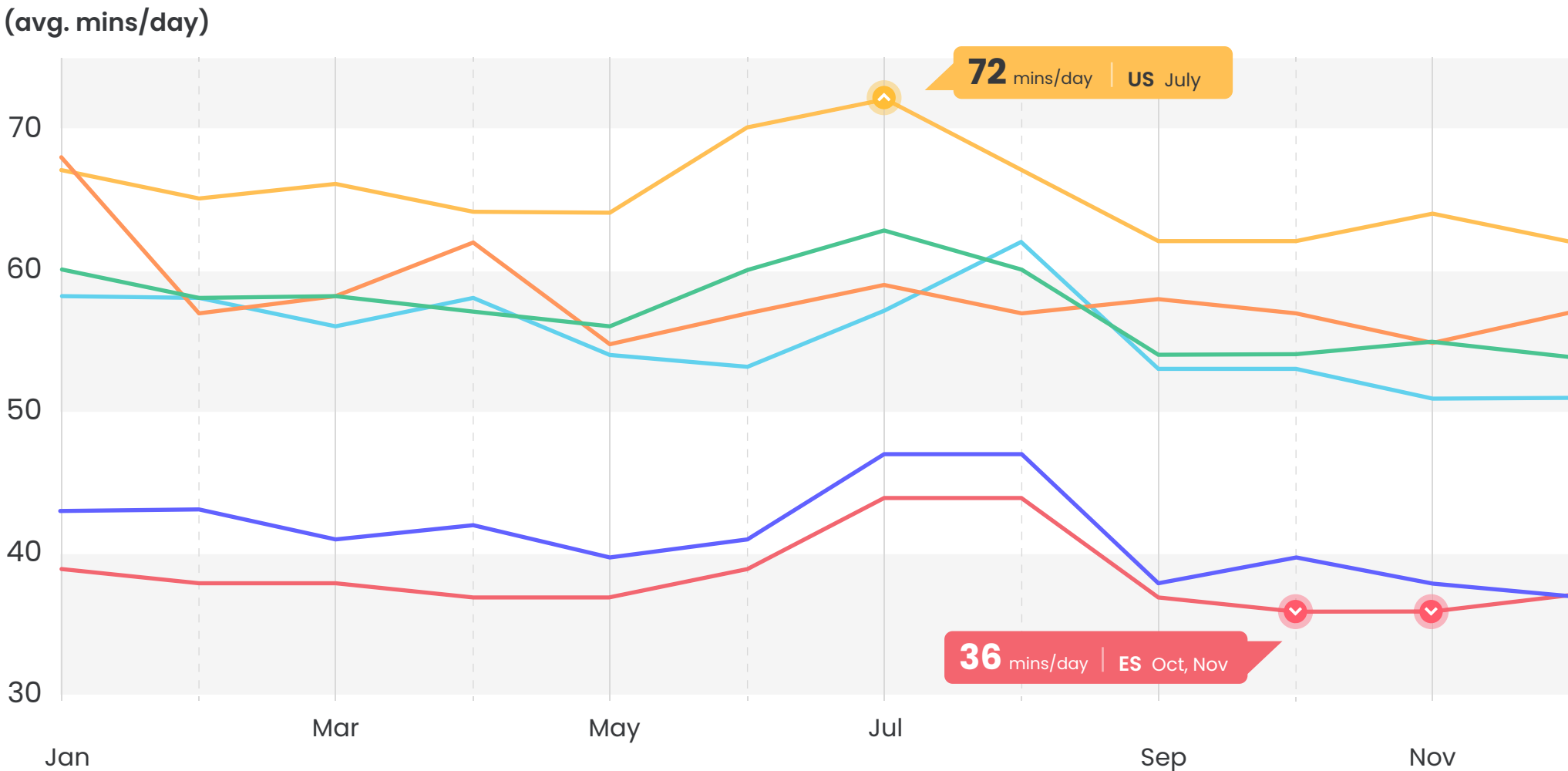
HOW MUCH TIME DID CHILDREN SPEND STREAMING OVER 2024?

Streaming time stayed fairly constant between 2023 and 2024. **Kids worldwide spent just under an hour (58 minutes) per day on their favorite streaming platforms across 2024** - a minute more than in 2023, but 13 more minutes than in 2022. Racking up 66 minutes of average daily stream time, kids in the US watched the most online video content

in 2024. Australian and UK kids were the next most avid viewers, hitting 58 and 56 minutes respectively. Perhaps to be expected, monthly jumps in viewtime coincided with school breaks; **Australian kids on summer break in January spent a record 68 minutes per day** streaming online video, while US kids set a record average of 72 minutes in July.



Average time spent on online video apps, month by month



|           | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2024<br>Avg | 2023<br>Avg | 2022<br>Avg |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|-------------|-------------|
| Global    | 60  | 58  | 58  | 57  | 56  | 60  | 63  | 60  | 54  | 54  | 55  | 54  | 58          | 57          | 45          |
| US        | 67  | 65  | 66  | 64  | 64  | 70  | 72  | 67  | 62  | 62  | 64  | 62  | 66          | 64          | 49          |
| UK        | 58  | 58  | 56  | 58  | 54  | 53  | 57  | 62  | 53  | 53  | 51  | 51  | 56          | 56          | 43          |
| France    | 43  | 43  | 41  | 42  | 40  | 41  | 47  | 47  | 38  | 40  | 38  | 37  | 42          | 43          | 35          |
| Spain     | 39  | 38  | 38  | 37  | 37  | 39  | 44  | 44  | 37  | 36  | 36  | 37  | 39          | 39          | 30          |
| Australia | 68  | 57  | 58  | 62  | 55  | 57  | 59  | 57  | 58  | 57  | 55  | 57  | 58          | 58          | 39          |



THE MOST BLOCKED ONLINE VIDEO SERVICES IN 2024

Coinciding with its immense popularity and the 70+ minutes per day kids spent watching, **YouTube was the most blocked video streaming app in 2024**, as it was in 2023. Unchanged from the previous year, the top 3 blocked video streaming apps mirror the popularity rankings with **Netflix holding 2nd spot and Disney in 3rd**. Interestingly, **Prime Video replaced Twitch as 4th most blocked**, likely due to Prime’s increase in global popularity and Twitch’s slide. In France however, parents saw Twitch as more of a concern than Prime Video and Disney+.

Most blocked online video apps (% of parents)



“ Our 14-year-old was browsing YouTube and random sites during class, and during homework time. It was a huge distraction so we had to put up guardrails. ”

- Parent of 2, 50.

“ It's so easy for kids to get sucked in and end up spending hours online looking at mindless videos, crazy internet stories, etc. They don't have a good sense of time or the willpower to put it down when the internet is always presenting them with the next thing. ”

- Parent of 4, 46.



# What we **expect**

In 2023, [985 million households](#) gave up their conventional paid TV subscriptions in favor of video streaming, and despite 2024's price hikes, ads, and cutbacks in production, subscription numbers for Netflix, Prime Video et al. continue to rise. As competition between the streaming behemoths heats up, we can expect a stronger focus on **user experience**,

such as more personalized recommendations, intuitive interfaces, fluid navigation, and hopefully, more powerful parental controls.

Experts believe that **the faster speeds and lower latency offered by 5G** will improve the video streaming experience, especially when on the move, and bring in more subscribers to the platforms. However, faster, more reliable connectivity could make it even tougher for parents to pull kids away from their favorite shows or streamers.





# What we recommend

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## Share your own thoughts and experiences about content you consume

Showing genuine interest in your child’s online experiences can help them share more with you. A starting point is to ask open-ended questions like, “What have you been watching online lately?” or “How did that make you feel?” Share your own thoughts and experiences about content you consume. **Even if you don’t agree with your child’s choices or perspectives, it’s important to acknowledge their feelings.** Make it clear that you are a safe resource for questions or concerns, and they can come to you at any time without getting in trouble. This kind of trusting relationship makes it more likely that kids will share openly, giving you the opportunity to guide and support them through any challenges they may face.



**Dr. Nicole Beurkens**  
Child psychologist

“

## Align their consumption with benefits like learning a new skill and elevating their mood



If you want to encourage your child to seek out more positive, or educational content online, first talk about what positivity means to you, and, depending on your child’s age and maturity, the skills and knowledge they’re ready to develop, along with their key passions and interests. **Familiarize yourself with the different places your child can find video content**, such as streaming platforms like Netflix, as well as YouTube, Twitch, and social media, too. Through regular conversations and co-viewing – especially when they are younger – you can help encourage your child to align their consumption with benefits like learning a new skill, elevating their mood, and expanding their awareness of the world.



**Teodora Pavkovic**  
Director of Wellbeing, Qoria



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**It's important that children see you as someone who seeks to understand and respect them**

To respectfully keep an eye on what your children are consuming online, **make them aware that you are supervising what they watch, not as an act of control, but as a way to protect them.** By being transparent and clear, you encourage and normalize honesty, while learning more about them. To foster open communication about what children see online, and how it makes them feel, encouraging honest, non-judgmental dialogue is essential from an early age: it's important that they see you as someone who seeks to understand and respect them. Be a role model by demonstrating healthy device habits, as this will make them feel more at ease sharing theirs with you.



**Gloria R. Ben**

Psychologist and neuropsychologist

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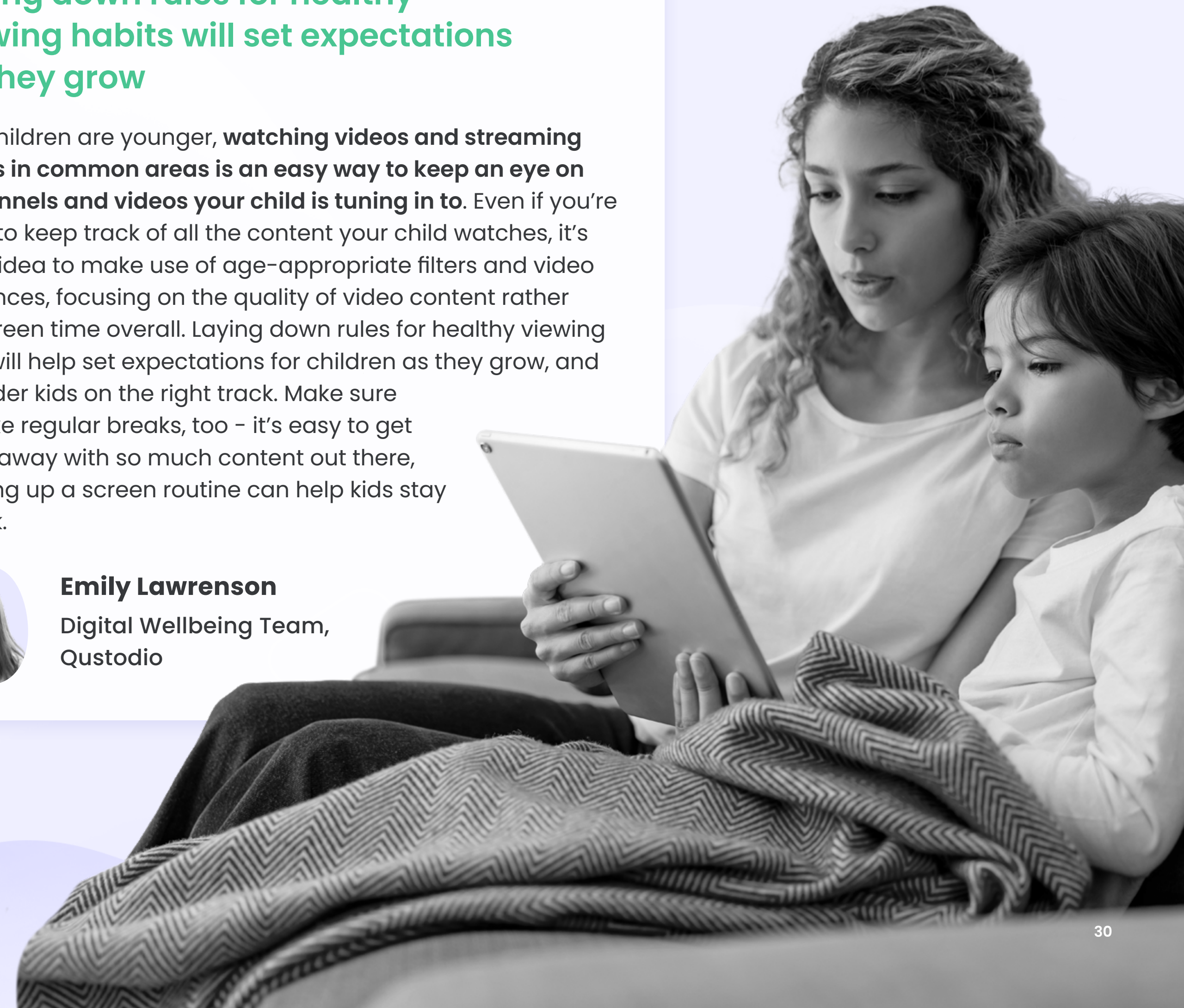
**Laying down rules for healthy viewing habits will set expectations as they grow**

When children are younger, **watching videos and streaming services in common areas is an easy way to keep an eye on the channels and videos your child is tuning in to.** Even if you're unable to keep track of all the content your child watches, it's a good idea to make use of age-appropriate filters and video experiences, focusing on the quality of video content rather than screen time overall. Laying down rules for healthy viewing habits will help set expectations for children as they grow, and keep older kids on the right track. Make sure they take regular breaks, too - it's easy to get carried away with so much content out there, so setting up a screen routine can help kids stay on track.



**Emily Lawrenson**

Digital Wellbeing Team,  
Qustodio





RESEARCH BY APP CATEGORY

# Social media

## What we found

2024 was a pivotal year for social media, marked by **public scrutiny and regulatory actions**. National security concerns led the US to pass legislation requiring ByteDance, TikTok's parent company, to [divest its ownership of the app](#) or face a nationwide ban. User dissatisfaction with X's (Twitter) direction under Elon Musk triggered a [mass exodus to alternative platforms](#) like Bluesky and Threads. In Europe, EU regulators issued their [first antitrust fine to Facebook](#) and Instagram parent Meta, with a penalty of nearly 800 million euros for anti-competitive behavior.

The **safety concerns and mental health effects of social media on children** were thrust into the spotlight following [an advisory](#) from the US Surgeon General, and across the world, governments and social media companies

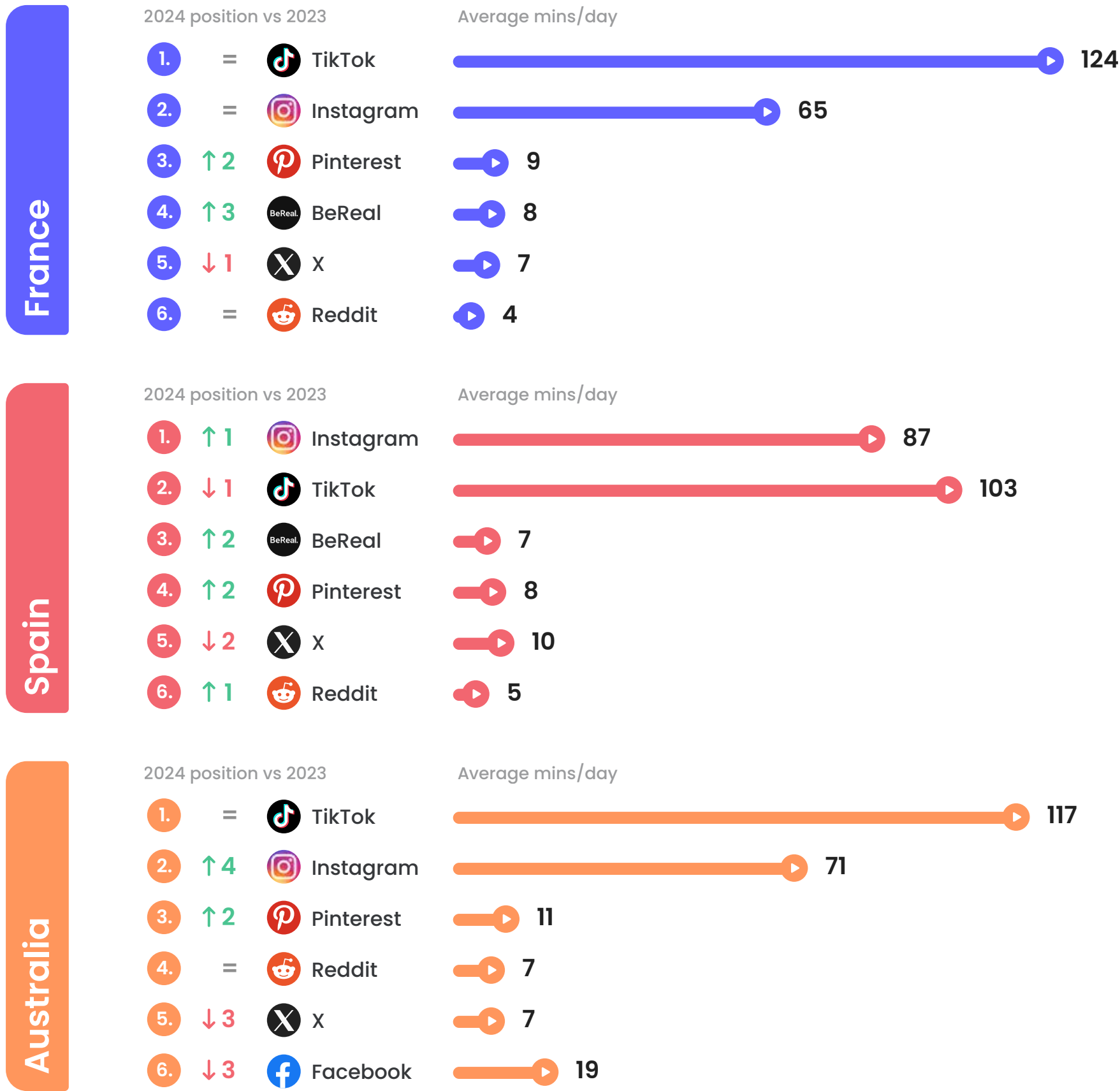
scrambled to heed the increasingly loud calls for change. [Instagram introduced Teen Accounts](#) for under 16s (18 in some regions), with features specially designed to protect young users, while **some countries called for restrictions on social media use**. Australia's government led the way, with [a ban on social media use](#) for children under 16. potentially coming into effect in 2025, while [Norway is to enforce a minimum age limit of 15](#) for social media use. Echoing growing parent concerns, Norway's Prime Minister stated, "Self-expression must not be in the power of algorithms."

Why so much discussion now? Globally, social media is a hub for entertainment, discussion, news, and self-expression, meaning young and old alike are using it more each passing year. **Children's increased interest - and therefore increased exposure to both positive and negative content - is highlighted by their app use across 2024**. Across their top 3 most popular social media platforms, TikTok, Instagram, and Pinterest, globally children clocked up 7% extra time in 2024, compared to 2023.



Most popular apps in 2024\* vs average daily time spent

\*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year







CHILDREN AND SOCIAL MEDIA USE IN 2024

Taking nobody by surprise, **TikTok was young people’s top social pick globally**, and in all countries save Spain, where it still came in strong as a 2nd place contender. In the years following the pandemic, TikTok’s growth has also been reflected in the time kids are dedicating to the app: globally, average daily time on TikTok has more than doubled since 2020, with kids racking up 120 minutes a day on their *For You* feed. **TikTok’s heaviest viewers were children in the UK**, where average use time stood at 134 mins/day – up 6% from 127 mins/day in 2023.

Instagram’s 2024 changes for their teen user base may also reflect the heavy use the app has had in recent years: **time on Instagram surged by 25% globally, and 23% in the UK and Spain between 2023 and 2024**, while in Australia and the US, young people increased their time on Instagram by 31% and 37% respectively. Instagram was Spanish children’s most popular app of the year, where they spent an average of 87 minutes a day checking stories and exploring reels.

Time spent on top 6 most popular social media apps, from 2020–2024

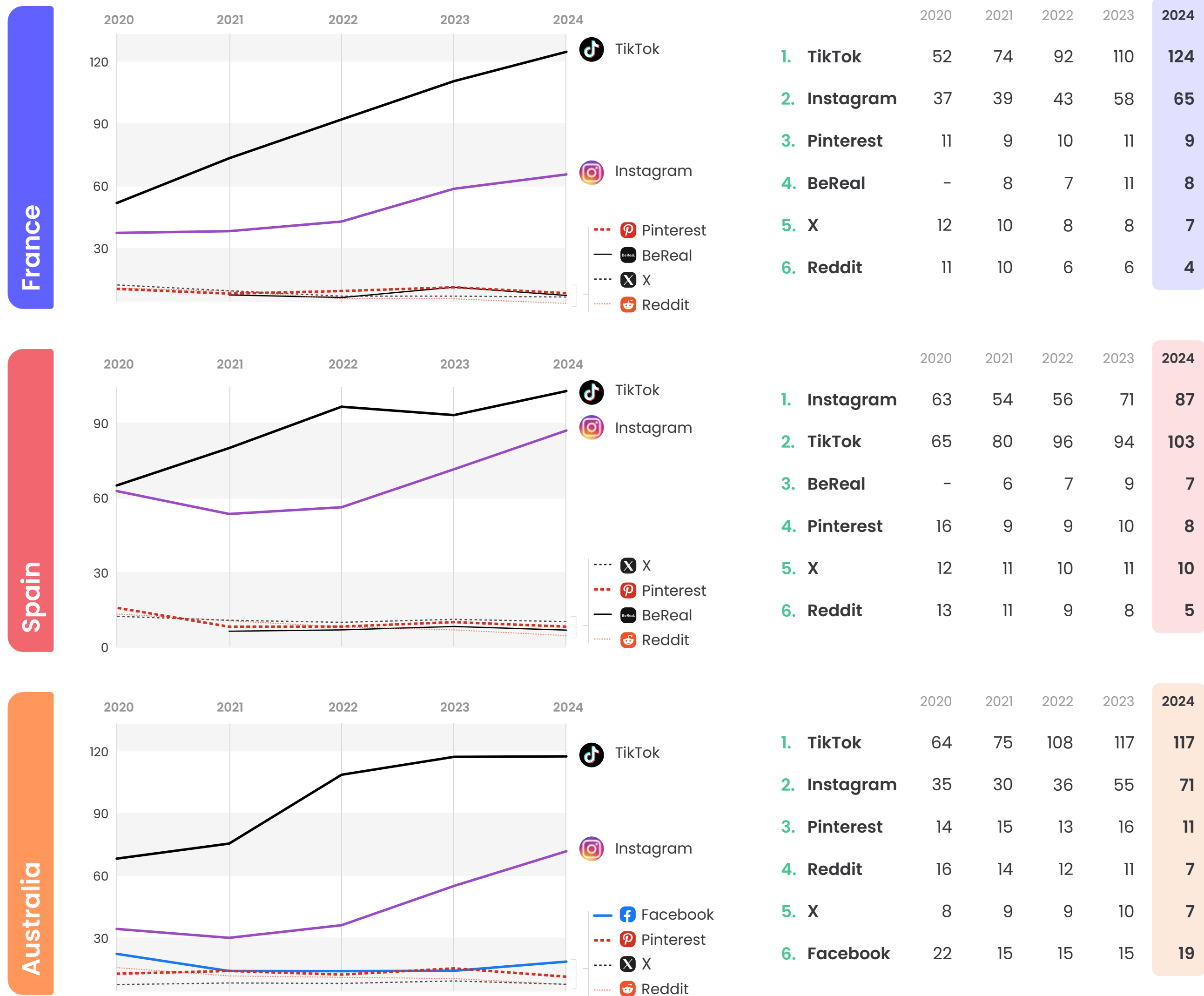






While apps such as Instagram and TikTok increasingly capture young people’s attention, the same can’t be said for other social apps in children’s top 6. Curiosity surrounding Musk’s X ventures secured the platform a place in their most popular apps of 2024, but along with its overall popularity, **average daily time on X dropped by 10%**, down to just 9 mins/day. And while Pinterest was opened enough over the year to secure 2nd most popular position in the US, it wasn’t enough to hold kids’ attention over the year. **Engagement on Pinterest dropped by 6% globally**, as children shaved 2 minutes off their daily average usage of the app: 14 mins/day down from 16.

Time spent on top 6 most popular social media apps, from 2020–2024





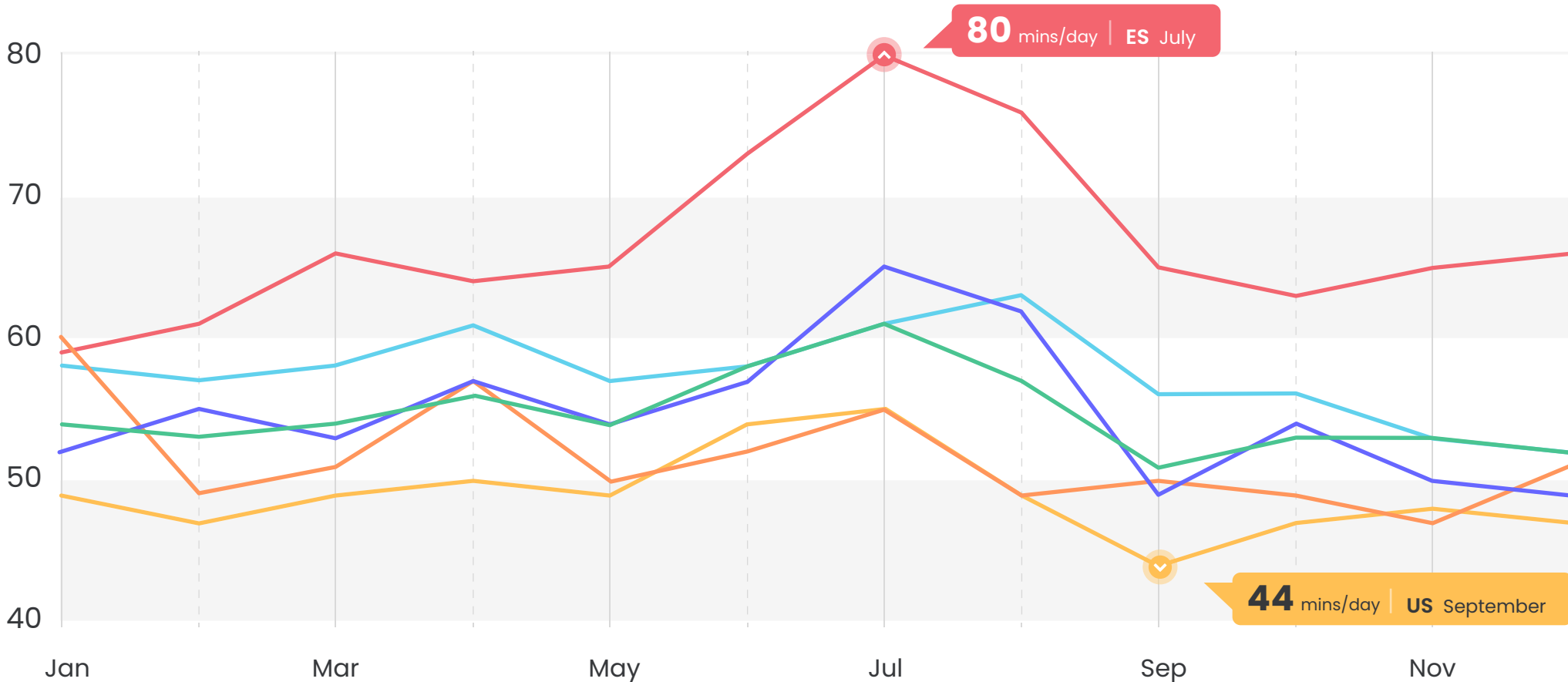
HOW LONG DID CHILDREN SPEND ON SOCIAL MEDIA APPS OVER 2024?

As the years go by, children are devoting more attention to social media apps, with the average time spent on these platforms creeping up slowly. In 2024, **young people worldwide spent an average of 55 minutes per day checking notifications**, keeping up with their interests, and scrolling their feeds. **Spanish children were the most social-media hungry**, clocking an average of 67 mins/day on social media apps, a 12% increase from their 59-minute average in 2023.

In most countries, social media use rose during holiday periods: across France and Spain's summer break, average daily social media use peaked in July in both countries, rising to 65 minutes in France, and 80 in Spain. US children were slightly less inclined to check in on their follower count or favorite influencers over the year: **the US recorded the lowest daily average use out of all countries analyzed**, dipping to just 44 minutes a day in September – prime back-to-school period in the country.



Average time spent on social media apps, month by month  
(avg. mins/day)



|           | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2024 Avg | 2023 Avg | 2022 Avg |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|----------|----------|
| Global    | 54  | 53  | 54  | 56  | 54  | 58  | 61  | 57  | 51  | 53  | 53  | 52  | 55       | 52       | 52       |
| US        | 49  | 47  | 49  | 50  | 49  | 54  | 55  | 49  | 44  | 47  | 48  | 47  | 49       | 46       | 47       |
| UK        | 58  | 57  | 58  | 61  | 57  | 58  | 61  | 63  | 56  | 56  | 53  | 52  | 58       | 55       | 52       |
| France    | 52  | 55  | 53  | 57  | 54  | 57  | 65  | 62  | 49  | 54  | 50  | 49  | 55       | 53       | 50       |
| Spain     | 59  | 61  | 66  | 64  | 65  | 73  | 80  | 76  | 65  | 63  | 65  | 66  | 67       | 59       | 59       |
| Australia | 60  | 49  | 51  | 57  | 50  | 52  | 55  | 49  | 50  | 49  | 47  | 51  | 51       | 51       | 46       |



THE MOST BLOCKED SOCIAL MEDIA APPS  
IN 2024

For another year, **TikTok was the social media app most likely to be blocked by parents in all regions**. This isn't surprising, considering the 2 hours that young users spent on TikTok in 2024, the app's reported impact on [teen mental health](#) and its data security concerns.

Unchanged from 2023, **Instagram was the 2nd social media app most likely to be blocked by parents**. While the 79 minutes per day kids spent on the app might be reason enough, mental health concerns, inappropriate content, and the threat of cyberbullying may also have persuaded parents to push the block button. Whereas Instagram was 2nd globally, parents in the US, UK, and Australia viewed X as more of a concern.

Most blocked social media apps (% of parents)



“ We were concerned about violence, gore, pornography, cyberbullying or bad kid-peer communities, suicidal or challenge content (tide pods etc.), misogyny, racism and hate speech. We wanted to curate and focus the internet on its positive features. We discuss problematic content and how you can't “unsee” some content and want complex topics to be introduced by us.”

– Parent of 1, 45

“ With particular apps (Snapchat and TikTok) it intensifies an already false need for meaningless attention and a false sense of self-esteem.”

– Parent of 3, 39



# What we expect

2025 shows the signs of being a critical year for social media. We will see **how platforms and the world's governments work together to address the growing concerns** about privacy, content moderation, and child safety, just to name a few. Instagram's Teen Accounts may start a trend for protective features, and it remains to be seen how countries like Australia and Norway enforce social media age restrictions: **will they truly be an effective measure** to help manage mental health, and shield kids from inappropriate content?

Whether it's through safety features or legislature, it's clear that **striking a balance is key**. After all, we mustn't dismiss the positive aspects of social media for kids - as an avenue for them to express themselves, form relationships, and find their communities.

The only thing we know for sure is that social media companies will continue making their platforms as useful and attractive as possible. The success of **TikTok has propelled the popularity of short-form video**, prompting other social media platforms like Instagram and Facebook to focus more on this fast-paced style of content, catering to the shortest of attention spans. **AI technology is helping creators produce content** quicker and easier, ensuring there's always something new for us to look at. Platforms like TikTok and Instagram are **being increasingly used for search**, challenging "traditional" Google search and motivating brands to tailor their marketing strategies for social media.

With the spotlight shining brighter on issues like child safety and the mental health effects of social media, the pressure is on Big Tech. Only time will tell how social media companies adapt their platforms to comply with regulatory age limits while addressing the rising demand for privacy, safety, and digital wellbeing.



# What we recommend

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## Implement inbuilt privacy and security settings



To keep social media use healthy, it's important to **ensure you have clear family expectations on access and use from the get-go**. Speaking to your child about the harms and risks associated with social media, as well as the benefits, should be part of an ongoing conversation that makes them aware of the risks the digital world poses – before they experience it for themselves. Before a child dives into any new app, set rules and expectations, implement the inbuilt privacy and security settings, and check in on them regularly to help them see you care, without overstepping boundaries and privacy limits.



**Yasmin London**

Global Online Safety Expert, Qoria

“

## It's never too late to change course with devices and social media

I want all parents to know that it's never too late to change course when it comes to decisions about devices and social media. The key is to approach the situation calmly and transparently. Start by acknowledging your mistake, explain why you don't think the app is appropriate at this time, and define new boundaries. Know that your child will probably be unhappy, **but the benefits of keeping them safe and healthy far outweigh any distress they may have**. In cases of rule-breaking, focus on understanding the reasons behind the behavior and use it as an opportunity to reinforce expectations. Work together to create a new plan, such as limiting access or creating a trial period with set guidelines.



**Dr. Nicole Beurkens**

Child psychologist



“

### Think about their readiness for social media and healthy boundaries that should exist

Age-appropriate experiences are key to a child's online safety and digital wellbeing. More than just your child's biological age, consider their character and personality, as well as their maturity level, as you think about their readiness for social media and the healthy boundaries that should exist if they already have an account. **All social media platforms have age restrictions, usually 13+ or 14+ (for now) depending on the country.** In the 'offline' world, help them learn social cues, develop their sense of empathy, and continuously work on emotional regulation skills.



**Teodora Pavkovic**

Director of Wellbeing, Qoria

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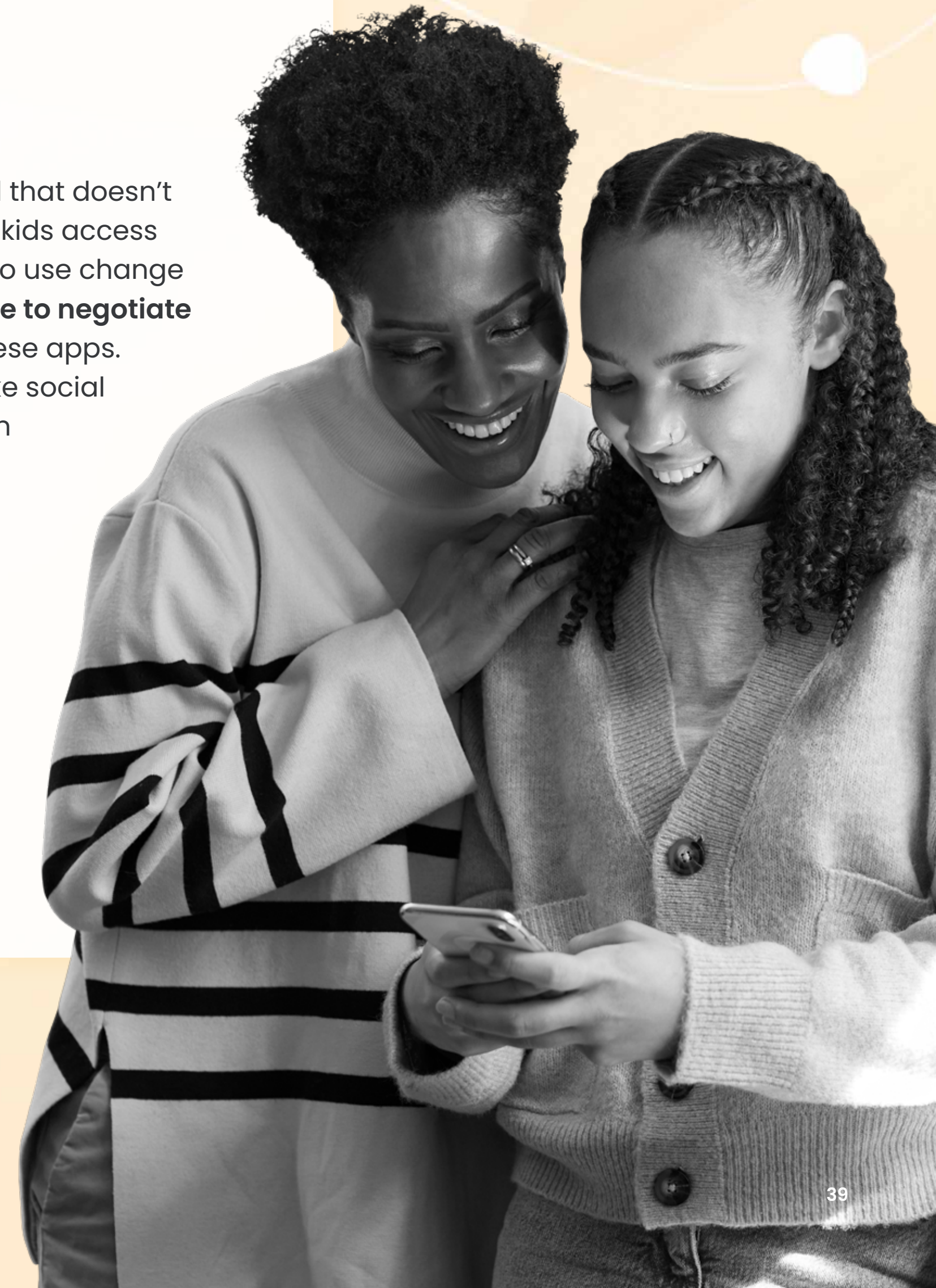
### Setting up universal rules leaves cracks that can be exploited

Children access a large number of sites and platforms, and that doesn't just include social media. Estimates show that, on average, kids access nearly 50 different apps per week, and the apps that they do use change over time. **It's not realistic or practical for regulators to have to negotiate with parents to configure parental settings** across all of these apps. Bans don't teach children how to navigate digital spaces like social media, and setting up universal rules leaves cracks that can be exploited. So how can we keep kids safe? By making sure the devices they use are kept safe, too: closing the gaps that they fall through. By keeping the conversation open, and **allowing children to access the digital world in age-appropriate ways.** By working together, as parents, educators, and across society to make sure children can enjoy technology as they should.



**Tim Levy**

Qoria Managing Director





RESEARCH BY APP CATEGORY

# Gaming

## What we found

Thanks to the ever-present smartphone and a thirst for increasingly interactive and immersive gaming experiences, the mobile gaming business is booming. In 2024, the mobile gaming market generated a [worldwide estimated revenue of US\\$98.74bn](#) – an increase of nearly \$10bn from 2023. Mobile gaming continues to dominate the app market too, with games contributing to [over 40% of all app downloads worldwide](#).

2024 saw the continued rise of open-world games like Roblox, Fortnite, and Minecraft reflecting the expansion of the **metaverse**: immersive, interconnected virtual spaces where users can engage with each other and the digital environment. We also saw the growth of **casual games** – titles that take up little storage space and are designed to be played in short, exciting bursts. Titles like Subway Surfers and Brawl Stars helped rocket the genre's popularity.

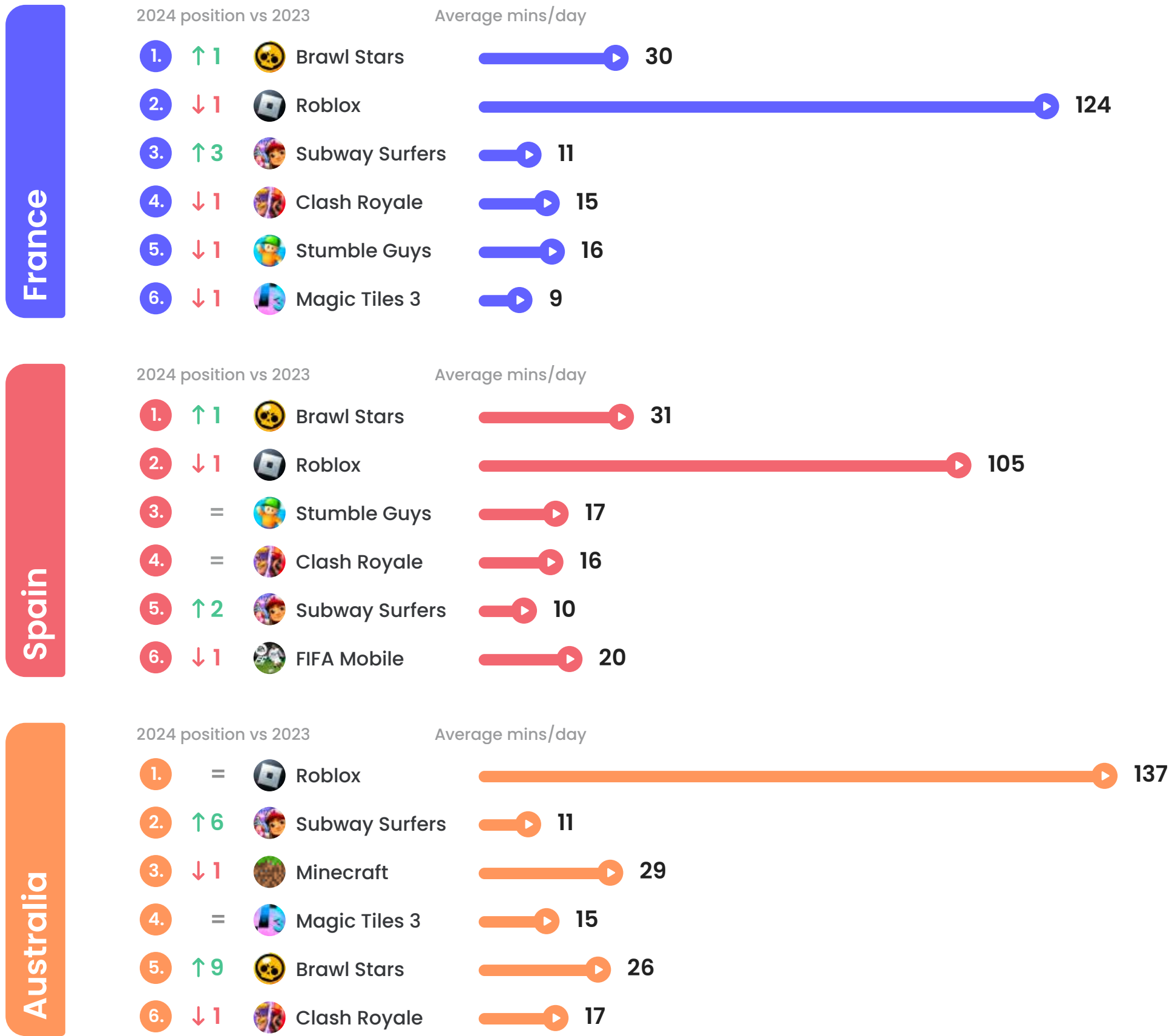
Kids' time on their favorite mobile games continued to rise in 2024. For the 5th year in a row, **Roblox was the most popular game globally, where kids spent an average of 139 minutes per day playing** – an increase of 7% since 2023. Next up was Brawl Stars where kids globally spent 29 minutes daily in fast-paced, multiplayer battles.





Most popular apps in 2024\* vs average daily time spent

\*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year







CHILDREN AND GAMING APPS IN 2024

Roblox might be available on pretty much every gaming platform you can think of, but it's on mobile devices where [4 out of 5 users](#) enjoy playing, creating, and interacting in the vast Roblox universe. So it should be no surprise that **Roblox remained the top gaming app and the one where children spent the most time in 2024** - across all categories analyzed in our report. **Kids spent a global average of 139 minutes per day playing, creating, and interacting on Roblox's platform, 9 minutes more than in 2023:** though still far from the highs of 2021 and 2022, when children spent an average of 173 and 180 minutes per day on the platform. The US retained the crown for Roblox play time with kids spending over 2.5 hours daily on the game (152 mins/day), representing a 9% increase on the previous year. Australian kids were next with a daily 137 minutes spent on the gaming platform - an increase of 5 minutes from 2023.

Time spent on top 6 most popular mobile gaming apps, from 2020–2024



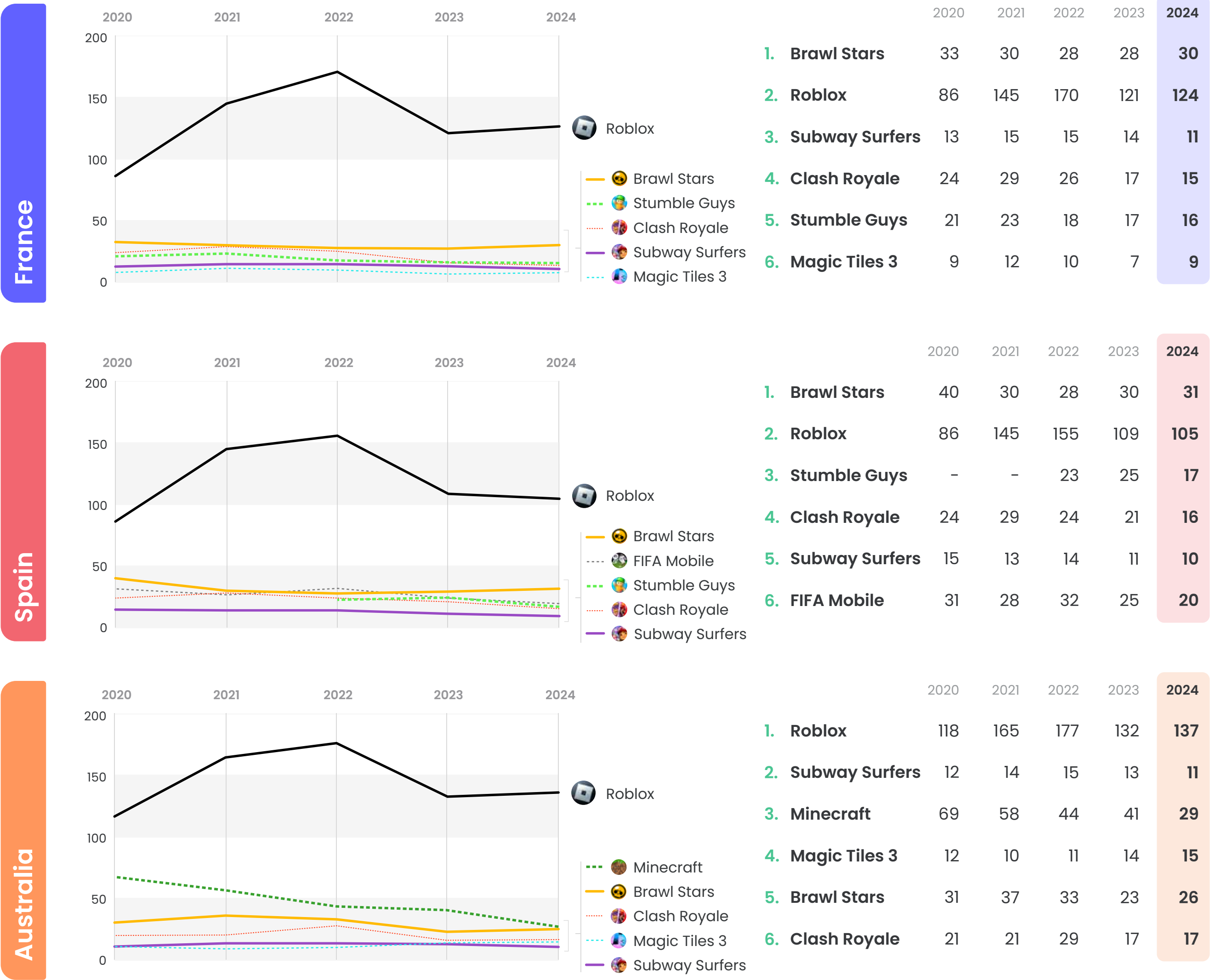




**Brawl Stars** took 2nd place for most popular gaming app globally with kids devoting 4% more playtime in 2024 than in 2023. The mid-core game’s global popularity was boosted by its growing appeal in France and Spain, where kids played Brawl Stars the most. Kids in Spain spent 31 minutes per day on Brawl Stars, while their French counterparts spent 30 – representing a 3% and 7% increase, respectively.

With 100 minutes less playing time than Roblox, kids worldwide spent an average 39 minutes per day on Minecraft – a decrease of 17% on 2023’s play time. Minecraft is still the best-selling [game of all time](#), but as it ranks 4th in our global popularity chart, and doesn’t rank at all in France and Spain, this suggests that kids prefer the experience on PC or games consoles, rather than their mobile devices.

Time spent on top 6 most popular mobile gaming apps, from 2020–2024







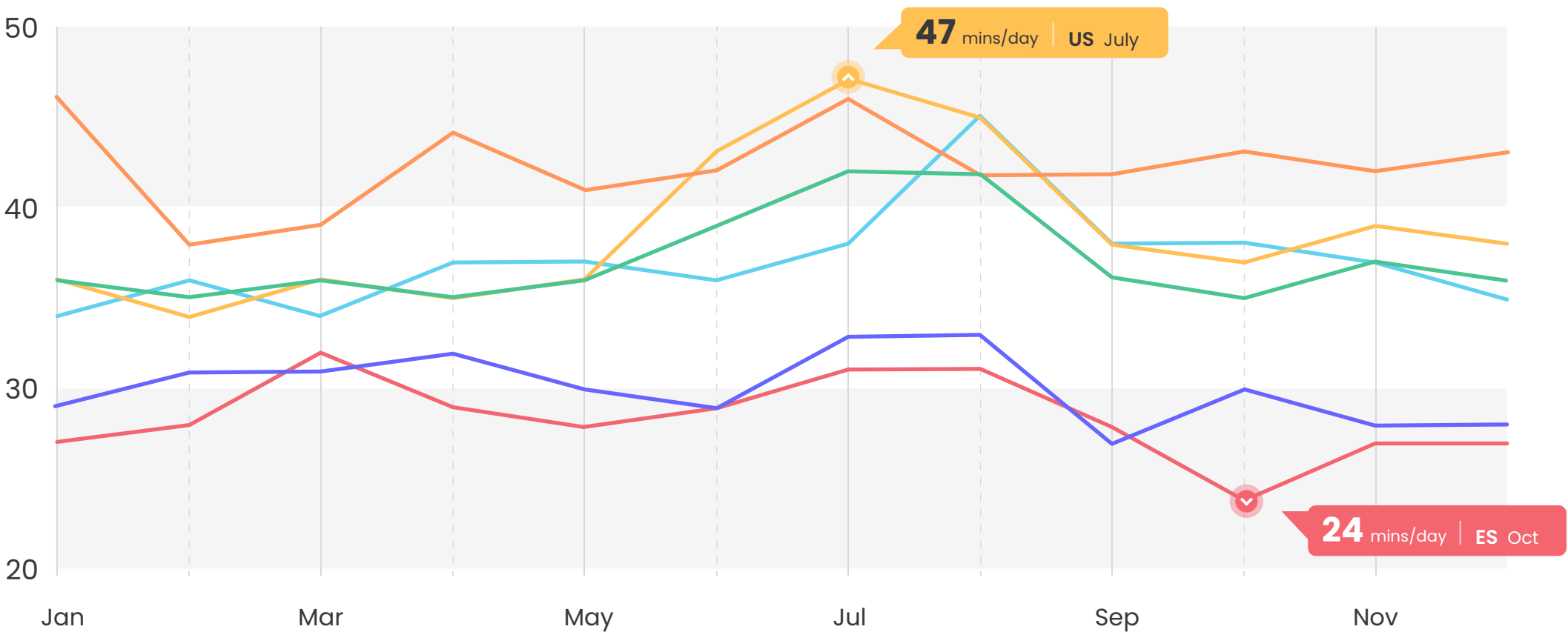
HOW LONG DID CHILDREN SPEND ON GAMING APPS OVER 2024?

The amount of time kids use gaming apps overall has fluctuated little in the previous 3 years. **In 2024, kids spent an average of 37 minutes playing their favorite mobile games**, up from 35 in 2023 and edging closer to the high of 38 minutes in 2022. The biggest mobile gamers were Australian kids, who spent an average of 43 minutes per day playing their favorite gaming apps, followed by kids in the US (39 minutes) and UK (37 minutes).

When broken down monthly, **it's school breaks when kids are more likely to reach for their devices to play their favorite games**. This is especially true in Australia where young gamers clocked up their highest number of minutes (46) during their summer and winter breaks, and in the US, where the record for most minutes spent over the year was set at 47 mins/day in July.

Average time spent on mobile gaming apps, month by month

(avg. mins/day)



|           | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2024 Avg | 2023 Avg | 2022 Avg |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|----------|----------|
| Global    | 36  | 35  | 36  | 35  | 36  | 39  | 42  | 42  | 36  | 35  | 37  | 36  | 37       | 35       | 38       |
| US        | 36  | 34  | 36  | 35  | 36  | 43  | 47  | 45  | 38  | 37  | 39  | 37  | 39       | 36       | 41       |
| UK        | 34  | 36  | 34  | 37  | 37  | 36  | 38  | 45  | 38  | 38  | 37  | 35  | 37       | 36       | 37       |
| France    | 29  | 31  | 31  | 32  | 30  | 29  | 33  | 33  | 27  | 30  | 28  | 28  | 30       | 29       | 30       |
| Spain     | 27  | 28  | 32  | 29  | 28  | 29  | 31  | 31  | 28  | 24  | 26  | 26  | 28       | 27       | 28       |
| Australia | 46  | 38  | 39  | 44  | 41  | 42  | 46  | 42  | 42  | 43  | 42  | 43  | 43       | 40       | 41       |





THE MOST BLOCKED GAMING APPS IN 2024

**Roblox was the most blocked gaming app worldwide**, likely as a natural reaction to the time kids plowed into the game creation platform – but it might not be just excess screen time that prompted parents to prohibit the app. Online chat, inappropriate content in games, and in-app spending are among Roblox’s red flags.

It’s easy to lose track of time when playing fast, action-packed, arcade-style games, and this might explain why **parents worldwide made Brawl Stars the 2nd most-blocked game of 2024**.

Most blocked mobile gaming apps (% of parents)



“ I review all apps before they are added to devices, and no purchases or apps can be added without us doing it.”

- Parent of 1, 45

“ Any online use is risky, period. I monitor and talk to her about what is and is not appropriate and dangerous. She reports things to me on her own willingly.”

- Parent of 1, 63



# What we expect

The widespread availability and affordability of smartphones combined with improving 4G and 5G technologies have helped make mobile gaming the [largest and fastest-growing segment in the gaming market](#).

And with growth, comes change. In 2025 and beyond, we can expect **more immersive augmented and virtual reality, more artificial intelligence integration, better opportunities for cross-platform playing, and a rise in cloud-based games thanks to the rollout of 5G.**

When it comes to risks, mobile gaming has different safety concerns from social media: for example, kids aren't as likely to be exposed to pornography on mobile gaming apps - although it can and does happen. The technological developments of mobile games can bring about other issues, like increased screen time and in-app spending.

The growing interest in hyper-casual and mid-core mobile games like Brawl Stars and Subway Surfers confirms the belief that mobile gamers favor fast and fun titles over their complex, narrative-driven equivalents on console and PC. While the mobile gamer is less likely to sit for hours immersed in virtual worlds, **increasingly fast-paced, dopamine-spiking mobile games are engineered to keep users reaching for their phone and racking up screen time.**

Kids' screen time aside, advancements in mobile gaming might hit wallets too. Although Roblox, Brawl Stars, and Subway Surfers are free to download and play, games like these make money from in-app purchases, such as avatar accessories, upgrades and player skins. With the mobile gaming market expected to be worth [US\\$118.90bn by 2027](#), you can be sure **companies will be devising clever new ways to persuade children to part with their (parents') cash.**



# What we recommend

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Co-playing your child's favorite games strengthens bonds and encourages open conversations



Playing the same game as your child, or even better, playing alongside them, allows you to see and experience the content your child is exposed to when they play their favorite game. You can then decide if it's age-appropriate and identify other safety risks, such as interactions with strangers. Co-playing your child's favorite games also strengthens bonds and encourages open conversations, which means they might be more comfortable coming to you if they encounter something troubling in games or elsewhere online. If co-playing is not an option, **we recommend that parents talk to their children about the games they are playing and research their age-appropriateness.** If the game has parental controls, parents can adjust the settings to reduce the risk of them being exposed to inappropriate content.



**Michael Guy**  
Digital Wellbeing Team, Qustodio

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Be aware of the example you set with your own technology use

Encouraging healthy gaming habits starts with setting clear expectations and boundaries around screen time in general. It also requires that **parents expect and provide opportunities for kids to engage with lots of non-screen time activities** each day. Work together to create a schedule that balances gaming with other activities like physical exercise, homework, chores, and family time. Be aware of the example you set with your own technology use, as kids watch adults and model their behavior. Encourage regular breaks and discuss the importance of listening to their body and mind for signs of fatigue or stress.



**Dr. Nicole Beurkens**  
Child psychologist





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## Help your child communicate mindfully and respectfully online

The world of online gaming is fun, immersive and can provide children with some **fantastic opportunities to develop skills like problem solving, collaboration, and even generosity**. At the same time, it is a world in which each player is ‘hidden’ behind a screen and a username that ensures anonymity, a world that is often loosely supervised and one in which emotions can run high. For children to navigate this world successfully, they will need to **build an awareness of the tone, content, and context of their conversations** – skills that fall under the umbrella of perspective-taking. A quick and easy way to help your child communicate mindfully and respectfully online is to use roleplay, and ask “What-if” questions to help them practice these skills.



**Teodora Pavkovic**  
Director of Wellbeing, Qoria

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## Make sure your child knows how to report hurtful and mean behavior



Gaming can be a great way for kids to let off steam and develop skills such as problem-solving and teamwork, but online features on gaming apps can often be a source of conflict, nastiness, and or even abuse. If your child comes up against hurtful and mean behavior as they play, **make sure they know how to report it**, and who they should talk to about their experience. De-brief with them after any incidents, checking in about what happened, what they could do differently, and the feelings they experienced as it played out. Finally, online gameplay can create heightened emotions, with points and prizes at stake, so **teaching kids how to handle disappointment, wins, and losses as a team player** can help them build a healthy approach to online gaming.



**Yasmin London**  
Global Online Safety Expert, Qoria



# Education

## What we found

Over the last 15 years, educational apps have evolved to become fun and engaging while helping kids hit their learning goals.

**Gamification** motivates kids to learn by rewarding badges and leaderboard placement; **micro and nano-learning** cater to those with short attention spans with quick, bite-sized lessons; and **virtual (VR) and augmented reality (AR)** offer immersive learning experiences you can't get in books.

With many schools providing devices, the amount of time kids learn through education apps on their personal devices is minimal - especially compared with how much time is spent on social media or gaming apps. Unchanged from the previous year, **2024 saw kids dedicate 6 minutes per day on educational apps installed on their personal devices.** Language-learning app **Duolingo** was again the number 1 app by global popularity, and piano-learning **Simply Piano** was the educational app where kids worldwide spent the most time, practicing for 19 minutes per day.

In 2024, educational technology (EdTech) in schools continued to advance, with learning management systems (LMS) and classroom management platforms increasingly emphasizing personalized, engaging, and authentic learning experiences. One interesting trend is the rise of "**edutainment**," which mixes educational content with entertainment to maintain students' interest.



# School devices

Gathered mostly from school-issued and BYOD devices, Qoria group insights reveal the top 10 most popular learning-related platforms kids used across 2024, comparing use in the US, UK, and Australia.

This representation reflects device use in schools around the world: depending on where children grow up, access to school devices varies dramatically. Out of the 5 countries analyzed in our report, these 3 have a higher level of school device penetration, which is why we explore learning platforms on educational devices in these locations alone.

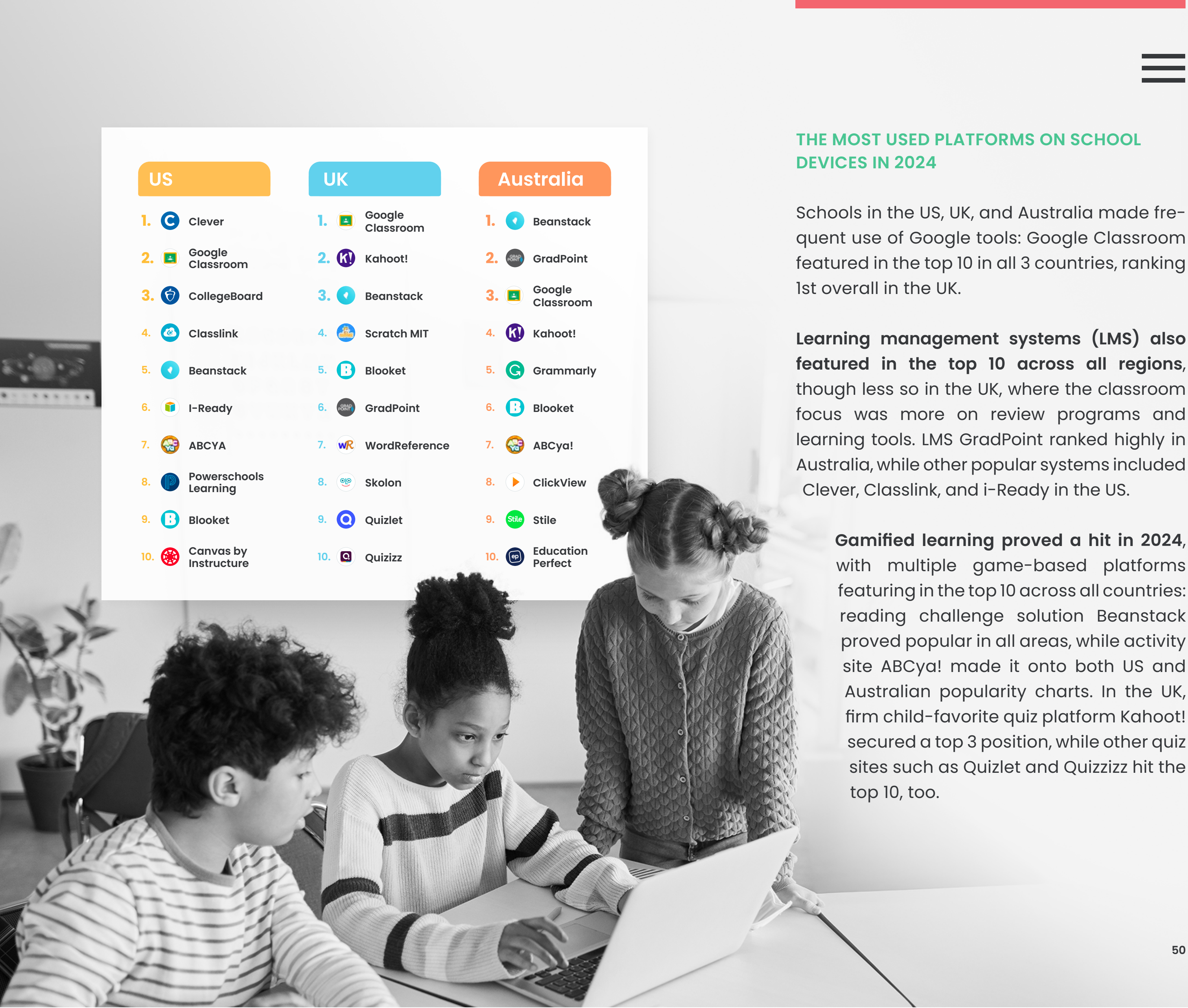


## THE MOST USED PLATFORMS ON SCHOOL DEVICES IN 2024

Schools in the US, UK, and Australia made frequent use of Google tools: Google Classroom featured in the top 10 in all 3 countries, ranking 1st overall in the UK.

**Learning management systems (LMS) also featured in the top 10 across all regions,** though less so in the UK, where the classroom focus was more on review programs and learning tools. LMS GradPoint ranked highly in Australia, while other popular systems included Clever, Classlink, and i-Ready in the US.

**Gamified learning proved a hit in 2024,** with multiple game-based platforms featuring in the top 10 across all countries: reading challenge solution Beanstack proved popular in all areas, while activity site ABCya! made it onto both US and Australian popularity charts. In the UK, firm child-favorite quiz platform Kahoot! secured a top 3 position, while other quiz sites such as Quizlet and Quizzizz hit the top 10, too.







# Personal devices

As in previous years, we focus on learning apps that children use on their personal devices, as opposed to school-based tools such as Google Classroom. As educational apps typically see lower usage compared to other categories like social media and gaming, we omit the “most blocked” section as educational apps are not a common problem for parents.

## Most popular educational apps in 2024\* vs average daily time spent

\*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year



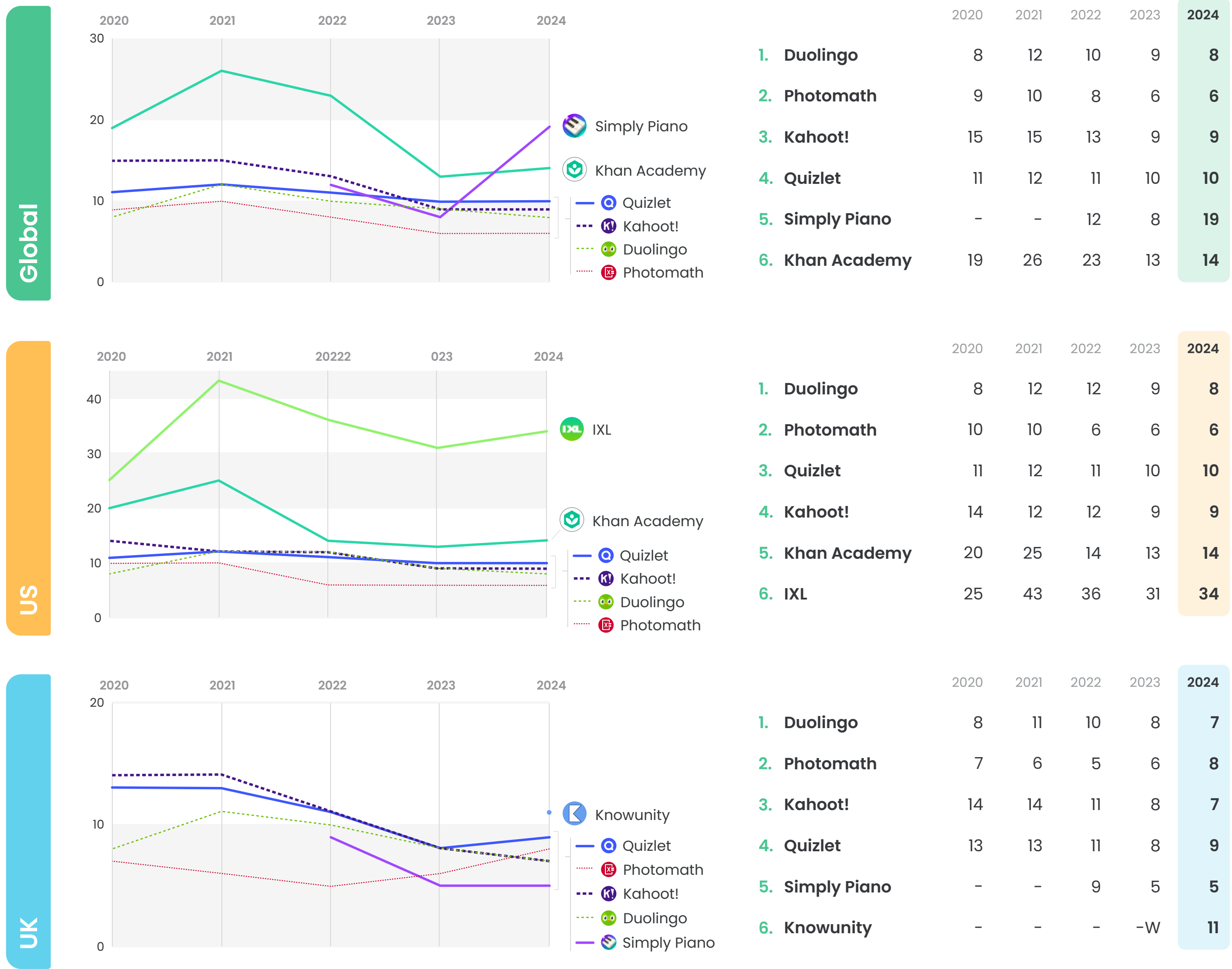




CHILDREN AND EDUCATIONAL APP USE IN 2024

Globally, the top 5 most-opened educational apps on kids' devices remained identical to the previous year, with **the friendly owl-fronted language app at the top, followed by Google's Photomath, then Kahoot!, Quizlet, and Simply Piano**. Taking a deeper look into individual countries, AI began to make its mark across the lower half of the league tables in Europe: learning assistant Knowunity entered the UK, Spain, and France's popularity charts for the first time, offering personalized study help across a multitude of topics such as algebra, poetry, and biology.

Time spent on top 6 most popular educational apps, from 2020–2024





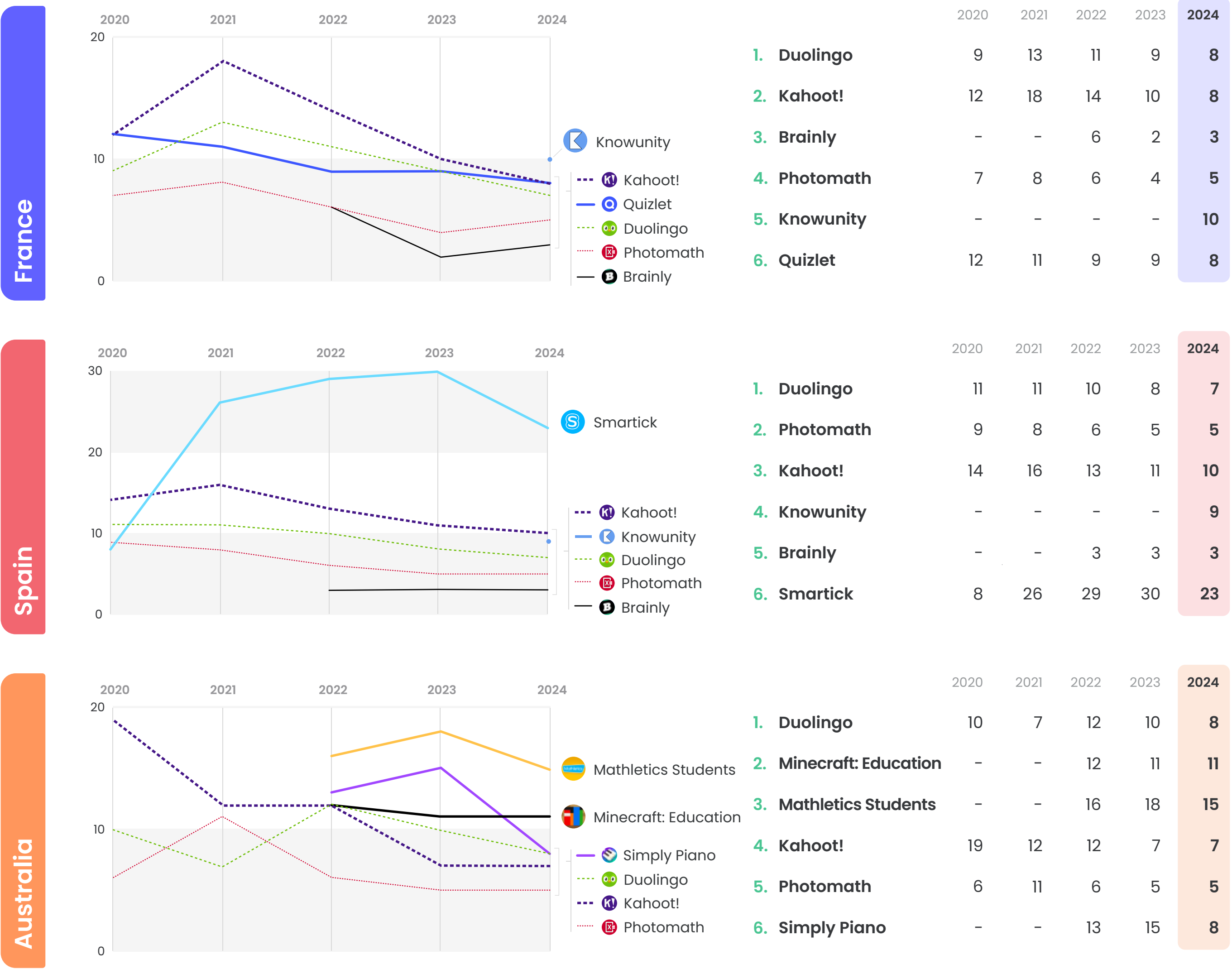


Although **Minecraft: Education Edition** is available in 115 countries, this learning-focused version of the world’s best-selling game only entered our Australian popularity chart, holding the number 2 spot for the 2nd year in a row.

Looking at time, however, the music tuition app **Simply Piano** was the educational app where kids worldwide invested the most, practicing for 19 mins/day. And while Khan Academy users around the world spent an average of 14 minutes a day on the platform, it’s in the US where study time really shone, with kids using the adaptive learning platform IXL for 34 minutes per day.

In Spain, children spent the most time (23 minutes/day) on **Smartick**, a math and reading-based adaptive learning platform that breaks down learning into 15-minute bursts for 4 to 14-year-olds. Down under, kids in Australia devoted the most time to another math learning app, **Mathletics Students**, with 15 daily minutes.

Time spent on top 6 most popular educational apps, from 2020–2024



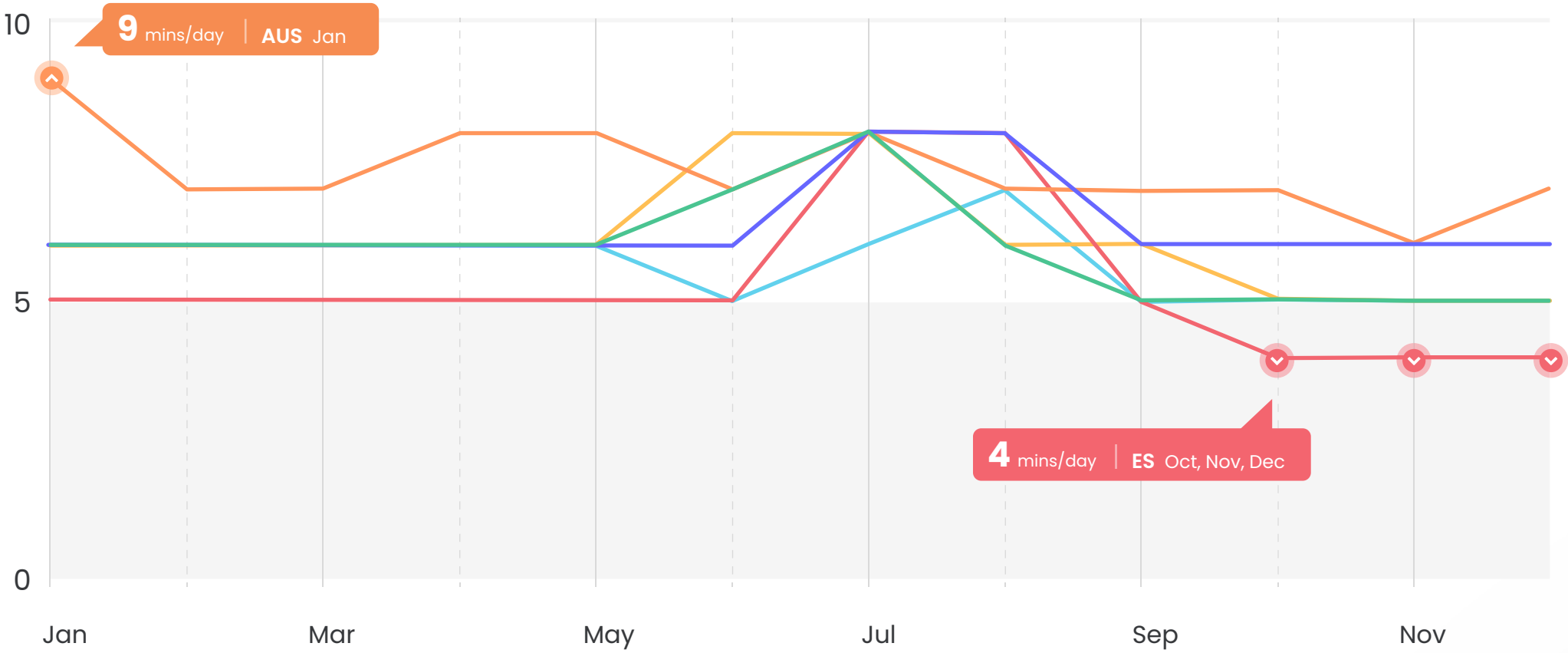


HOW LONG DID CHILDREN SPEND ON EDUCATIONAL APPS ON PERSONAL DEVICES IN 2024?

We’ve seen that kids mainly use their school devices for classroom-related activities, and the educational apps on their personal devices are mostly short, gamified learning experiences. The 6 minutes per day kids spent on learning apps reflects small, short educational bites: usually in the form of a session on their favorite gamified learning app, such as **Kahoot!** (9 mins/day) or **Duolingo** (8 mins/day). The flashcard-based tool **Quizlet**, which featured in all popularity charts except Spain, had kids globally spending 10 minutes on average creating, sharing, and studying interactive materials.

Average time spent on educational apps, month by month

(avg. mins/day)



|           | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2024 Avg | 2023 Avg | 2022 Avg |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|----------|----------|
| Global    | 6   | 6   | 6   | 6   | 6   | 7   | 8   | 7   | 6   | 5   | 5   | 5   | 6        | 6        | 7        |
| US        | 6   | 6   | 6   | 6   | 6   | 8   | 8   | 6   | 6   | 5   | 5   | 5   | 6        | 6        | 7        |
| UK        | 6   | 6   | 6   | 6   | 6   | 5   | 6   | 7   | 5   | 5   | 5   | 5   | 6        | 6        | 6        |
| France    | 6   | 6   | 6   | 6   | 6   | 6   | 8   | 8   | 6   | 6   | 6   | 6   | 6        | 7        | 11       |
| Spain     | 5   | 5   | 5   | 5   | 5   | 5   | 8   | 8   | 5   | 4   | 4   | 4   | 5        | 6        | 6        |
| Australia | 9   | 7   | 7   | 8   | 8   | 7   | 8   | 7   | 7   | 7   | 6   | 7   | 7        | 9        | 9        |





# What we expect

As educational technology (EdTech) continues to progress, we can expect more personalized, accessible, and immersive learning experiences for our children. In 2025 and beyond, experts predict we'll see more advanced **AI-powered adaptive learning**, to cater not just to a child's academic level but to their individual learning style and pace, and **AI-driven tutoring** will also give kids the chance to get instant feedback and guidance outside of the classroom. **Advances in AR and VR** will make immersive, interactive learning more available: for example, kids could learn about dinosaurs by exploring the prehistoric world in virtual reality.

With student wellbeing now taking center stage in many schools, EdTech platforms are increasingly incorporating **social emotional learning (SEL) tools** that help children develop emotional intelligence, interpersonal skills, and resilience. These tools often offer a curriculum

of activities and resources that help children understand the importance of wellbeing, and connect with the person they are becoming in an engaging, dynamic way.

Because of the cybersecurity burden behind too many EdTech tools, coupled with their sometimes steep learning curves, [many schools are looking to take a "less is more" approach to the technology they use](#), opting for fewer but more effective platforms.

The way kids use technology to learn might be changing, but parents' and educators' roles remain the same: to help children navigate the digital world responsibly and safely.



# What we recommend

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Try out apps first and see whether their learning objectives are clear



Features such as points, rewards, levels, and badges make gamified learning apps like Duolingo highly engaging, motivating kids to keep their learning streaks going. While some gamified learning balances education and fun effectively, **we can't be sure that all apps labeled as educational are as intellectually stimulating; as parents, we might have to decide if they are valuable**, or just another time drain. We recommend that you try out apps first and see whether their learning objectives are clear and align with your child's educational and developmental level – making sure that gamified elements like points and rewards don't take center stage and distract from learning goals. You can also read parents' reviews and feedback to gauge how well the app delivers on its educational promises.



**Michael Guy**

Digital Wellbeing Team, Qustodio

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Kids need to be given tools and guidance to process information offline

People are programmed to find the easiest way to complete a task, or find information – and technology helps us out with this a lot! To help kids find and process information offline, they need to be given the tools and guidance to do so. Setting up screen time routines allows them to understand when and where they can use technology. For some kids and teens, taking devices away from them, or finding an area at home where there are no distractions during study time may also prove useful. **Make use of other resources, such as visiting the local library, or trying more hands-on activities and experiments**, getting involved yourself.



**Emily Lawrenson**

Digital Wellbeing Team, Qustodio





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## Research the platforms or apps that your child uses, and learn from them

To help make sure that the educational content your child consumes is age-appropriate and suitable for their learning level, it's important to engage with them and become familiar with what they're watching, so you can evaluate how useful or educational it really is. **Research the platforms or apps that your child uses, and learn from them**, foster critical thinking through open-ended questions like “Why do you use it?”, or “Why is it useful?” These questions help children justify and reflect on their choices. **Through conversations, age-appropriate digital limits, and tools that limit access to inappropriate content, your child can navigate more safely**, giving you greater peace of mind.



**Gloria R. Ben**

Psychologist and neuropsychologist



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## Schools can model effective and responsible technology use in the classroom

Schools can play a pivotal role in helping parents improve digital wellbeing by focusing on policies, education, and technology. Clear and collaborative guidelines around technology use – particularly for school-related devices – help parents understand what digital practices to encourage or avoid. **Many schools already educate students in digital citizenship and media literacy, but they can extend these efforts to parents.** Schools can offer basic training sessions, webinars, or resources with answers to common questions, digital contracts for families, and other practical tools. Finally, schools can model effective and responsible technology use in the classroom. This includes using devices to enhance learning through engaging and dynamic approaches, rather than replicating traditional methods on a screen. It also means demonstrating proper safety measures, such as mindful content filtering and classroom management tools, to keep students focused and safe.



**Josh Gabel**

VP Qoria Europe





RESEARCH BY APP CATEGORY

# Communication



## What we found

In just a few decades, the cell phone has turned into a powerful handheld computer that lets us browse the web, take photos, play games, watch movies, navigate the world, and so much more. While it's evolved far beyond just making calls and sending texts, the smartphone is still, above all, a communication tool.

This is backed up by the massive popularity of communication apps. WhatsApp, the leading messaging app in over 60 countries, is downloaded more than [50 million times a month](#), and expects its user count to surpass [3 billion](#) in 2025. Gen Z-favorite Snapchat is downloaded over [41 million](#) times per month and has 800 million monthly active users.

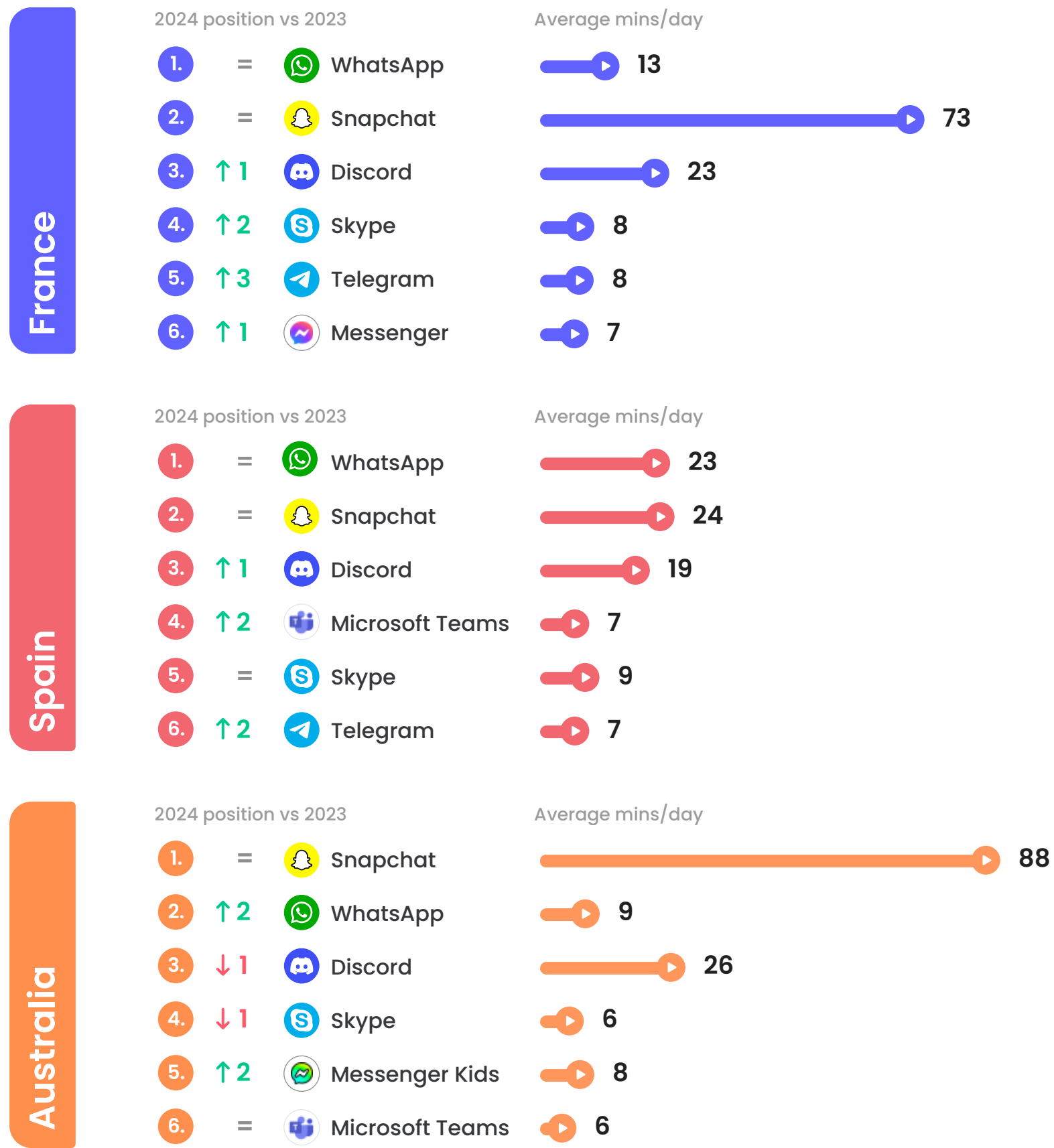
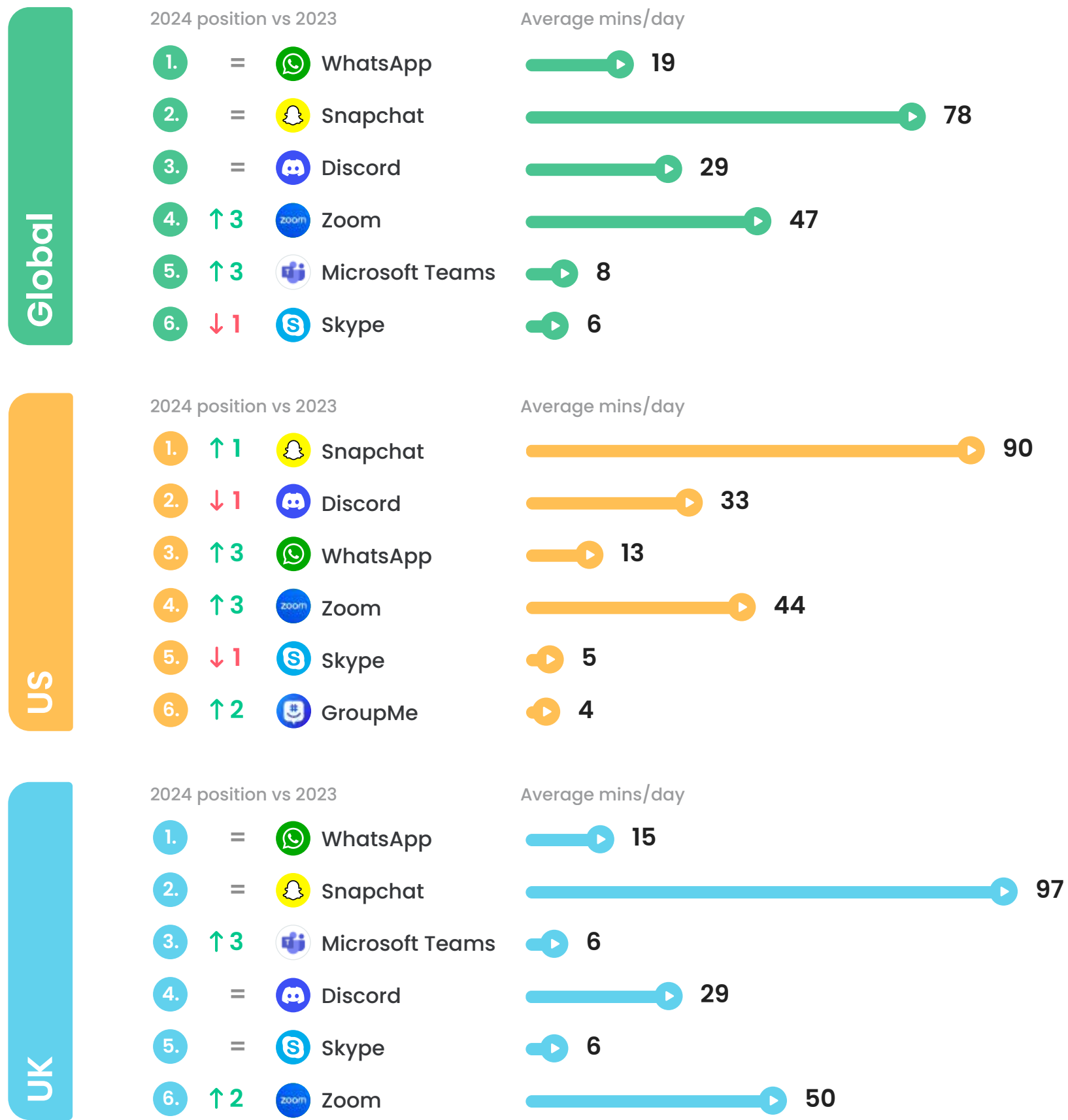
The apps kids use to communicate give us insight into how they communicate. In 2024, **kids worldwide averaged 37 minutes daily on their favorite communication apps**, 2 minutes less than the previous year. While WhatsApp remained the most widely-used communication app, Snapchat users were the most active – **with kids globally spending 78 minutes per day snapping their friends and families**.





Most popular apps in 2024\* vs average daily time spent

\*Ranked 1-6 from most-least popular, based on total % of children opening app for at least 5 minutes across the year





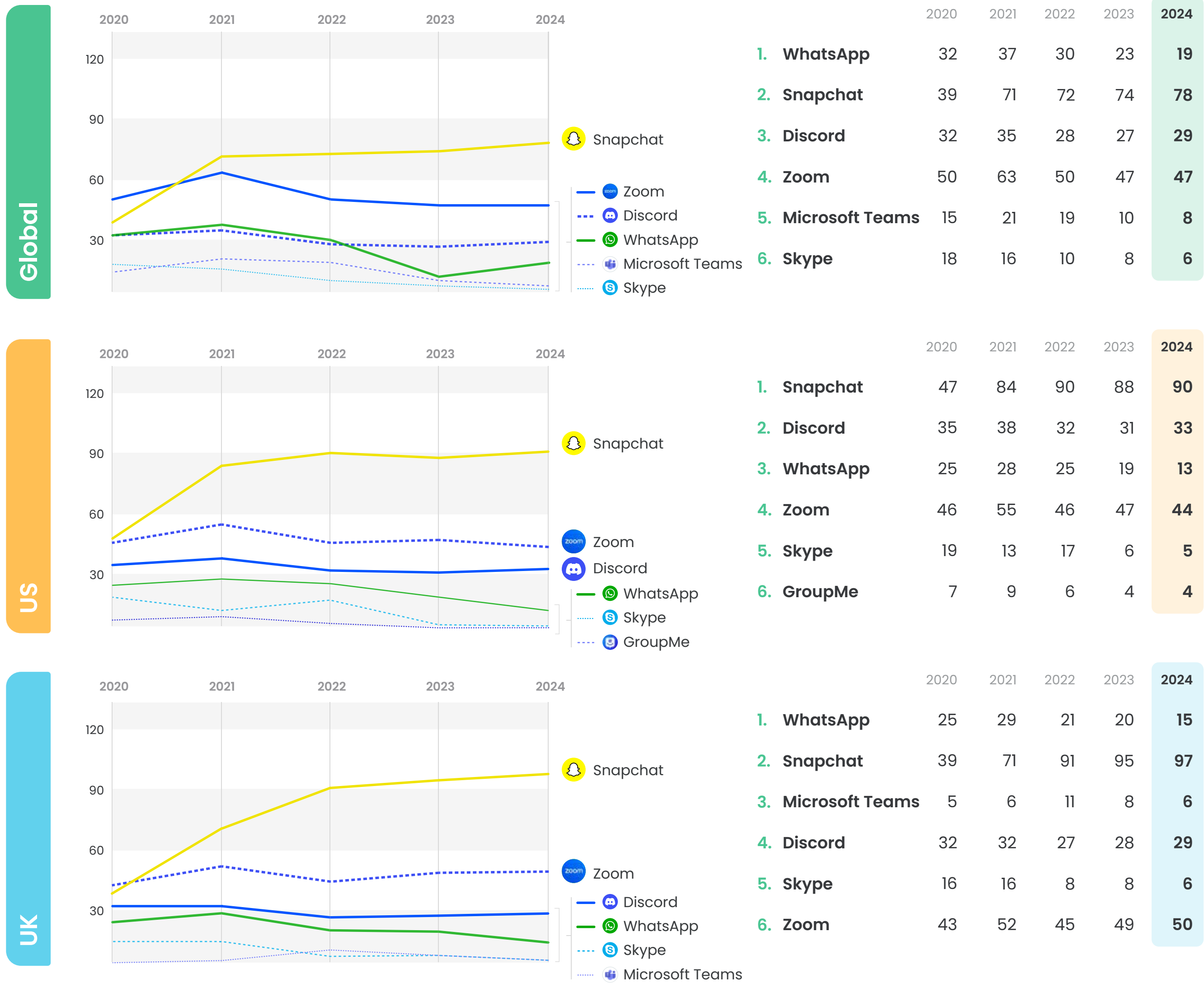


CHILDREN AND COMMUNICATION APPS IN 2024

In 2024, **WhatsApp** was the **number 1 communication app globally** and in almost every country examined, with only Snapchat managing to beat it to the top in Australia and the US, two regions where WhatsApp has never managed to win over the locals. WhatsApp enjoys strong popularity in Europe - as demonstrated in Spain, France, and the UK, where kids' use of the Meta-owned messenger service secured it the top spot for yet another year. History aside, WhatsApp still managed to make some waves over 2024, climbing in popularity in the US to a new 3rd place position, and 2nd down under.

Looking at the time kids spent on their favorite communications apps over the year, however, tells us where their attention really lies. Based on apps opened on kids' devices over the year, WhatsApp was the most popular communication app - but in general, children spent more time using Snapchat and Discord. Discord also stayed high in the communication tool rankings, securing 2nd place in the US, while hitting 3rd place globally, and in France, Spain, and Australia.

Time spent on top 6 most popular communication apps, from 2020-2024





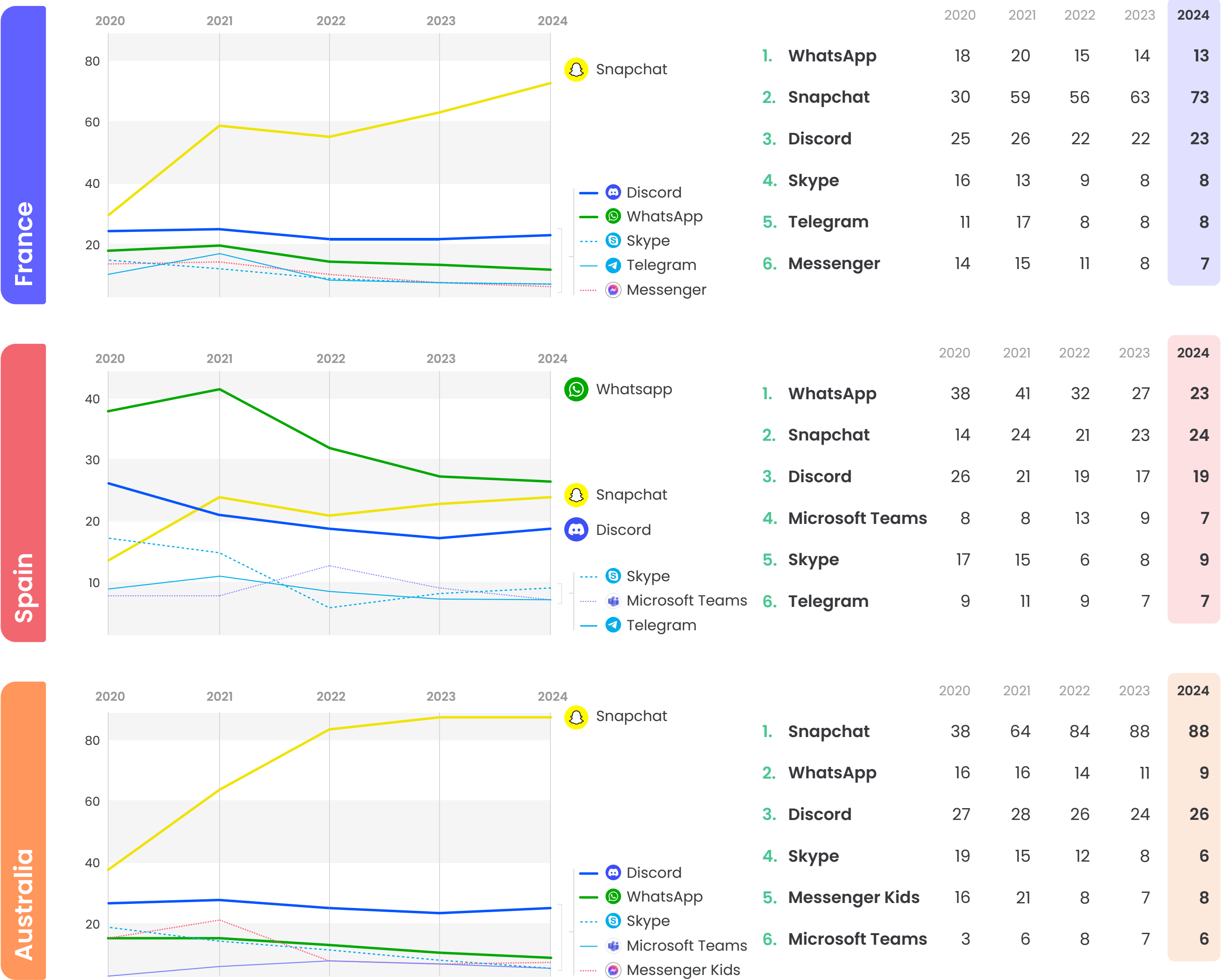


In 2024, Kids globally spent an average of 78 minutes per day on Snapchat – an increase of 4 mins/day from 2023 – eclipsing the 19 minutes they spent on WhatsApp. **The most active Snapchat users were kids from the UK and the US, dedicating 97 and 90 minutes per day to the app, respectively** – an increase from 2023’s 95 and 88 minutes.

In terms of time spent, the only country bucking the Snapchat trend was Spain, where children only spent 24 minutes on the platform a day on average, just a minute more than they spent chatting away on WhatsApp.

The large gap between the time kids spend on Snapchat and other communication apps can be explained by the nature of the platforms. Although Snapchat is by definition a communication app, it has time-devouring features commonly found on social media apps – such as Stories and Discover content.

Time spent on top 6 most popular communication apps, from 2020–2024

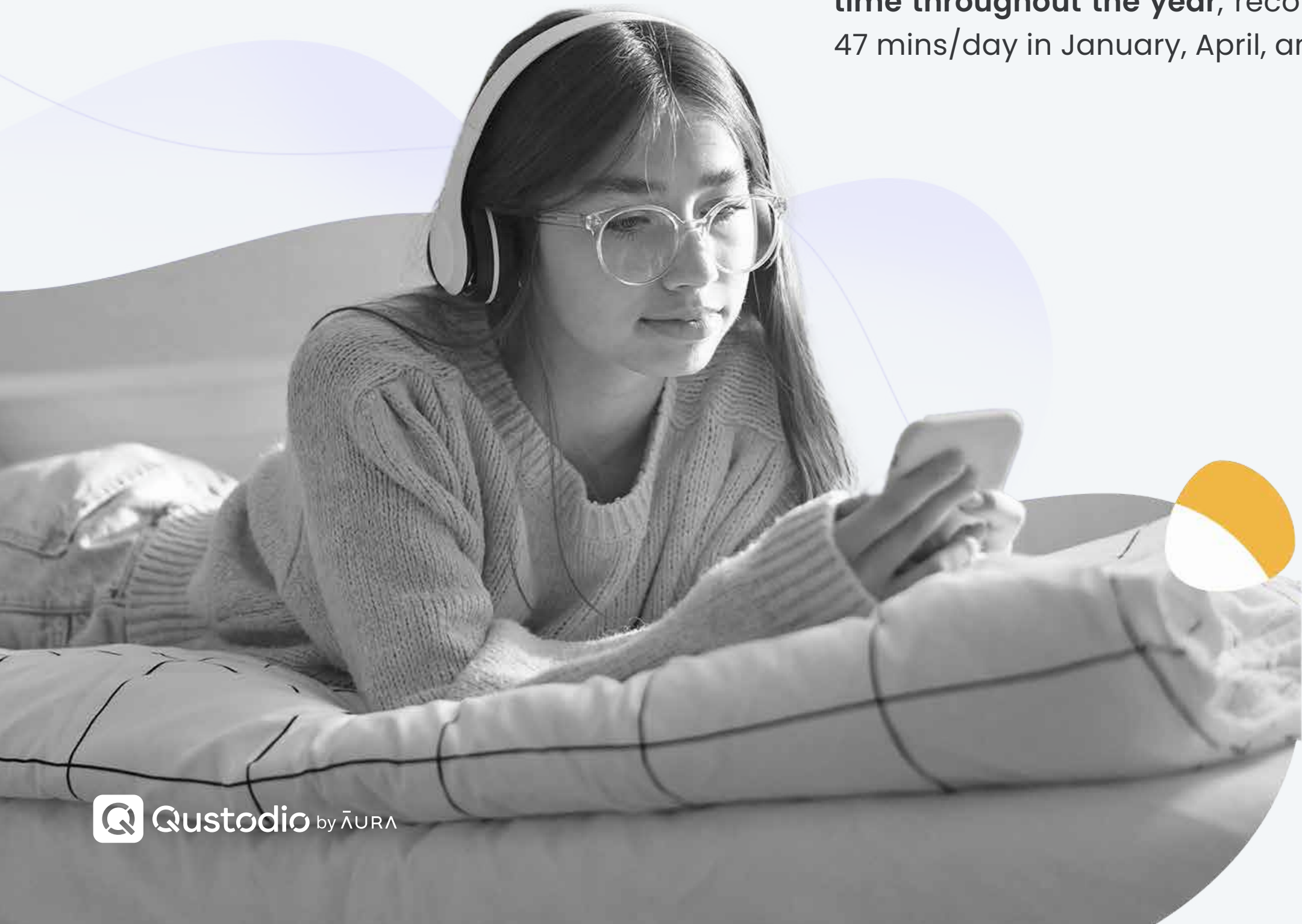




HOW LONG DID CHILDREN SPEND ON COMMUNICATION APPS OVER 2024?

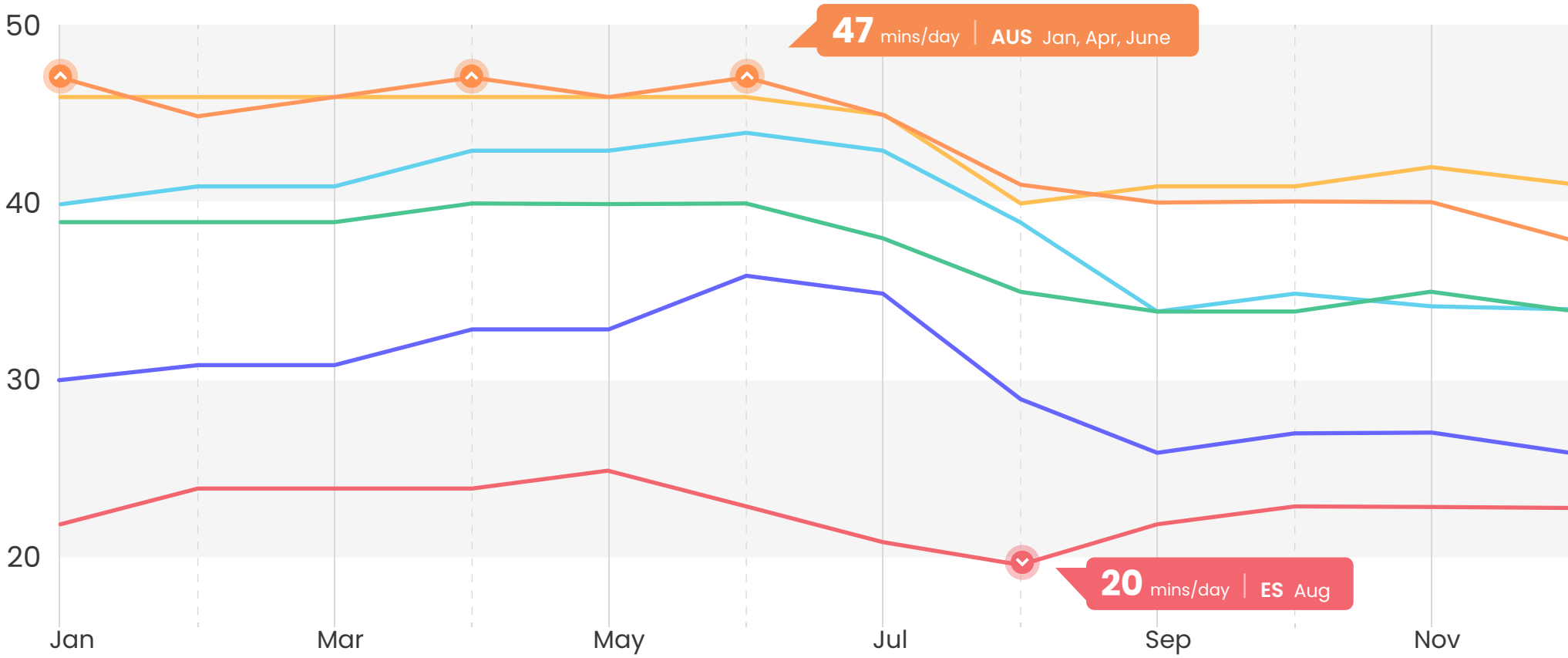
In 2024, kids spent a global average of 37 minutes per day chatting on their favorite communication apps, 2 minutes less than their 2023 global average of 39 mins/day. The most tech-talkative kids were from the US and Australia, where they spent a daily average of 44 and 43 minutes on their devices engaging with friends and family. With only 23 minutes per day, kids in Spain spent the least amount of time on communication apps.

Just as the need to stay in touch remains fairly constant, so too did kids’ monthly average time on communication apps, dipping only slightly during back-to-school season in most of the countries analyzed. In Spain, time spent on communication apps dropped to its lowest average in July and August, to just 21 and 20 mins/day, respectively - a sharp contrast to the daily average highs they hit using social media over the same months (80 and 76 mins/day). Conversely, children in Australia hit peak talk time throughout the year, recording highs of 47 mins/day in January, April, and June.



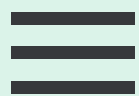
Average time spent on communication apps, month by month

(avg. mins/day)



|           | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2024 Avg | 2023 Avg | 2022 Avg |
|-----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|----------|----------|
| Global    | 39  | 39  | 39  | 40  | 40  | 40  | 38  | 35  | 34  | 34  | 35  | 34  | 37       | 39       | 39       |
| US        | 46  | 46  | 46  | 46  | 46  | 46  | 45  | 40  | 41  | 41  | 42  | 41  | 44       | 45       | 46       |
| UK        | 40  | 41  | 41  | 43  | 43  | 44  | 43  | 39  | 34  | 35  | 34  | 34  | 39       | 42       | 40       |
| France    | 30  | 31  | 31  | 33  | 33  | 36  | 35  | 29  | 26  | 27  | 27  | 26  | 30       | 29       | 27       |
| Spain     | 22  | 24  | 24  | 24  | 25  | 23  | 21  | 20  | 22  | 23  | 23  | 23  | 23       | 21       | 24       |
| Australia | 47  | 45  | 46  | 47  | 46  | 47  | 45  | 41  | 40  | 40  | 40  | 38  | 43       | 47       | 46       |





THE MOST BLOCKED COMMUNICATION APPS IN 2024

For another year, **the communication app most likely to be blocked by parents was Snapchat**. With kids spending a global average of 78 minutes a day on the platform, the decision to block Snapchat may have come down to screen time issues in part, or the known safety risks posed by disappearing messages, such as cyberbullying and exposure to inappropriate content.

As in 2023, **Discord was the 2nd communication app most likely to be blocked by parents**. While the time spent on Discord might be concerning, parents might also be worried about the safety issues kids can be exposed to on the gamer-favorite chat platform. Kids can potentially access servers with inappropriate content, be exposed to sexual and racist language, connect with strangers, and more.

Most blocked communication apps (% of parents)



“ These days, any content can be an opportunity for cyber criminals, or a potential security breach, so I try to teach [my kids] that common sense is the best tool that they have.”

- Parent of 2, 45

“ My child was engaged in drama and was bullied in the 6th grade. I was horrified by some of the text messages that were exchanged.”

- Parent of 1, 54.

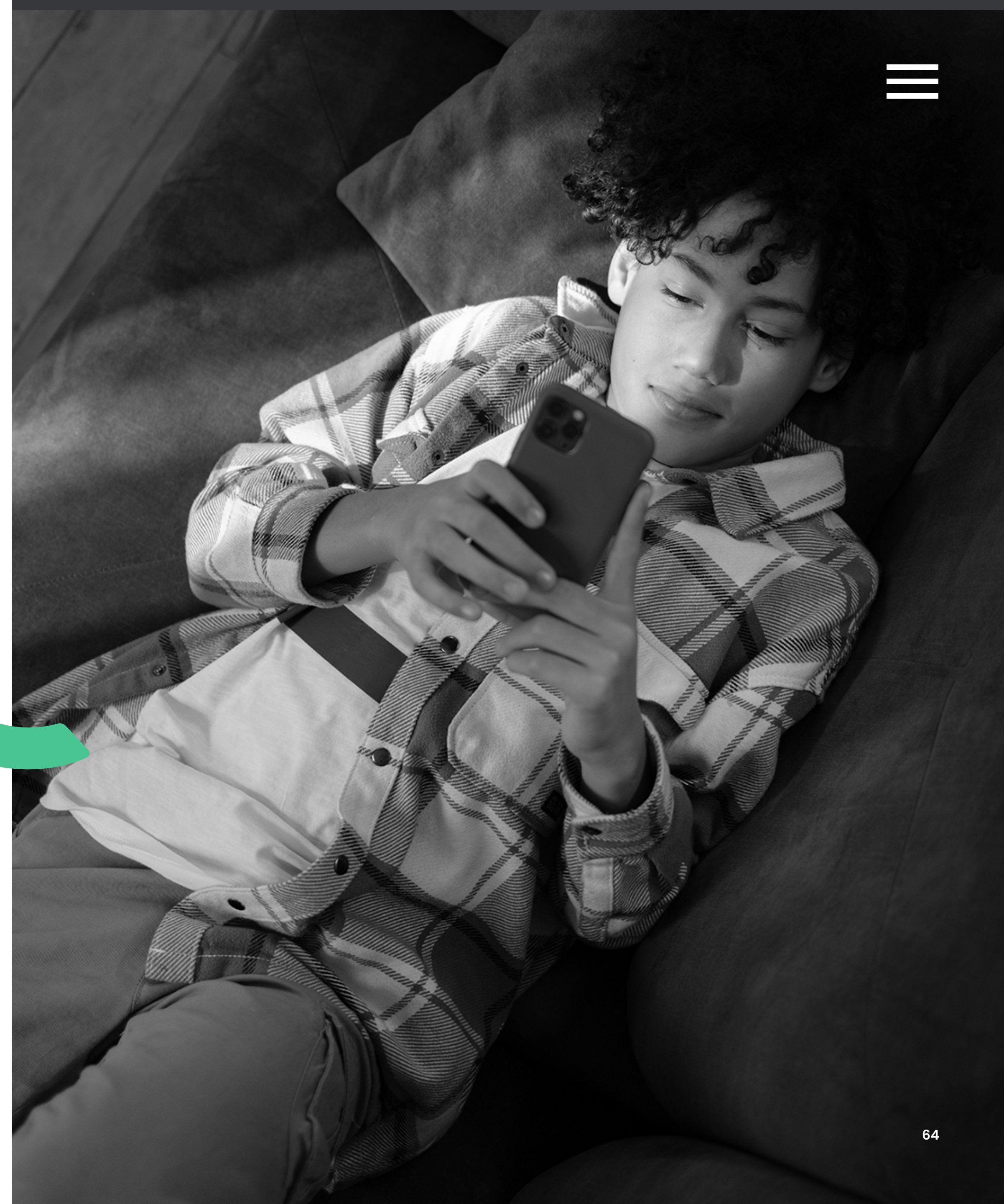


# What we expect

Although top communication apps like Whatsapp, Discord, and Snapchat have been around for a while, they're always evolving and regularly introduce features to keep up with changing demands and technological advances, such as artificial intelligence.

While AI has already been adopted by mainstream communication apps, it stands to only become more intuitive and more widely integrated. Snapchat's augmented reality filters are powered by AI, as is "My AI", Snapchat's customizable chatbot that answers questions, helps with recommendations, suggests filters, and more. In some cases, **AI might even help to keep children safe when they're chatting away.** For example, Discord uses AI to moderate servers and detect harmful content.

As well as more AI integration in 2025, **experts expect a stronger focus on video, group, and community communication, along with improved cross-platform compatibility, and enhanced encryption.** While these developments might mean greater protection for children, parental guidance will always be key to ensuring online safety.





# What we recommend

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## Communicate your concerns while appreciating theirs



One of the most challenging aspects of parenting is how to keep children safe online without sacrificing their trust. Rather than spying on your child's communication, **we recommend regular check-ins**. Having open conversations with your child allows you to communicate your concerns while appreciating theirs. It's also important to set fair boundaries appropriate for your child's age and developmental stage while being open to adjusting them as they become more independent. Finally, **lead by example by demonstrating healthy tech use in front of your children** so they do not feel unfairly targeted.



**Michael Guy**  
Digital Wellbeing Team, Qustodio

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## Parents lay down the first footprints that eventually become their children's

Long before our children start to spend their time online, it's us – their parents – who lay down the first few footprints that eventually become their digital ones. When it comes to the question of online privacy, apply the 'oxygen mask' approach: **Consider first how you think about the sharing of your own, your child's, and other internet users' personal information**, and adjust personal posting habits first, before modeling them to your child. Conversations about consensual sharing are a great place to start; these will help your child become more thoughtful online. Some of the essential rules for sharing personal data are: no sharing of location, passwords, or birthdays, especially with strangers or in public online spaces.



**Teodora Pavkovic**  
Director of Wellbeing, Qoria



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### Regularly review privacy settings together and adjust as your child grows

Teach children to recognize red flags, like requests for personal information or messages from people they don't know. Encourage them to check with you before responding to people they aren't sure about. **Reinforce that photos and posts shared online can stay visible forever**, so they should always stop and think before sharing. Regularly review privacy settings together on apps and devices, and adjust as your child grows and demonstrates responsibility and good decision-making.



**Dr. Nicole Beurkens**  
Child psychologist

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### Watch for changes in routine, increased isolation, or if your child is quieter than usual

If you're concerned that your child may be experiencing cyberbullying or facing online abuse, **the key is observation and active listening**. Some of the signs to watch for include emotional, behavioral, or physical changes. They might seem low, be nervous or agitated, or exhibit mood swings. Watch for changes in routine, increased isolation, or if your child is quieter than usual. Their academic performance might also show a downward trend, and they might report more physical symptoms, such as frequent headaches or stomachaches. Creating a trusting environment, where your child feels safe to talk about what is happening, and where they know you will always listen without judgment, will allow you to intervene appropriately and provide the right support.



**Gloria R. Ben**  
Psychologist and neuropsychologist





# The final word

Since we published our first report, 6 years ago, our aim hasn't changed: **to provide a yearly snapshot of how families are living in an increasingly connected digital world.** By providing insights into where children spend their time online, we've shed light on trends and lent our voice to the worldwide conversation on online safety and digital wellbeing.

In 2024, this conversation picked up significant steam. We saw kid-popular Roblox respond to concerned parents by revising the platform's safety systems and parental controls; and Instagram introduce Teen Accounts for users under 16, with features specially designed to protect young people. We even saw governmental action, with Australia passing a ban on social media for users under 16, and Norway implementing an age limit of 15 for social media use.

Today's parents face the unprecedented challenge of guiding their children through this increasingly complex digital world – one that offers incredible educational and social

opportunities but also introduces safety risks and pitfalls new to all of us. **Our parent survey revealed that there's no one-size-fits-all solution, and that the path to digital wellbeing is far from easy.** For instance, many parents regret giving their child a smartphone too early, and admit the draw of the digital world is hard to resist, reflected in their belief they also spend too much time on their own devices.

Where children invested their time in 2024 didn't change much from previous years, but the amount of time spent on the leading apps continued to rise. **On average, kids spent 7% more time on Roblox, YouTube, TikTok, Instagram, and Snapchat than in 2023.** We've also seen kids' – and our own – interest in AI blossom from curiosity to everyday support.

With children spending more time online, the conversations about online safety and social media's effects on mental health are getting louder. Governments are on a mission to protect, but whether bans on social media are effective remains to be seen. At Qustodio,

however, we are more convinced than ever that by taking a holistic approach, consisting of open conversations, education, and mindful monitoring, we can help children enjoy the countless benefits technology offers while preparing them to face its challenges with confidence.

A brighter and safer digital future is within our grasp.







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# Annex

|               |     |
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| ONLINE VIDEO  | 70  |
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| GAMING        | 90  |
| Time spent    | 92  |
| Most blocked  | 98  |
| EDUCATION     | 100 |
| Time spent    | 103 |
| COMMUNICATION | 109 |
| Time spent    | 111 |
| Most blocked  | 117 |

Online video Most popular online video apps: 1–5 ranking, time spent (mins/day)

|        |                 |                   |                 |                   |                |                   |                 |                   |                 |                   |                 |                   |
|--------|-----------------|-------------------|-----------------|-------------------|----------------|-------------------|-----------------|-------------------|-----------------|-------------------|-----------------|-------------------|
| Global | 2019            |                   | 2020            |                   | 2021           |                   | 2022            |                   | 2023            |                   | 2024            |                   |
|        | App             | Time spent (mins) | App             | Time spent (mins) | App            | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|        | 1. YouTube      | 48                | 1. YouTube      | 64                | 1. YouTube     | 56                | 1. YouTube      | 67                | 1. YouTube      | 70                | 1. YouTube      | 71                |
|        | 2. Netflix      | 35                | 2. Netflix      | 38                | 2. Netflix     | 45                | 2. Netflix      | 48                | 2. Netflix      | 46                | 2. Netflix      | 42                |
|        | 3. Twitch       | 35                | 3. Twitch       | 27                | 3. Disney+     | 47                | 3. Disney+      | 40                | 3. Disney+      | 31                | 3. Disney+      | 33                |
|        | 4. YouTube Kids | 52                | 4. Disney+      | 46                | 4. Twitch      | 20                | 4. Amazon Prime | 34                | 4. Amazon Prime | 27                | 4. Amazon Prime | 33                |
|        | 5. Amazon Prime | N/A               | 5. Hulu         | 36                | 5. Hulu        | 38                | 5. Twitch       | 19                | 5. Twitch       | 22                | 5. YouTube Kids | 97                |
| US     | 2019            |                   | 2020            |                   | 2021           |                   | 2022            |                   | 2023            |                   | 2024            |                   |
|        | App             | Time spent (mins) | App             | Time spent (mins) | App            | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|        | 1. YouTube      | 63                | 1. YouTube      | 71                | 1. YouTube     | 61                | 1. YouTube      | 77                | 1. YouTube      | 84                | 1. YouTube      | 86                |
|        | 2. Netflix      | 50                | 2. Netflix      | 37                | 2. Netflix     | 49                | 2. Netflix      | 52                | 2. Netflix      | 49                | 2. Netflix      | 46                |
|        | 3. Twitch       | 16                | 3. Disney+      | 48                | 3. Disney+     | 48                | 3. Disney+      | 42                | 3. Disney+      | 30                | 3. Disney+      | 34                |
|        | 4. Hulu         | 42                | 4. Twitch       | 24                | 4. Twitch      | 20                | 4. Amazon Prime | 35                | 4. Amazon Prime | 26                | 4. Amazon Prime | 34                |
|        | 5. YouTube Kids | 55                | 5. Hulu         | 36                | 5. Hulu        | 38                | 5. Hulu         | 24                | 5. Hulu         | 30                | 5. Hulu         | 37                |
| UK     | 2019            |                   | 2020            |                   | 2021           |                   | 2022            |                   | 2023            |                   | 2024            |                   |
|        | App             | Time spent (mins) | App             | Time spent (mins) | App            | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|        | 1. YouTube      | 58                | 1. YouTube      | 59                | 1. YouTube     | 53                | 1. YouTube      | 64                | 1. YouTube      | 66                | 1. YouTube      | 67                |
|        | 2. Netflix      | 47                | 2. Netflix      | 35                | 2. Netflix     | 41                | 2. Netflix      | 46                | 2. Netflix      | 44                | 2. Netflix      | 40                |
|        | 3. YouTube Kids | 63                | 3. Twitch       | 28                | 3. Disney+     | 46                | 3. Disney+      | 42                | 3. Disney+      | 35                | 3. Disney+      | 32                |
|        | 4. BBC iPlayer  | 27                | 4. Disney+      | 44                | 4. Twitch      | 16                | 4. Amazon Prime | 25                | 4. Amazon Prime | 24                | 4. BBC iPlayer  | 35                |
|        | 5. Twitch       | 12                | 5. YouTube Kids | 63                | 5. BBC iPlayer | 41                | 5. Twitch       | 16                | 5. BBC iPlayer  | 35                | 5. Amazon Prime | 30                |



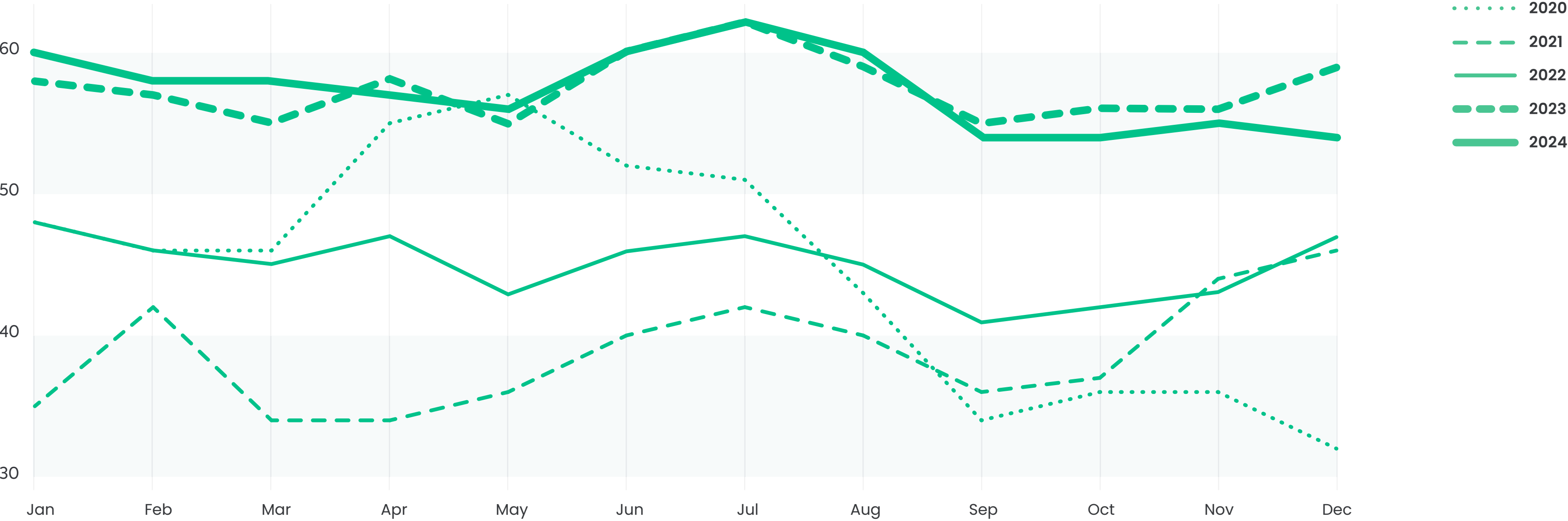
Online video Most popular online video apps: 1–5 ranking, time spent (mins/day)

|           |                 |                   |                 |                   |                 |                   |                 |                   |                 |                   |                 |                   |
|-----------|-----------------|-------------------|-----------------|-------------------|-----------------|-------------------|-----------------|-------------------|-----------------|-------------------|-----------------|-------------------|
| France    | 2019            |                   | 2020            |                   | 2021            |                   | 2022            |                   | 2023            |                   | 2024            |                   |
|           | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|           | NO DATA         |                   | 1. YouTube      | 47                | 1. YouTube      | 42                | 1. YouTube      | 48                | 1. YouTube      | 50                | 1. YouTube      | 50                |
|           |                 |                   | 2. Netflix      | 43                | 2. Netflix      | 45                | 2. Netflix      | 43                | 2. Netflix      | 41                | 2. Netflix      | 36                |
|           |                 |                   | 3. Twitch       | 26                | 3. Twitch       | 19                | 3. Twitch       | 17                | 3. Twitch       | 20                | 3. Twitch       | 21                |
|           |                 |                   | 4. Disney+      | 40                | 4. Disney+      | 42                | 4. Disney+      | 34                | 4. Disney+      | 25                | 4. Amazon Prime | 30                |
|           |                 |                   | 5. YouTube Kids | 46                | 5. Amazon Prime | 37                | 5. Amazon Prime | 30                | 5. Amazon Prime | 24                | 5. Disney+      | 28                |
| Spain     | 2019            |                   | 2020            |                   | 2021            |                   | 2022            |                   | 2023            |                   | 2024            |                   |
|           | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|           | 1. YouTube      | 46                | 1. YouTube      | 54                | 1. YouTube      | 41                | 1. YouTube      | 44                | 1. YouTube      | 44                | 1. YouTube      | 44                |
|           | 2. Netflix      | 42                | 2. Netflix      | 41                | 2. Netflix      | 41                | 2. Netflix      | 41                | 2. Netflix      | 38                | 2. Netflix      | 34                |
|           | 3. Twitch       | 16                | 3. Twitch       | 35                | 3. Twitch       | 20                | 3. Amazon Prime | 40                | 3. Amazon Prime | 33                | 3. Amazon Prime | 34                |
|           | 4. Movistar+    | 31                | 4. Disney+      | 48                | 4. Disney+      | 41                | 4. Twitch       | 18                | 4. Twitch       | 22                | 4. Twitch       | 22                |
|           | 5. Amazon Prime | 33                | 5. Amazon Prime | 59                | 5. Amazon Prime | 47                | 5. Disney+      | 39                | 5. Disney+      | 34                | 5. Disney+      | 30                |
| Australia | 2019            |                   | 2020            |                   | 2021            |                   | 2022            |                   | 2023            |                   | 2024            |                   |
|           | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|           | NO DATA         |                   | 1. YouTube      | 63                | 1. YouTube      | 50                | 1. YouTube      | 63                | 1. YouTube      | 67                | 1. YouTube      | 68                |
|           |                 |                   | 2. Netflix      | 33                | 2. Netflix      | 43                | 2. Netflix      | 48                | 2. Netflix      | 46                | 2. Netflix      | 46                |
|           |                 |                   | 3. Disney+      | 54                | 3. Disney+      | 37                | 3. Disney+      | 36                | 3. Disney+      | 32                | 3. Disney+      | 33                |
|           |                 |                   | 4. Twitch       | 15                | 4. Twitch       | 22                | 4. Amazon Prime | 36                | 4. YouTube Kids | 106               | 4. YouTube Kids | 105               |
|           |                 |                   | 5. YouTube Kids | 77                | 5. YouTube Kids | 78                | 5. Twitch       | 16                | 5. Amazon Prime | 23                | 5. Amazon Prime | 34                |

# Online video

Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 60  | 58  | 58  | 57  | 56  | 60  | 63  | 60  | 54  | 54  | 55  | 54  | 58  |
| 2023 | 58  | 57  | 55  | 58  | 55  | 60  | 62  | 59  | 55  | 56  | 56  | 59  | 57  |
| 2022 | 48  | 46  | 45  | 47  | 43  | 46  | 47  | 45  | 41  | 42  | 43  | 47  | 45  |
| 2021 | 35  | 42  | 34  | 34  | 36  | 40  | 42  | 40  | 36  | 37  | 44  | 46  | 38  |
| 2020 | 48  | 46  | 46  | 55  | 57  | 52  | 51  | 43  | 34  | 36  | 36  | 32  | 45  |

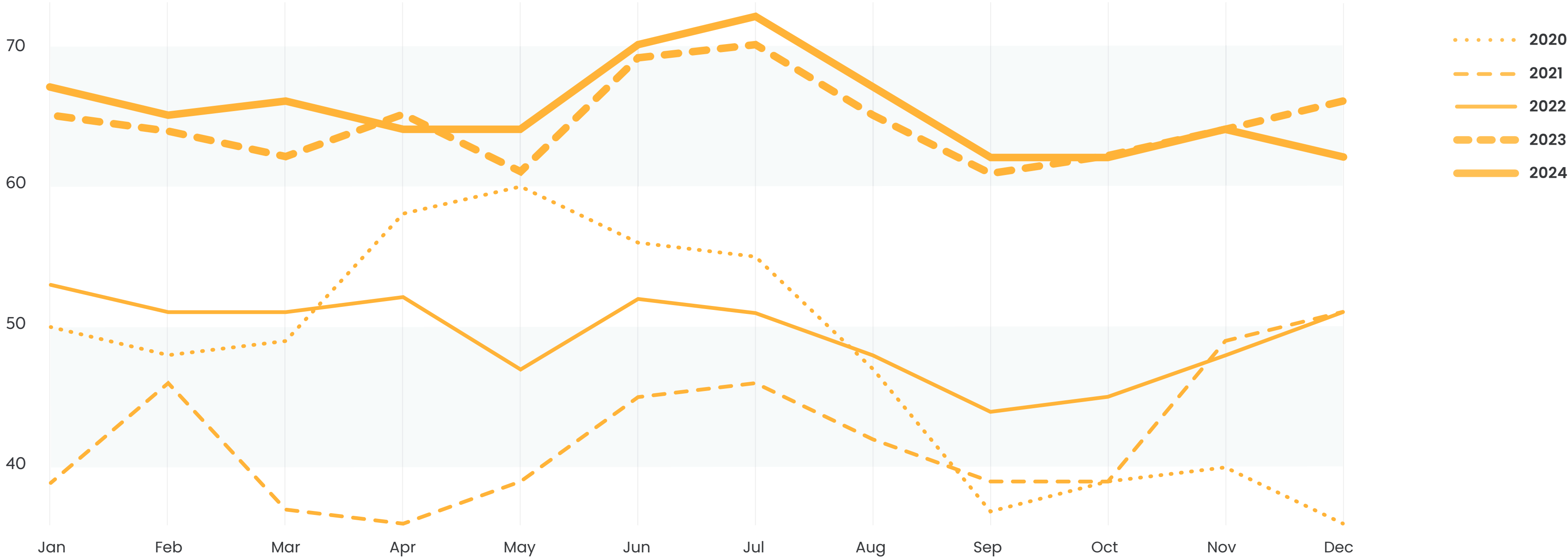




# Online video

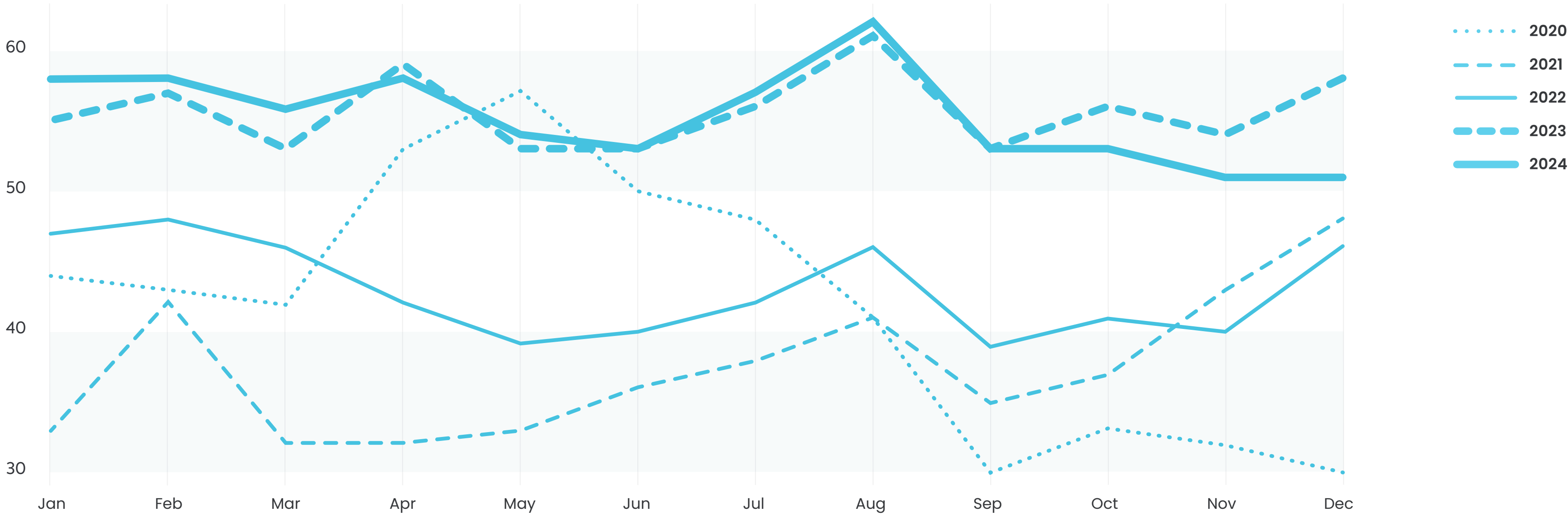
Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 67  | 65  | 66  | 64  | 64  | 70  | 72  | 67  | 62  | 62  | 64  | 62  | 66  |
| 2023 | 65  | 64  | 62  | 65  | 61  | 69  | 70  | 65  | 61  | 62  | 64  | 66  | 64  |
| 2022 | 53  | 51  | 51  | 52  | 47  | 52  | 51  | 48  | 44  | 45  | 48  | 51  | 49  |
| 2021 | 39  | 46  | 37  | 36  | 39  | 45  | 46  | 42  | 39  | 39  | 49  | 51  | 42  |
| 2020 | 50  | 48  | 49  | 58  | 60  | 56  | 55  | 47  | 37  | 39  | 40  | 36  | 48  |



Online video Time spent (mins/day)

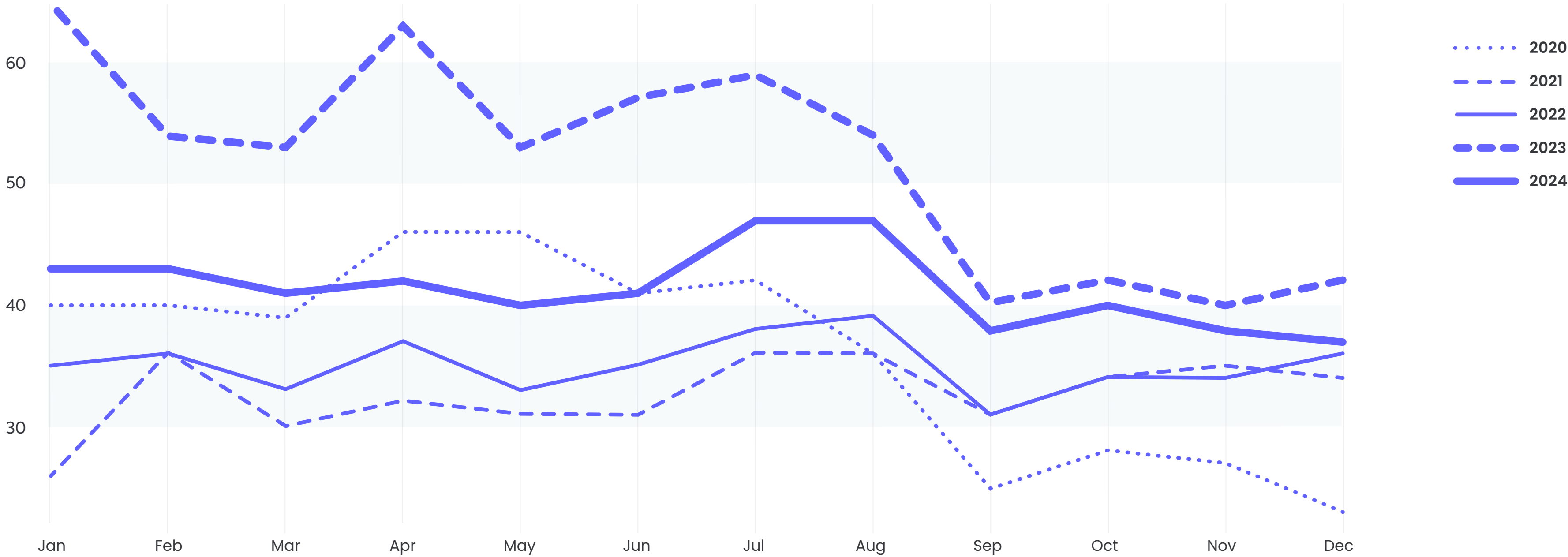
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 58  | 58  | 56  | 58  | 54  | 53  | 57  | 62  | 53  | 53  | 51  | 51  | 56  |
| 2023 | 55  | 57  | 53  | 59  | 53  | 53  | 56  | 61  | 53  | 56  | 54  | 58  | 56  |
| 2022 | 47  | 48  | 46  | 42  | 39  | 40  | 42  | 46  | 39  | 41  | 40  | 46  | 43  |
| 2021 | 33  | 42  | 32  | 32  | 33  | 36  | 38  | 41  | 35  | 37  | 43  | 48  | 37  |
| 2020 | 44  | 43  | 42  | 53  | 57  | 50  | 48  | 41  | 30  | 33  | 32  | 30  | 42  |





Online video Time spent (mins/day)

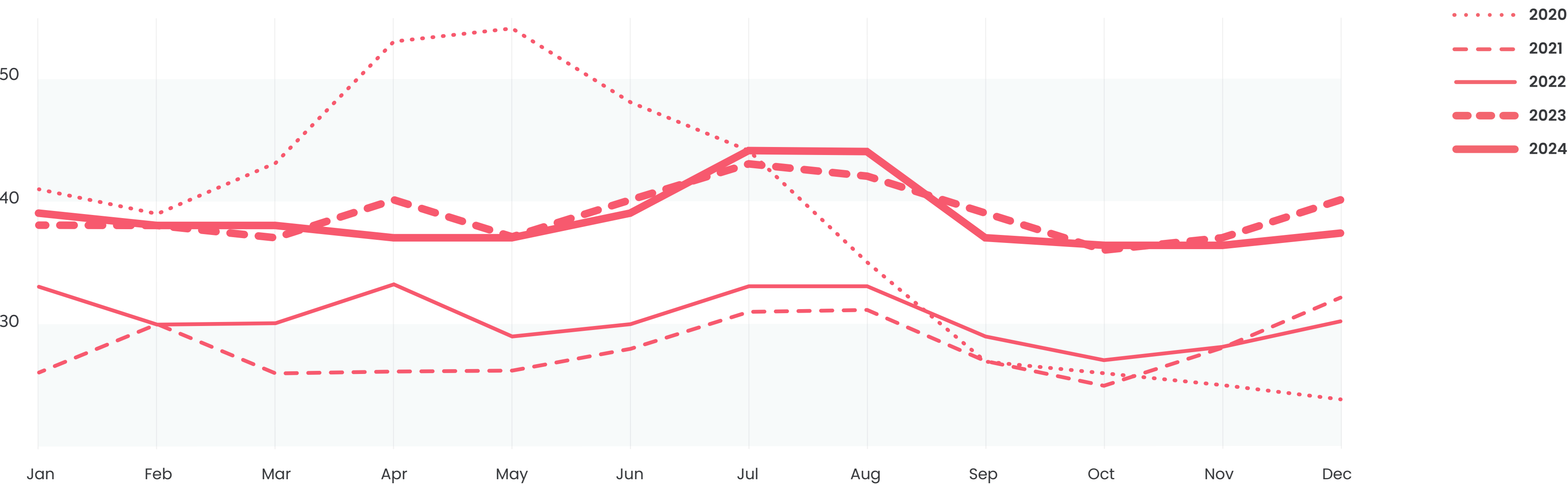
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 43  | 43  | 41  | 42  | 40  | 41  | 47  | 47  | 38  | 40  | 38  | 37  | 42  |
| 2023 | 65  | 54  | 53  | 63  | 53  | 57  | 59  | 54  | 40  | 42  | 40  | 42  | 43  |
| 2022 | 35  | 36  | 33  | 37  | 33  | 35  | 38  | 39  | 31  | 34  | 34  | 36  | 35  |
| 2021 | 26  | 36  | 30  | 32  | 31  | 31  | 36  | 36  | 31  | 34  | 35  | 34  | 33  |
| 2020 | 40  | 40  | 39  | 46  | 46  | 41  | 42  | 36  | 25  | 28  | 27  | 23  | 36  |



France

# Online video Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 39  | 38  | 38  | 37  | 37  | 39  | 44  | 44  | 37  | 36  | 36  | 37  | 39  |
| 2023 | 38  | 38  | 37  | 40  | 37  | 40  | 43  | 42  | 39  | 36  | 37  | 40  | 39  |
| 2022 | 33  | 30  | 30  | 33  | 29  | 30  | 33  | 33  | 29  | 27  | 28  | 30  | 30  |
| 2021 | 26  | 30  | 26  | 26  | 26  | 28  | 31  | 31  | 27  | 25  | 28  | 32  | 28  |
| 2020 | 41  | 39  | 43  | 53  | 54  | 48  | 44  | 35  | 27  | 26  | 25  | 24  | 38  |

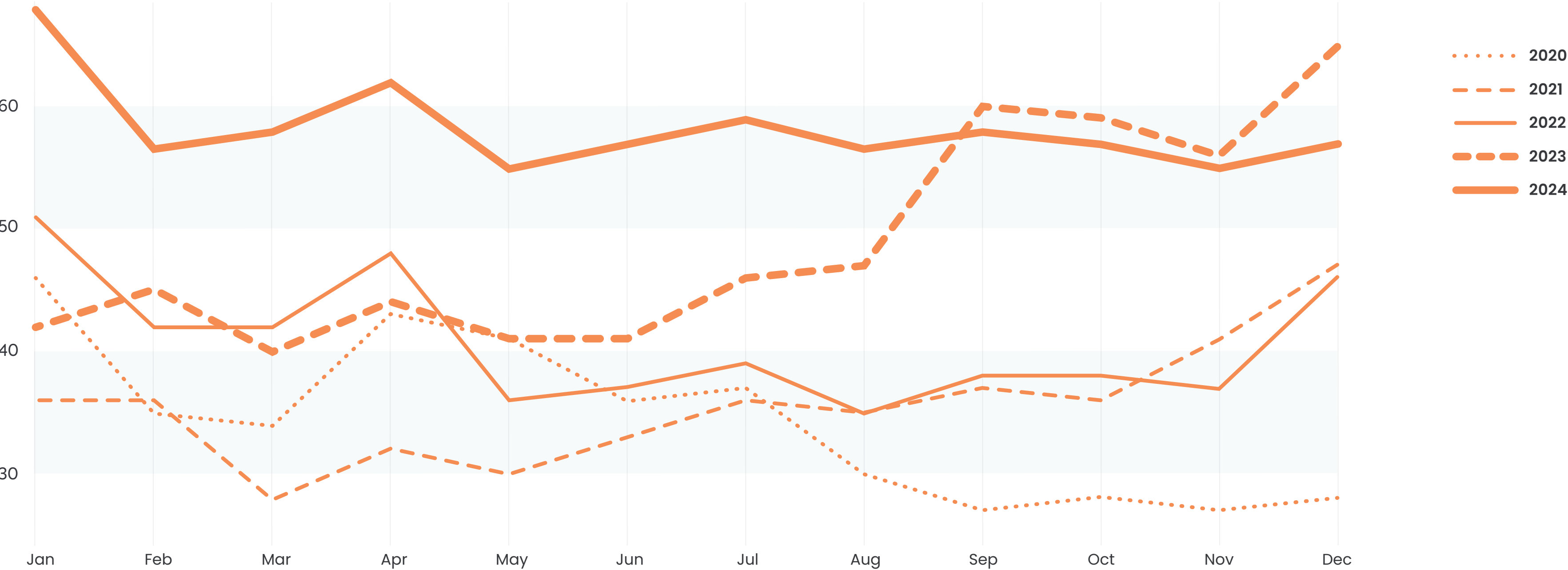




# Online video

Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 68  | 57  | 58  | 62  | 55  | 57  | 59  | 57  | 58  | 57  | 55  | 57  | 58  |
| 2023 | 42  | 45  | 40  | 44  | 41  | 41  | 46  | 47  | 60  | 59  | 56  | 65  | 58  |
| 2022 | 51  | 42  | 42  | 48  | 36  | 37  | 39  | 35  | 38  | 38  | 37  | 46  | 39  |
| 2021 | 36  | 36  | 28  | 32  | 30  | 33  | 36  | 35  | 37  | 36  | 41  | 47  | 35  |
| 2020 | 46  | 35  | 34  | 43  | 41  | 36  | 37  | 30  | 27  | 28  | 27  | 28  | 34  |



Online video    Most blocked online video apps (% of parents): 1–5 ranking

|        |                                                                                                                                                         |                                                                                                                                                        |                                                                                                                                                    |                                                                                                                                                    |                                                                                                                                                          |                                                                                                                                                          |
|--------|---------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| Global | <div><div>2019</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime</div><div>5. YouTube Kids</div></div></div> | <div><div>2020</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Amazon Prime</div></div></div>     | <div><div>2021</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Hulu</div></div></div>         | <div><div>2022</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime</div></div></div> | <div><div>2023</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime</div></div></div>       | <div><div>2024</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Amazon Prime</div><div>5. YouTube Kids</div></div></div> |
| US     | <div><div>2019</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime</div><div>5. Hulu</div></div></div>         | <div><div>2020</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime</div></div></div>     | <div><div>2021</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Hulu</div></div></div>         | <div><div>2022</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime</div></div></div> | <div><div>2023</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Amazon Prime</div><div>5. Hulu</div></div></div>         | <div><div>2024</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Amazon Prime</div><div>5. YouTube Kids</div></div></div> |
| UK     | <div><div>2019</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. YouTube Kids</div><div>4. Twitch</div><div>5. BBC iPlayer</div></div></div>  | <div><div>2020</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. YouTube Kids</div><div>4. Twitch</div><div>5. BBC iPlayer</div></div></div> | <div><div>2021</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. YouTube Kids</div></div></div> | <div><div>2022</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. Amazon Prime</div></div></div> | <div><div>2023</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. YouTube Kids</div><div>5. Amazon Prime</div></div></div> | <div><div>2024</div><div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. YouTube Kids</div><div>5. Amazon Prime</div></div></div> |



Online video    Most blocked online video apps (% of parents): 1–5 ranking

|           |                                                                                                                                              |                                                                                                                                            |                                                                                                                                          |                                                                                                                                          |                                                                                                                                          |                                                                                                                                                |
|-----------|----------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|
| France    | <div>2019</div> <div>NO DATA</div>                                                                                                           | <div>2020</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. YouTube Kids</div><div>5. Disney+</div></div>   | <div>2021</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Amazon Prime</div></div> | <div>2022</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Amazon Prime</div></div> | <div>2023</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Amazon Prime</div></div> | <div>2024</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime</div><div>5. Disney+</div></div>       |
| Spain     | <div>2019</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Movistar+</div><div>5. Disney Channel</div></div> | <div>2020</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime</div><div>5. Movistar+</div></div> | <div>2021</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. Amazon Prime</div></div> | <div>2022</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime</div><div>5. Disney+</div></div> | <div>2023</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Amazon Prime</div><div>5. Disney+</div></div> | <div>2024</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Amazon Prime</div><div>4. Twitch</div><div>5. Disney+</div></div>       |
| Australia | <div>2019</div> <div>NO DATA</div>                                                                                                           | <div>2020</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. YouTube Kids</div><div>4. Twitch</div><div>5. Disney+</div></div>   | <div>2021</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Twitch</div><div>4. Disney+</div><div>5. YouTube Kids</div></div> | <div>2022</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. Twitch</div><div>5. YouTube Kids</div></div> | <div>2023</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. Disney+</div><div>4. YouTube Kids</div><div>5. Twitch</div></div> | <div>2024</div> <div><div>1. YouTube</div><div>2. Netflix</div><div>3. YouTube Kids</div><div>4. Disney+</div><div>5. Amazon Prime</div></div> |

Social media Most popular social media apps: 1–5 ranking, time spent (mins/day)

|        |               |                   |              |                   |              |                   |              |                   |              |                   |              |                   |
|--------|---------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|-------------------|--------------|-------------------|
| Global | 2019          |                   | 2020         |                   | 2021         |                   | 2022         |                   | 2023         |                   | 2024         |                   |
|        | App           | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) |
|        | 1. Instagram  | 39                | 1. TikTok    | 75                | 1. TikTok    | 91                | 1. TikTok    | 107               | 1. TikTok    | 112               | 1. TikTok    | 120               |
|        | 2. TikTok     | 38                | 2. Facebook  | 17                | 2. Facebook  | 10                | 2. Facebook  | 20                | 2. Facebook  | 19                | 2. Instagram | 79                |
|        | 3. Facebook   | 17                | 3. Instagram | 44                | 3. Instagram | 41                | 3. Pinterest | 16                | 3. X         | 10                | 3. Pinterest | 14                |
|        | 4. Pinterest  | 17                | 4. Pinterest | 17                | 4. Pinterest | 13                | 4. Instagram | 45                | 4. Reddit    | 9                 | 4. X         | 9                 |
|        | 5. Twitter    | NA                | 5. Twitter   | 13                | 5. Reddit    | 15                | 5. Twitter   | 10                | 5. Instagram | 63                | 5. Reddit    | 8                 |
| US     | 2019          |                   | 2020         |                   | 2021         |                   | 2022         |                   | 2023         |                   | 2024         |                   |
|        | App           | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) |
|        | 1. Instagram  | 40                | 1. Facebook  | 17                | 1. TikTok    | 99                | 1. TikTok    | 113               | 1. TikTok    | 120               | 1. TikTok    | 132               |
|        | 2. TikTok     | 44                | 2. TikTok    | 87                | 2. Facebook  | 10                | 2. Facebook  | 18                | 2. X         | 9                 | 2. Pinterest | 18                |
|        | 3. Facebook   | 24                | 3. Pinterest | 20                | 3. Pinterest | 15                | 3. Pinterest | 20                | 3. Reddit    | 9                 | 3. Instagram | 89                |
|        | 4. Pinterest  | 23                | 4. Instagram | 40                | 4. Instagram | 39                | 4. Reddit    | 13                | 4. Facebook  | 20                | 4. Reddit    | 8                 |
|        | 5. Houseparty | NA                | 5. Reddit    | 28                | 5. Reddit    | 16                | 5. Twitter   | 10                | 5. Pinterest | 20                | 5. X         | 9                 |
| UK     | 2019          |                   | 2020         |                   | 2021         |                   | 2022         |                   | 2023         |                   | 2024         |                   |
|        | App           | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) | App          | Time spent (mins) |
|        | 1. Instagram  | 32                | 1. TikTok    | 70                | 1. TikTok    | 97                | 1. TikTok    | 114               | 1. TikTok    | 127               | 1. TikTok    | 134               |
|        | 2. TikTok     | 37                | 2. Facebook  | 16                | 2. Facebook  | 8                 | 2. Facebook  | 11                | 2. X         | 8                 | 2. Instagram | 49                |
|        | 3. Facebook   | 18                | 3. Instagram | 40                | 3. Instagram | 34                | 3. Pinterest | 14                | 3. Facebook  | 15                | 3. Pinterest | 12                |
|        | 4. Pinterest  | 17                | 4. Pinterest | 12                | 4. Pinterest | 12                | 4. Twitter   | 9                 | 4. Reddit    | 10                | 4. X         | 8                 |
|        | 5. Twitter    | NA                | 5. Twitter   | 10                | 5. Reddit    | 14                | 5. Instagram | 30                | 5. Pinterest | 14                | 5. Reddit    | 8                 |

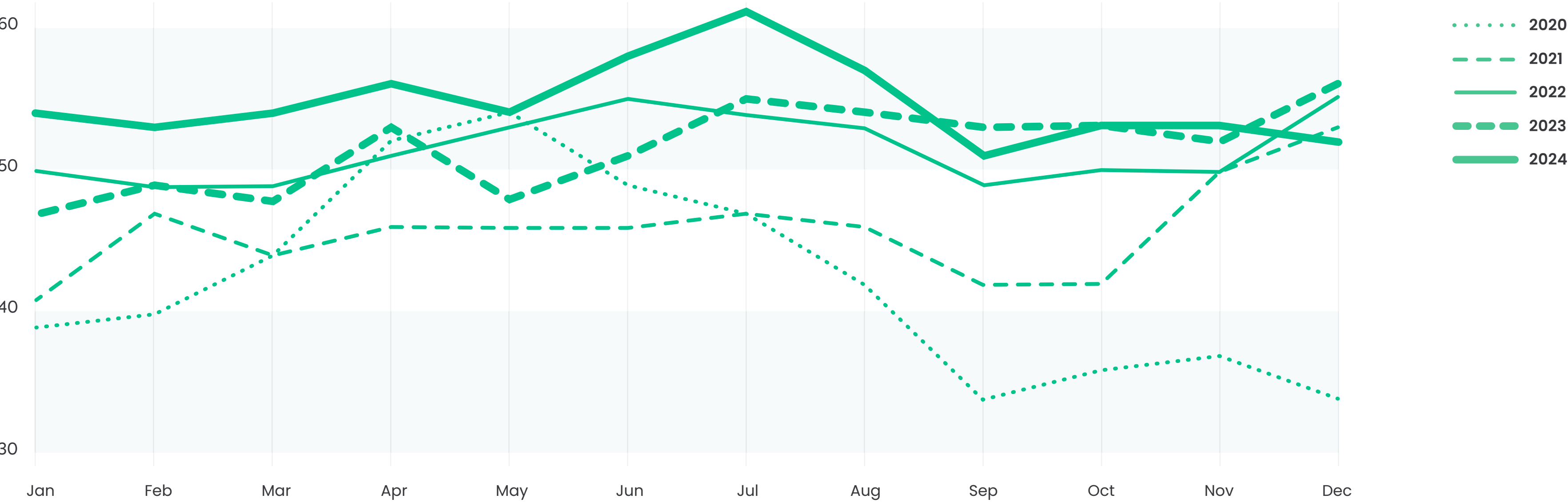


Social media Most popular social media apps: 1–5 ranking, time spent (mins/day)

|           |      |         |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |
|-----------|------|---------|-------------------|------|--------------|-------------------|------|--------------|-------------------|------|--------------|-------------------|------|--------------|-------------------|------|--------------|-------------------|
| France    | 2019 | App     | Time spent (mins) | 2020 | App          | Time spent (mins) | 2021 | App          | Time spent (mins) | 2022 | App          | Time spent (mins) | 2023 | App          | Time spent (mins) | 2024 | App          | Time spent (mins) |
|           |      | NO DATA |                   |      | 1. TikTok    | 52                |      | 1. TikTok    | 74                |      | 1. TikTok    | 92                |      | 1. TikTok    | 110               |      | 1. TikTok    | 124               |
|           |      |         |                   |      | 2. Instagram | 37                |      | 2. Instagram | 39                |      | 2. Instagram | 43                |      | 2. Instagram | 58                |      | 2. Instagram | 65                |
|           |      |         |                   |      | 3. Facebook  | 15                |      | 3. Facebook  | 9                 |      | 3. Facebook  | 13                |      | 3. Facebook  | 14                |      | 3. Facebook  | 9                 |
|           |      |         |                   |      | 4. Pinterest | 11                |      | 4. Pinterest | 9                 |      | 4. Pinterest | 10                |      | 4. X         | 8                 |      | 4. X         | 8                 |
|           |      |         |                   |      | 5. Twitter   | 12                |      | 5. Twitter   | 10                |      | 5. Twitter   | 8                 |      | 5. Pinterest | 11                |      | 5. Pinterest | 7                 |
|           |      |         |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |
| Spain     | 2019 | App     | Time spent (mins) | 2020 | App          | Time spent (mins) | 2021 | App          | Time spent (mins) | 2022 | App          | Time spent (mins) | 2023 | App          | Time spent (mins) | 2024 | App          | Time spent (mins) |
|           |      | 1.      | 48                |      | 1. TikTok    | 65                |      | 1. TikTok    | 80                |      | 1. TikTok    | 96                |      | 1. TikTok    | 94                |      | 1. Instagram | 87                |
|           |      | 2.      | 31                |      | 2. Instagram | 63                |      | 2. Instagram | 54                |      | 2. Instagram | 56                |      | 2. Instagram | 71                |      | 2. TikTok    | 103               |
|           |      | 3.      | 11                |      | 3. Facebook  | 29                |      | 3. Facebook  | 5                 |      | 3. Facebook  | 20                |      | 3. X         | 11                |      | 3. BeReal    | 7                 |
|           |      | 4.      | 14                |      | 4. Pinterest | 16                |      | 4. Pinterest | 9                 |      | 4. Pinterest | 9                 |      | 4. Facebook  | 23                |      | 4. Pinterest | 8                 |
|           |      | 5.      | 11                |      | 5. Twitter   | 12                |      | 5. Twitter   | 11                |      | 5. Twitter   | 10                |      | 5. BeReal    | 9                 |      | 5. X         | 10                |
|           |      |         |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |
| Australia | 2019 | App     | Time spent (mins) | 2020 | App          | Time spent (mins) | 2021 | App          | Time spent (mins) | 2022 | App          | Time spent (mins) | 2023 | App          | Time spent (mins) | 2024 | App          | Time spent (mins) |
|           |      | NO DATA |                   |      | 1. Facebook  | 22                |      | 1. Facebook  | 15                |      | 1. TikTok    | 108               |      | 1. X         | 10                |      | 1. TikTok    | 117               |
|           |      |         |                   |      | 2. TikTok    | 64                |      | 2. TikTok    | 75                |      | 2. Facebook  | 15                |      | 2. TikTok    | 117               |      | 2. Instagram | 71                |
|           |      |         |                   |      | 3. Instagram | 35                |      | 3. Pinterest | 15                |      | 3. Pinterest | 13                |      | 3. Facebook  | 15                |      | 3. Pinterest | 11                |
|           |      |         |                   |      | 4. Pinterest | 14                |      | 4. Instagram | 30                |      | 4. Reddit    | 12                |      | 4. Reddit    | 11                |      | 4. Reddit    | 7                 |
|           |      |         |                   |      | 5. Reddit    | 16                |      | 5. Reddit    | 14                |      | 5. Twitter   | 9                 |      | 5. Pinterest | 16                |      | 5. X         | 7                 |
|           |      |         |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |      |              |                   |

Social media Time spent (mins/day)

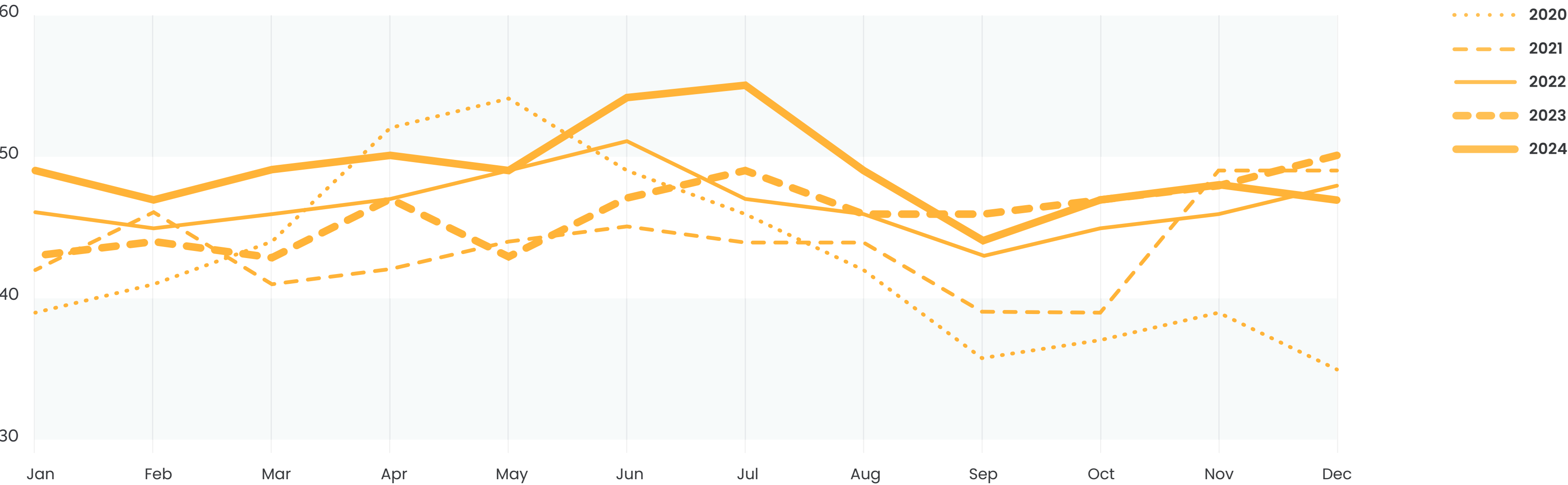
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 54  | 53  | 54  | 56  | 54  | 58  | 61  | 57  | 51  | 53  | 53  | 52  | 55  |
| 2023 | 47  | 49  | 48  | 53  | 48  | 51  | 55  | 54  | 53  | 53  | 52  | 56  | 52  |
| 2022 | 50  | 49  | 49  | 51  | 53  | 55  | 54  | 53  | 49  | 50  | 50  | 55  | 52  |
| 2021 | 41  | 47  | 44  | 46  | 46  | 46  | 47  | 46  | 42  | 42  | 50  | 53  | 45  |
| 2020 | 39  | 40  | 44  | 52  | 54  | 49  | 47  | 42  | 34  | 36  | 37  | 34  | 42  |





Social media Time spent (mins/day)

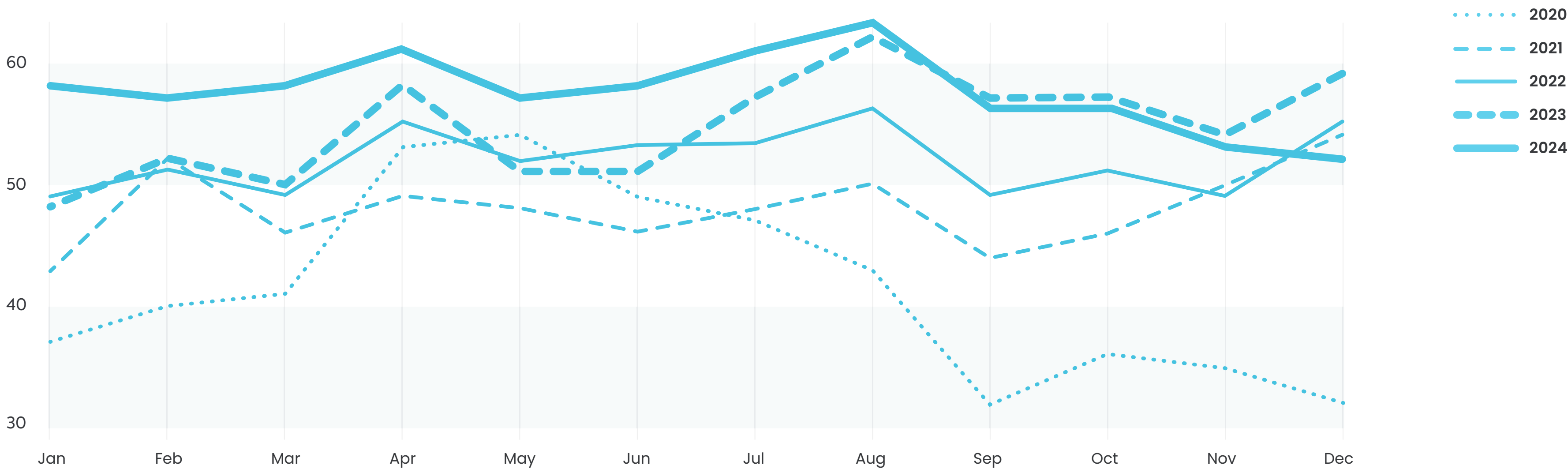
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 49  | 47  | 49  | 50  | 49  | 54  | 55  | 49  | 44  | 47  | 48  | 47  | 49  |
| 2023 | 43  | 44  | 43  | 47  | 43  | 47  | 49  | 46  | 46  | 47  | 48  | 50  | 46  |
| 2022 | 46  | 45  | 46  | 47  | 49  | 51  | 47  | 46  | 43  | 45  | 46  | 48  | 47  |
| 2021 | 42  | 46  | 41  | 42  | 44  | 45  | 44  | 44  | 39  | 39  | 49  | 49  | 43  |
| 2020 | 39  | 41  | 44  | 52  | 54  | 49  | 46  | 42  | 36  | 37  | 39  | 35  | 43  |



US

Social media Time spent (mins/day)

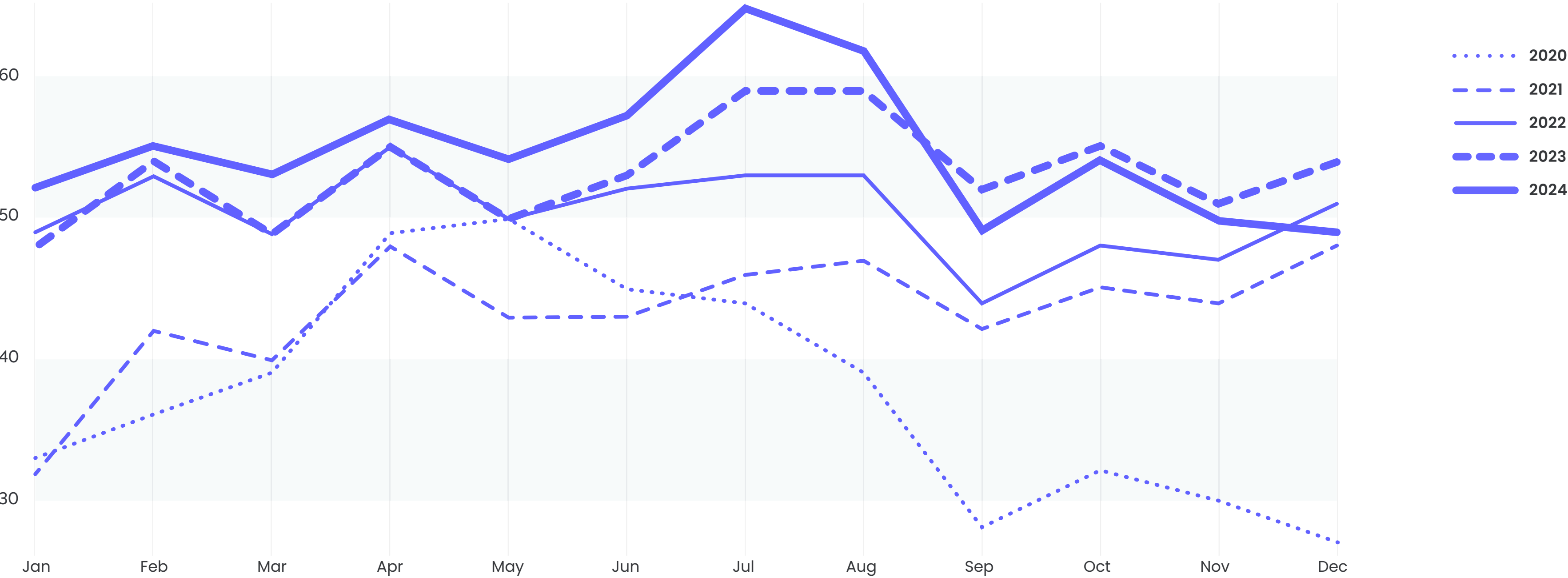
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 58  | 57  | 58  | 61  | 57  | 58  | 61  | 63  | 56  | 56  | 53  | 52  | 58  |
| 2023 | 48  | 52  | 50  | 58  | 51  | 51  | 57  | 62  | 57  | 57  | 54  | 59  | 55  |
| 2022 | 49  | 51  | 49  | 55  | 52  | 53  | 53  | 56  | 49  | 51  | 49  | 55  | 52  |
| 2021 | 43  | 52  | 46  | 49  | 48  | 46  | 48  | 50  | 44  | 46  | 50  | 54  | 48  |
| 2020 | 37  | 40  | 41  | 53  | 54  | 49  | 47  | 43  | 32  | 36  | 35  | 32  | 41  |





Social media Time spent (mins/day)

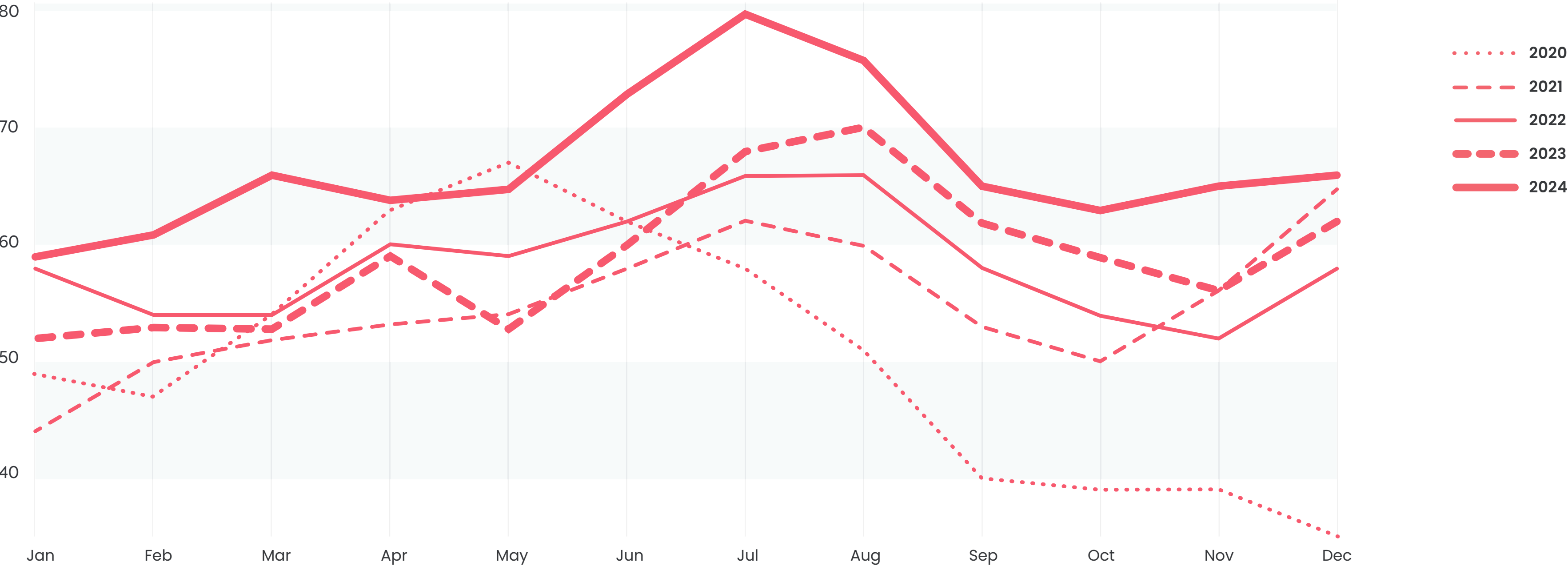
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 52  | 55  | 53  | 57  | 54  | 57  | 65  | 62  | 49  | 54  | 50  | 49  | 55  |
| 2023 | 48  | 54  | 49  | 55  | 50  | 53  | 59  | 59  | 52  | 55  | 51  | 54  | 53  |
| 2022 | 49  | 53  | 49  | 55  | 50  | 52  | 53  | 53  | 44  | 48  | 47  | 51  | 50  |
| 2021 | 32  | 42  | 40  | 48  | 43  | 43  | 46  | 47  | 42  | 45  | 44  | 48  | 44  |
| 2020 | 33  | 36  | 39  | 49  | 50  | 45  | 44  | 39  | 28  | 32  | 30  | 27  | 38  |



France

Social media Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 59  | 61  | 66  | 64  | 65  | 73  | 80  | 76  | 65  | 63  | 65  | 66  | 67  |
| 2023 | 52  | 53  | 53  | 59  | 53  | 60  | 68  | 70  | 62  | 59  | 56  | 62  | 59  |
| 2022 | 58  | 54  | 54  | 60  | 59  | 62  | 66  | 66  | 58  | 54  | 52  | 58  | 59  |
| 2021 | 44  | 50  | 52  | 53  | 54  | 58  | 62  | 60  | 53  | 50  | 56  | 65  | 55  |
| 2020 | 49  | 47  | 54  | 63  | 67  | 62  | 58  | 51  | 40  | 39  | 39  | 35  | 50  |

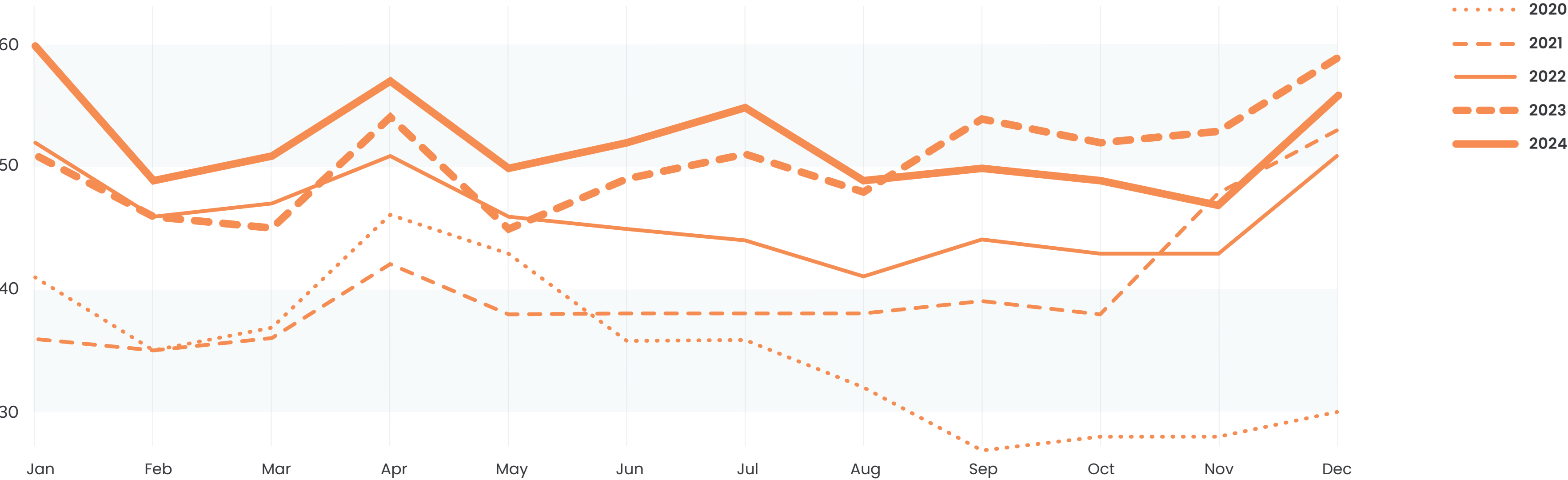


spain



Social media Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 60  | 49  | 51  | 57  | 50  | 52  | 55  | 49  | 50  | 49  | 47  | 51  | 51  |
| 2023 | 51  | 46  | 45  | 54  | 45  | 49  | 51  | 48  | 54  | 52  | 53  | 59  | 51  |
| 2022 | 52  | 46  | 47  | 51  | 46  | 45  | 44  | 41  | 44  | 43  | 43  | 51  | 46  |
| 2021 | 36  | 35  | 36  | 42  | 38  | 38  | 38  | 38  | 39  | 38  | 48  | 53  | 39  |
| 2020 | 41  | 35  | 37  | 46  | 43  | 36  | 36  | 32  | 27  | 28  | 28  | 30  | 35  |



Social media Most blocked social media apps (% of parents): 1–5 ranking

|        |                                                                                                                                                    |                                                                                                                                                    |                                                                                                                                                    |                                                                                                                                                    |                                                                                                                                              |                                                                                                                                           |
|--------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|
| Global | <div><div>2019</div><div><div>1. Instagram</div><div>2. Facebook</div><div>3. TikTok</div><div>4. Twitter</div><div>5. Pinterest</div></div></div> | <div><div>2020</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Twitter</div></div></div> | <div><div>2021</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Twitter</div></div></div> | <div><div>2022</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Twitter</div><div>5. Pinterest</div></div></div> | <div><div>2023</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. X</div><div>4. Facebook</div><div>5. Pinterest</div></div></div> | <div><div>2024</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. X</div><div>4. Facebook</div><div>5. Reddit</div></div></div> |
| US     | <div><div>2019</div><div><div>1. Instagram</div><div>2. TikTok</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Twitter</div></div></div> | <div><div>2020</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Reddit</div></div></div>  | <div><div>2021</div><div><div>1. TikTok</div><div>2. Facebook</div><div>3. Instagram</div><div>4. Pinterest</div><div>5. Reddit</div></div></div>  | <div><div>2022</div><div><div>1. TikTok</div><div>2. Facebook</div><div>3. Instagram</div><div>4. Twitter</div><div>5. Reddit</div></div></div>    | <div><div>2023</div><div><div>1. TikTok</div><div>2. X</div><div>3. Facebook</div><div>4. Reddit</div><div>5. Instagram</div></div></div>    | <div><div>2024</div><div><div>1. TikTok</div><div>2. X</div><div>3. Reddit</div><div>4. Instagram</div><div>5. Facebook</div></div></div> |
| UK     | <div><div>2019</div><div><div>1. Instagram</div><div>2. TikTok</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Twitter</div></div></div> | <div><div>2020</div><div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Twitter</div></div></div> | <div><div>2021</div><div><div>1. TikTok</div><div>2. Facebook</div><div>3. Instagram</div><div>4. Pinterest</div><div>5. Twitter</div></div></div> | <div><div>2022</div><div><div>1. TikTok</div><div>2. Facebook</div><div>3. Instagram</div><div>4. Twitter</div><div>5. Reddit</div></div></div>    | <div><div>2023</div><div><div>1. TikTok</div><div>2. X</div><div>3. Instagram</div><div>4. Facebook</div><div>5. Reddit</div></div></div>    | <div><div>2024</div><div><div>1. TikTok</div><div>2. X</div><div>3. Instagram</div><div>4. Facebook</div><div>5. Reddit</div></div></div> |



Social media Most blocked social media apps (% of parents): 1–5 ranking

|           |                                                                                                                                          |                                                                                                                                           |                                                                                                                                          |                                                                                                                                          |                                                                                                                                    |                                                                                                                                    |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| France    | <div>2019</div> <div>NO DATA</div>                                                                                                       | <div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Twitter</div><div>5. Pinterest</div></div>  | <div>2021</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Twitter</div><div>5. Pinterest</div></div> | <div>2022</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Twitter</div><div>5. Pinterest</div></div> | <div>2023</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. X</div><div>4. Facebook</div><div>5. Pinterest</div></div> | <div>2024</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. X</div><div>4. Facebook</div><div>5. Pinterest</div></div> |
| Spain     | <div>2019</div> <div><div>1. Instagram</div><div>2. TikTok</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Twitter</div></div> | <div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Twitter</div><div>5. Houseparty</div></div> | <div>2021</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Pinterest</div><div>4. Facebook</div><div>5. Twitter</div></div> | <div>2022</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Twitter</div><div>5. Pinterest</div></div> | <div>2023</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. X</div><div>4. BeReal</div><div>5. Facebook</div></div>    | <div>2024</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. X</div><div>4. BeReal</div><div>5. Facebook</div></div>    |
| Australia | <div>2019</div> <div>NO DATA</div>                                                                                                       | <div>2020</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Facebook</div><div>4. Pinterest</div><div>5. Reddit</div></div>   | <div>2021</div> <div><div>1. TikTok</div><div>2. Instagram</div><div>3. Pinterest</div><div>4. Facebook</div><div>5. Twitter</div></div> | <div>2022</div> <div><div>1. TikTok</div><div>2. Facebook</div><div>3. Instagram</div><div>4. Twitter</div><div>5. Pinterest</div></div> | <div>2023</div> <div><div>1. TikTok</div><div>2. X</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Reddit</div></div>    | <div>2024</div> <div><div>1. TikTok</div><div>2. X</div><div>3. Facebook</div><div>4. Instagram</div><div>5. Reddit</div></div>    |

Gaming Most popular gaming apps: 1–5 ranking, time spent (mins/day)

|        |                   |                   |                 |                   |                 |                   |                   |                   |                   |                   |                   |                   |
|--------|-------------------|-------------------|-----------------|-------------------|-----------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Global | 2019              |                   | 2020            |                   | 2021            |                   | 2022              |                   | 2023              |                   | 2024              |                   |
|        | App               | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App               | Time spent (mins) | App               | Time spent (mins) | App               | Time spent (mins) |
|        | 1. Roblox         | 78                | 1. Roblox       | 96                | 1. Roblox       | 173               | 1. Roblox         | 180               | 1. Roblox         | 130               | 1. Roblox         | 139               |
|        | 2. Minecraft      | 51                | 2. Minecraft    | 49                | 2. Minecraft    | 35                | 2. Clash Royale   | 29                | 2. Minecraft      | 47                | 2. Brawl Stars    | 29                |
|        | 3. Among Us       | N/A               | 3. WWYC? Rather | 11                | 3. Among Us     | 57                | 3. Minecraft      | 48                | 3. Among Us       | 19                | 3. Subway Surfers | 11                |
|        | 4. Clash Royale   | 22                | 4. Among Us     | 32                | 4. Clash Royale | 35                | 4. Clash of Clans | 18                | 4. Clash Royale   | 19                | 4. Minecraft      | 39                |
|        | 5. WWYC? Rather   | N/A               | 5. Fortnite     | 98                | 5. WWYC? Rather | 5                 | 5. Brawl Stars    | 29                | 5. Stumble Guys   | 17                | 5. Magic Tiles 3  | 10                |
| US     | 2019              |                   | 2020            |                   | 2021            |                   | 2022              |                   | 2023              |                   | 2024              |                   |
|        | App               | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App               | Time spent (mins) | App               | Time spent (mins) | App               | Time spent (mins) |
|        | 1. Roblox         | 83                | 1. Roblox       | 100               | 1. Roblox       | 180               | 1. Roblox         | 190               | 1. Roblox         | 139               | 1. Roblox         | 152               |
|        | 2. Minecraft      | 53                | 2. Minecraft    | 49                | 2. Minecraft    | 36                | 2. Minecraft      | 49                | 2. Minecraft      | 48                | 2. Brawl Stars    | 25                |
|        | 3. Paper.io       | N/A               | 3. WWYC? Rather | 11                | 3. Clash Royale | 40                | 3. Clash Royale   | 35                | 3. Among Us       | 18                | 3. Subway Surfers | 11                |
|        | 4. Helix Jump     | N/A               | 4. Fortnite     | 97                | 4. WWYC? Rather | 5                 | 4. WWYC? Rather   | 5                 | 4. Clash Royale   | 18                | 4. Minecraft      | 40                |
|        | 5. Subway Surfers | N/A               | 5. Among Us     | 37                | 5. Among Us     | 61                | 5. Clash of Clans | 19                | 5. Magic Tiles 3  | 8                 | 5. Magic Tiles 3  | 11                |
| UK     | 2019              |                   | 2020            |                   | 2021            |                   | 2022              |                   | 2023              |                   | 2024              |                   |
|        | App               | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) | App               | Time spent (mins) | App               | Time spent (mins) | App               | Time spent (mins) |
|        | 1. Roblox         | 83                | 1. Roblox       | 95                | 1. Roblox       | 170               | 1. Roblox         | 173               | 1. Roblox         | 125               | 1. Roblox         | 129               |
|        | 2. Minecraft      | 53                | 2. WWYC? Rather | 12                | 2. Minecraft    | 39                | 2. Minecraft      | 45                | 2. Magic Tiles 3  | 8                 | 2. Subway Surfers | 11                |
|        | 3. Helix Jump     | N/A               | 3. Minecraft    | 48                | 3. WWYC? Rather | 6                 | 3. Clash Royale   | 30                | 3. Minecraft      | 45                | 3. Magic Tiles 3  | 10                |
|        | 4. Paper.io       | N/A               | 4. Among Us     | 28                | 4. Among Us     | 61                | 4. WWYC? Rather   | 5                 | 4. Among Us       | 17                | 4. Minecraft      | 38                |
|        | 5. Subway Surfers | N/A               | 5. Fortnite     | 95                | 5. Clash Royale | 36                | 5. Clash of Clans | 19                | 5. Subway Surfers | 13                | 5. Among Us       | 15                |

WWYC? Rather stands for What Would You Choose? Rather



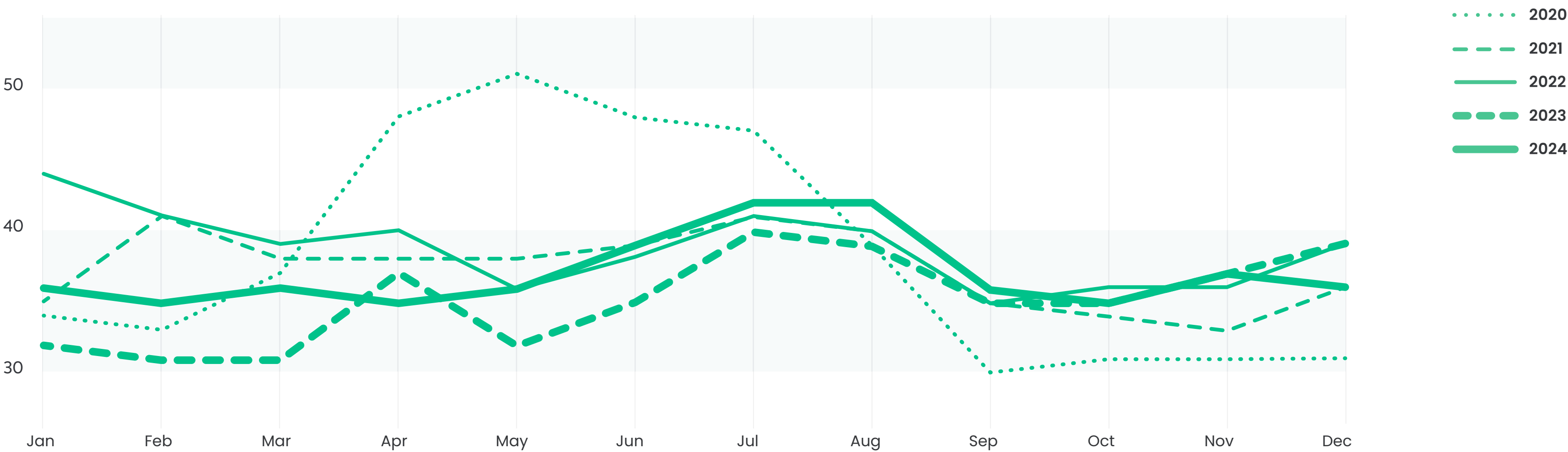
Gaming Most popular gaming apps: 1–5 ranking, time spent (mins/day)

|           |      |                   |                   |      |                   |                   |      |                   |                   |      |                   |                   |      |                  |                   |      |                   |                   |
|-----------|------|-------------------|-------------------|------|-------------------|-------------------|------|-------------------|-------------------|------|-------------------|-------------------|------|------------------|-------------------|------|-------------------|-------------------|
| France    | 2019 | App               | Time spent (mins) | 2020 | App               | Time spent (mins) | 2021 | App               | Time spent (mins) | 2022 | App               | Time spent (mins) | 2023 | App              | Time spent (mins) | 2024 | App               | Time spent (mins) |
|           |      | NO DATA           |                   |      | 1. Roblox         | 135               |      | 1. Roblox         | 182               |      | 1. Roblox         | 170               |      | 1. Roblox        | 121               |      | 1. Brawl Stars    | 30                |
|           |      |                   |                   |      | 2. Brawl Stars    | 33                |      | 2. Brawl Stars    | 31                |      | 2. Clash Royale   | 26                |      | 2. Brawl Stars   | 28                |      | 2. Roblox         | 124               |
|           |      |                   |                   |      | 3. Clash Royale   | 21                |      | 3. Clash Royale   | 31                |      | 3. Brawl Stars    | 28                |      | 3. Clash Royale  | 17                |      | 3. Subway Surfers | 11                |
|           |      |                   |                   |      | 4. Among Us       | 34                |      | 4. Among Us       | 33                |      | 4. Subway Surfers | 15                |      | 4. Stumble Guys  | 17                |      | 4. Clash Royale   | 15                |
|           |      |                   |                   |      | 5. Minecraft      | 45                |      | 5. Clash of Clans | 19                |      | 5. Clash of Clans | 16                |      | 5. Magic Tiles 3 | 7                 |      | 5. Stumble Guys   | 16                |
|           |      |                   |                   |      |                   |                   |      |                   |                   |      |                   |                   |      |                  |                   |      |                   |                   |
| Spain     | 2019 | App               | Time spent (mins) | 2020 | App               | Time spent (mins) | 2021 | App               | Time spent (mins) | 2022 | App               | Time spent (mins) | 2023 | App              | Time spent (mins) | 2024 | App               | Time spent (mins) |
|           |      | 1. Brawl Stars    | 29                |      | 1. Brawl Stars    | 40                |      | 1. Roblox         | 145               |      | 1. Roblox         | 155               |      | 1. Roblox        | 109               |      | 1. Brawl Stars    | 31                |
|           |      | 2. Clash Royale   | 21                |      | 2. Among Us       | 25                |      | 2. Clash Royale   | 29                |      | 2. Clash Royale   | 24                |      | 2. Brawl Stars   | 30                |      | 2. Roblox         | 105               |
|           |      | 3. Clash of Clans | 17                |      | 3. Clash Royale   | 24                |      | 3. Brawl Stars    | 30                |      | 3. Stumble Guys   | 23                |      | 3. Stumble Guys  | 16                |      | 3. Stumble Guys   | 17                |
|           |      | 4. Subway Surfers | 9                 |      | 4. Roblox         | 86                |      | 4. Among Us       | 17                |      | 4. Brawl Stars    | 28                |      | 4. Clash Royale  | 21                |      | 4. Clash Royale   | 16                |
|           |      | 5. Helix Jump     | N/A               |      | 5. Clash of Clans | 19                |      | 5. Clash of Clans | 17                |      | 5. Clash of Clans | 17                |      | 5. FIFA Soccer   | 25                |      | 5. Subway Surfers | 10                |
|           |      |                   |                   |      |                   |                   |      |                   |                   |      |                   |                   |      |                  |                   |      |                   |                   |
| Australia | 2019 | App               | Time spent (mins) | 2020 | App               | Time spent (mins) | 2021 | App               | Time spent (mins) | 2022 | App               | Time spent (mins) | 2023 | App              | Time spent (mins) | 2024 | App               | Time spent (mins) |
|           |      | NO DATA           |                   |      | 1. Roblox         | 118               |      | 1. Roblox         | 165               |      | 1. Roblox         | 177               |      | 1. Roblox        | 132               |      | 1. Roblox         | 137               |
|           |      |                   |                   |      | 2. Minecraft      | 69                |      | 2. Minecraft      | 58                |      | 2. Minecraft      | 44                |      | 2. Minecraft     | 41                |      | 2. Subway Surfers | 11                |
|           |      |                   |                   |      | 3. WWYC? Rather   | 15                |      | 3. Clash Royale   | 21                |      | 3. Clash Royale   | 29                |      | 3. Among Us      | 17                |      | 3. Minecraft      | 29                |
|           |      |                   |                   |      | 4. Among Us       | 47                |      | 4. WWYC? Rather   | 7                 |      | 4. Clash of Clans | 16                |      | 4. Magic Tiles 3 | 14                |      | 4. Magic Tiles 3  | 15                |
|           |      |                   |                   |      | 5. Fortnite       | 110               |      | 5. Among Us       | 53                |      | 5. WWYC? Rather   | 4                 |      | 5. Clash Royale  | 17                |      | 5. Brawl Stars    | 26                |
|           |      |                   |                   |      |                   |                   |      |                   |                   |      |                   |                   |      |                  |                   |      |                   |                   |

WWYC? Rather stands for What Would You Choose? Rather

# Gaming Time spent (mins/day)

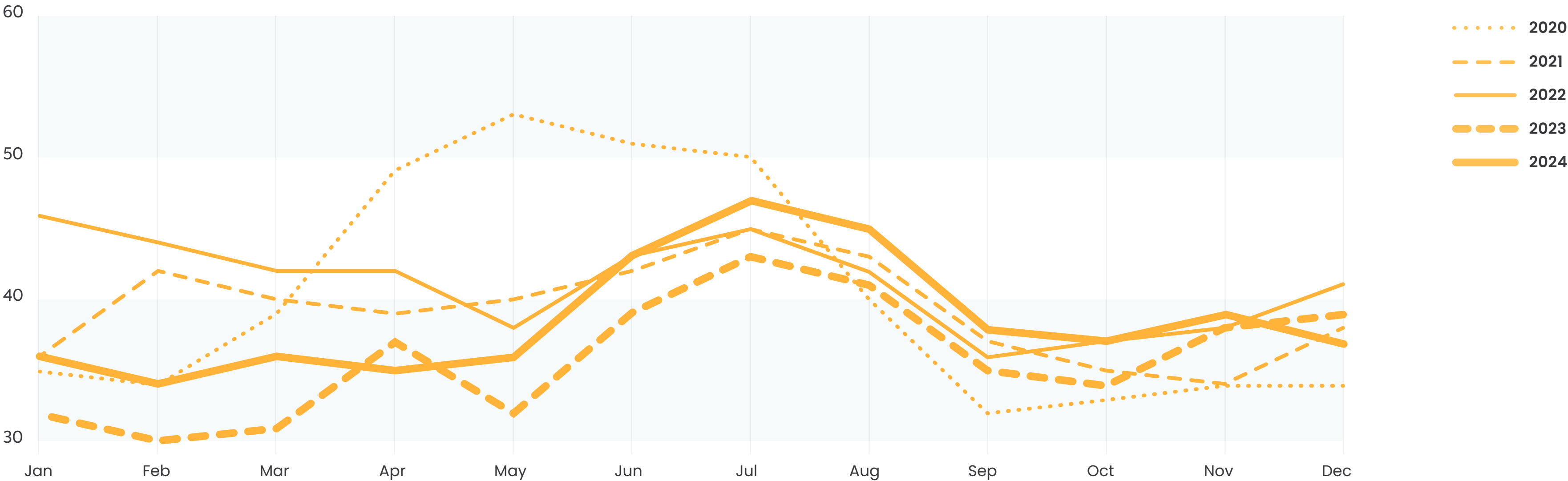
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 36  | 35  | 36  | 35  | 36  | 39  | 42  | 42  | 36  | 35  | 37  | 36  | 37  |
| 2023 | 32  | 31  | 31  | 37  | 32  | 35  | 40  | 39  | 35  | 35  | 37  | 39  | 35  |
| 2022 | 44  | 41  | 39  | 40  | 36  | 38  | 41  | 40  | 35  | 36  | 36  | 39  | 38  |
| 2021 | 35  | 41  | 38  | 38  | 38  | 39  | 41  | 40  | 35  | 34  | 33  | 36  | 38  |
| 2020 | 34  | 33  | 37  | 48  | 51  | 48  | 47  | 39  | 30  | 31  | 31  | 31  | 38  |





# Gaming Time spent (mins/day)

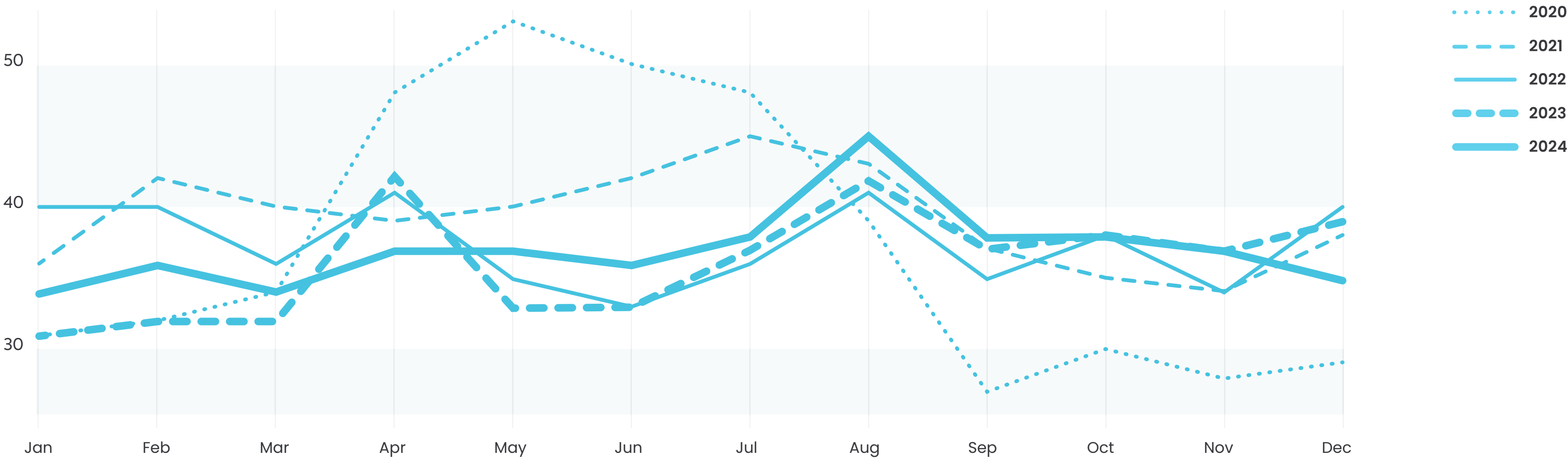
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 36  | 34  | 36  | 35  | 36  | 43  | 47  | 45  | 38  | 37  | 39  | 37  | 39  |
| 2023 | 32  | 30  | 31  | 37  | 32  | 39  | 43  | 41  | 35  | 34  | 38  | 39  | 36  |
| 2022 | 46  | 44  | 42  | 42  | 38  | 43  | 45  | 42  | 36  | 37  | 38  | 41  | 41  |
| 2021 | 36  | 42  | 40  | 39  | 40  | 42  | 45  | 43  | 37  | 35  | 34  | 38  | 40  |
| 2020 | 35  | 34  | 39  | 49  | 53  | 51  | 50  | 40  | 32  | 33  | 34  | 34  | 40  |



US

# Gaming Time spent (mins/day)

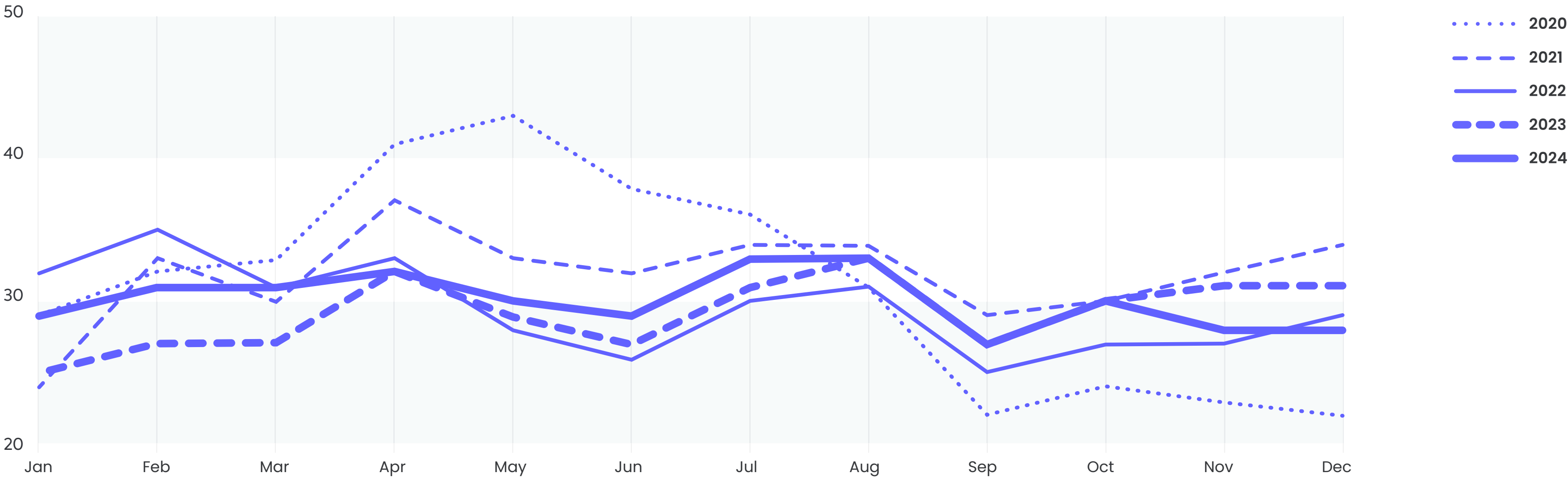
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 34  | 36  | 34  | 37  | 37  | 36  | 38  | 45  | 38  | 38  | 37  | 35  | 37  |
| 2023 | 31  | 32  | 32  | 42  | 33  | 33  | 37  | 42  | 37  | 38  | 37  | 39  | 36  |
| 2022 | 40  | 40  | 36  | 41  | 35  | 33  | 36  | 41  | 35  | 38  | 34  | 40  | 37  |
| 2021 | 36  | 47  | 40  | 40  | 36  | 34  | 37  | 40  | 33  | 33  | 29  | 34  | 37  |
| 2020 | 31  | 32  | 34  | 48  | 53  | 50  | 48  | 39  | 27  | 30  | 28  | 29  | 37  |





# Gaming Time spent (mins/day)

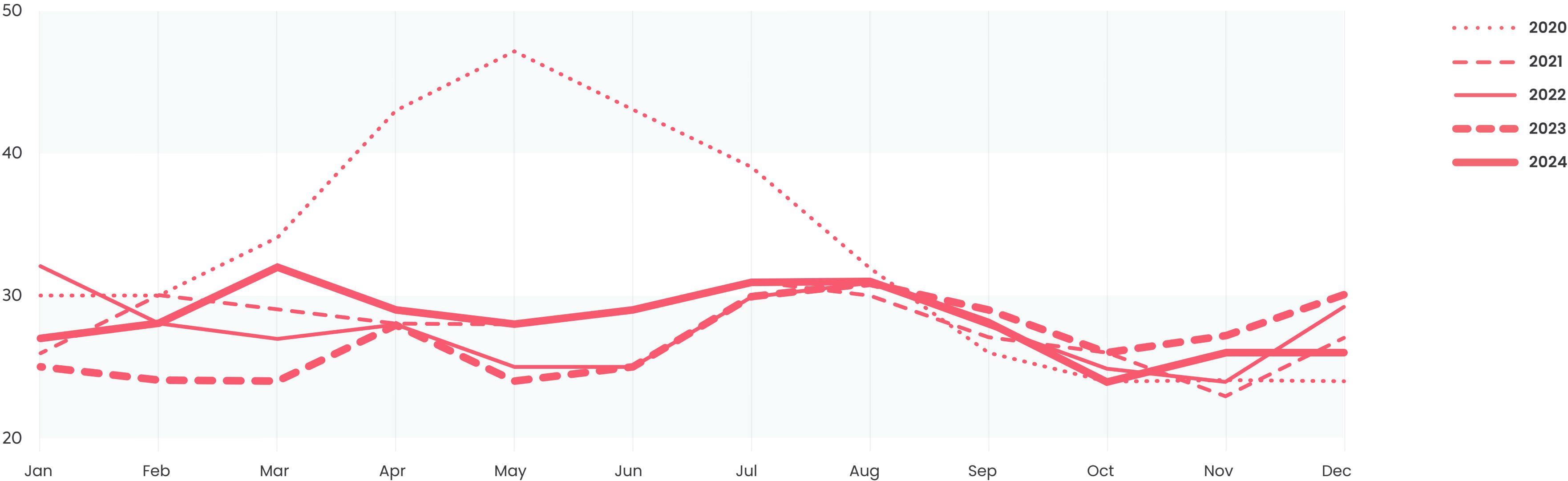
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 29  | 31  | 31  | 32  | 30  | 29  | 33  | 33  | 27  | 30  | 28  | 28  | 30  |
| 2023 | 25  | 27  | 27  | 32  | 29  | 27  | 31  | 33  | 27  | 30  | 31  | 31  | 29  |
| 2022 | 32  | 35  | 31  | 33  | 28  | 26  | 30  | 31  | 25  | 27  | 27  | 29  | 30  |
| 2021 | 24  | 33  | 30  | 37  | 33  | 32  | 34  | 34  | 29  | 30  | 32  | 34  | 32  |
| 2020 | 29  | 32  | 33  | 41  | 43  | 38  | 36  | 31  | 22  | 24  | 23  | 22  | 32  |



France

# Gaming Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 27  | 28  | 32  | 29  | 28  | 29  | 31  | 31  | 28  | 24  | 26  | 26  | 28  |
| 2023 | 25  | 24  | 24  | 28  | 24  | 25  | 30  | 31  | 29  | 26  | 27  | 30  | 27  |
| 2022 | 32  | 28  | 27  | 28  | 25  | 25  | 30  | 31  | 28  | 25  | 24  | 29  | 28  |
| 2021 | 26  | 30  | 29  | 28  | 28  | 29  | 31  | 30  | 27  | 26  | 23  | 27  | 28  |
| 2020 | 30  | 30  | 34  | 43  | 47  | 43  | 39  | 32  | 26  | 24  | 24  | 24  | 33  |

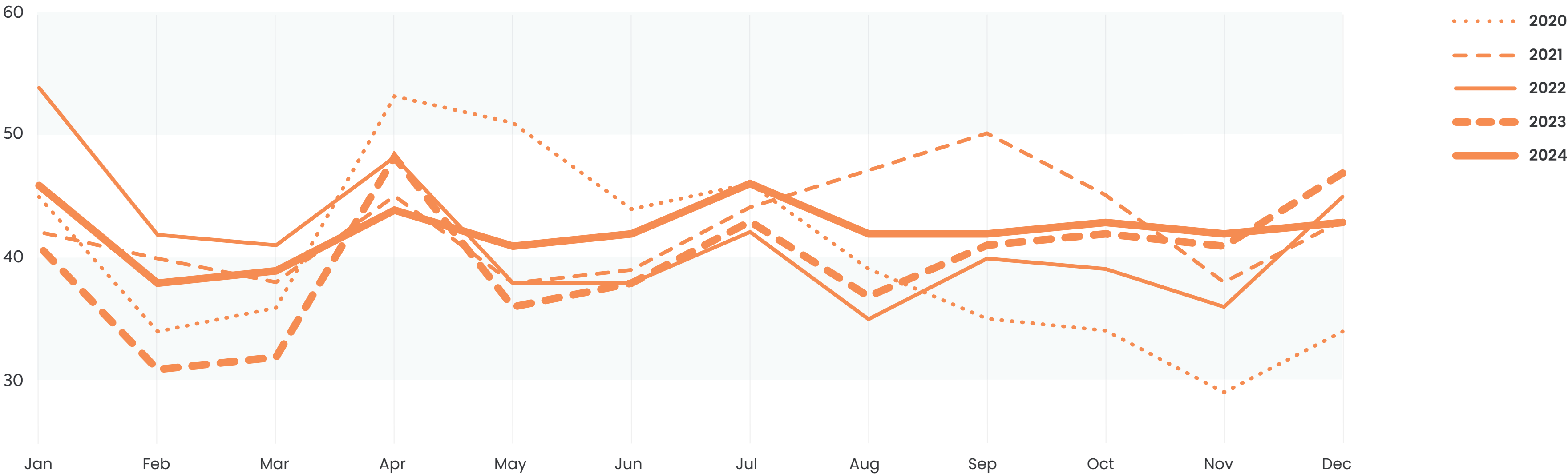


spain



# Gaming Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 46  | 38  | 39  | 44  | 41  | 42  | 46  | 42  | 42  | 43  | 42  | 43  | 43  |
| 2023 | 41  | 31  | 32  | 48  | 36  | 38  | 43  | 37  | 41  | 42  | 41  | 47  | 40  |
| 2022 | 54  | 42  | 41  | 48  | 38  | 38  | 42  | 35  | 40  | 39  | 36  | 44  | 41  |
| 2021 | 42  | 40  | 38  | 45  | 38  | 39  | 44  | 47  | 50  | 45  | 38  | 43  | 43  |
| 2020 | 45  | 34  | 36  | 54  | 51  | 44  | 46  | 39  | 35  | 34  | 29  | 34  | 40  |



Gaming Most blocked gaming apps (% of parents): 1–5 ranking

|        |                                                                                                                                                     |                                                                                                                                                |                                                                                                                                                 |                                                                                                                                                       |                                                                                                                                                     |                                                                                                                                                     |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| Global | <div>2019</div> <div><div>1. Minecraft</div><div>2. Roblox</div><div>3. Clash Royale</div><div>4. Clash of Clans</div><div>5. Fortnite</div></div>  | <div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Fortnite</div><div>5. Brawl Stars</div></div>    | <div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Among Us</div><div>5. Brawl Stars</div></div> | <div>2022</div> <div><div>1. Roblox</div><div>2. Clash Royale</div><div>3. Minecraft</div><div>4. Brawl Stars</div><div>5. Clash of Clans</div></div> | <div>2023</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Brawl Stars</div><div>5. Stumble Guys</div></div> | <div>2024</div> <div><div>1. Roblox</div><div>2. Brawl Stars</div><div>3. Minecraft</div><div>4. Stumble Guys</div><div>5. Clash Royale</div></div> |
|        | <div>2019</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Fortnite</div><div>4. Clash Royale</div><div>5. Helix Jump</div></div>      | <div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Fortnite</div><div>4. Among Us</div><div>5. Clash Royale</div></div>   | <div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Clash Royale</div><div>5. Fortnite</div></div>    | <div>2022</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Clash of Clans</div><div>5. WWYC?</div></div>       | <div>2023</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Pokémon GO</div><div>5. Among Us</div></div>      | <div>2024</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Fortnite</div><div>4. Pokémon GO</div><div>5. Magic Tiles 3</div></div>     |
|        | <div>2019</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Helix Jump</div><div>4. Fortnite</div><div>5. Choose your story</div></div> | <div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Fortnite</div><div>5. Subway Surfers</div></div> | <div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Clash Royale</div><div>5. Fortnite</div></div>    | <div>2022</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. WWYC?</div><div>5. Clash of Clans</div></div>       | <div>2023</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Pokémon GO</div><div>4. Magic Tiles 3</div><div>5. FIFA Mobile</div></div>  | <div>2024</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Magic Tiles 3</div><div>4. BitLife</div><div>5. FIFA Mobile</div></div>     |
|        |                                                                                                                                                     |                                                                                                                                                |                                                                                                                                                 |                                                                                                                                                       |                                                                                                                                                     |                                                                                                                                                     |
|        |                                                                                                                                                     |                                                                                                                                                |                                                                                                                                                 |                                                                                                                                                       |                                                                                                                                                     |                                                                                                                                                     |
|        |                                                                                                                                                     |                                                                                                                                                |                                                                                                                                                 |                                                                                                                                                       |                                                                                                                                                     |                                                                                                                                                     |

WWYC? Rather stands for What Would You Choose? Rather



Gaming Most blocked gaming apps (% of parents): 1–5 ranking

|           |                                                                                                                                                            |                                                                                                                                                            |                                                                                                                                                      |                                                                                                                                                            |                                                                                                                                                          |                                                                                                                                                       |
|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| France    | <div>2019</div> <div>NO DATA</div>                                                                                                                         | <div>2020</div> <div><div>1. Roblox</div><div>2. Brawl Stars</div><div>3. Clash Royale</div><div>4. Among Us</div><div>5. Minecraft</div></div>            | <div>2021</div> <div><div>1. Roblox</div><div>2. Brawl Stars</div><div>3. Clash Royale</div><div>4. Clash of Clans</div><div>5. Among Us</div></div> | <div>2022</div> <div><div>1. Roblox</div><div>2. Clash Royale</div><div>3. Brawl Stars</div><div>4. Subway Surfers</div><div>5. Clash of Clans</div></div> | <div>2023</div> <div><div>1. Roblox</div><div>2. Brawl Stars</div><div>3. Clash Royale</div><div>4. Stumble Guys</div><div>5. Subway Surfers</div></div> | <div>2024</div> <div><div>1. Roblox</div><div>2. Brawl Stars</div><div>3. Stumble Guys</div><div>4. Clash Royale</div><div>5. FIFA Mobile</div></div> |
| Spain     | <div>2019</div> <div><div>1. Brawl Stars</div><div>2. Clash Royale</div><div>3. Pokémon Go</div><div>4. Clash of Clans</div><div>5. Helix Jump</div></div> | <div>2020</div> <div><div>1. Brawl Stars</div><div>2. Clash Royale</div><div>3. Pokémon Go</div><div>4. Clash of Clans</div><div>5. Helix Jump</div></div> | <div>2021</div> <div><div>1. Brawl Stars</div><div>2. Roblox</div><div>3. Clash Royale</div><div>4. Among Us</div><div>5. Clash of Clans</div></div> | <div>2022</div> <div><div>1. Roblox</div><div>2. Clash Royale</div><div>3. Brawl Stars</div><div>4. Stumble Guys</div><div>5. Clash of Clans</div></div>   | <div>2023</div> <div><div>1. Roblox</div><div>2. Brawl Stars</div><div>3. Clash Royale</div><div>4. Stumble Guys</div><div>5. FIFA Mobile</div></div>    | <div>2024</div> <div><div>1. Brawl Stars</div><div>2. Roblox</div><div>3. Stumble Guys</div><div>4. Clash Royale</div><div>5. FIFA Mobile</div></div> |
| Australia | <div>2019</div> <div>NO DATA</div>                                                                                                                         | <div>2020</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Fortnite</div><div>5. Clash Royale</div></div>               | <div>2021</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Among Us</div><div>4. Fortnite</div><div>5. Clash Royale</div></div>         | <div>2022</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Clash of Clans</div><div>5. Fortnite</div></div>         | <div>2023</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Clash Royale</div><div>4. Fortnite</div><div>5. Pokémon GO</div></div>           | <div>2024</div> <div><div>1. Roblox</div><div>2. Minecraft</div><div>3. Fortnite</div><div>4. Magic Tiles 3</div><div>5. BitLife</div></div>          |

Education Most popular educational apps: 1–5 ranking, time spent (mins/day)

|        |                 |                   |                  |                   |                             |                   |                  |                   |                 |                   |                 |                   |
|--------|-----------------|-------------------|------------------|-------------------|-----------------------------|-------------------|------------------|-------------------|-----------------|-------------------|-----------------|-------------------|
| Global | 2019            |                   | 2020             |                   | 2021                        |                   | 2022             |                   | 2023            |                   | 2024            |                   |
|        | App             | Time spent (mins) | App              | Time spent (mins) | App                         | Time spent (mins) | App              | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|        | 1. Duolingo     | 10                | 1. Duolingo      | 8                 | 1. Duolingo                 | 12                | 1. Duolingo      | 10                | 1. Duolingo     | 9                 | 1. Duolingo     | 8                 |
|        | 2. Photomath    | 7                 | 2. Kahoot!       | 15                | 2. Photomath                | 10                | 2. Photomath     | 8                 | 2. Photomath    | 6                 | 2. Photomath    | 6                 |
|        | 3. Kahoot!      | 10                | 3. Photomath     | 9                 | 3. Kahoot!                  | 15                | 3. Kahoot!       | 13                | 3. Kahoot!      | 9                 | 3. Kahoot!      | 9                 |
|        | 4. Quizlet      | 9                 | 4. WordReference | 3                 | 4. WordReference            | 3                 | 4. WordReference | 3                 | 4. Quizlet      | 10                | 4. Quizlet      | 10                |
|        | 5. Khan Academy | N/A               | 5. Quizlet       | 11                | 5. Quizlet                  | 12                | 5. Quizlet       | 11                | 5. Simply Piano | 8                 | 5. Simply Piano | 19                |
| US     | 2019            |                   | 2020             |                   | 2021                        |                   | 2022             |                   | 2023            |                   | 2024            |                   |
|        | App             | Time spent (mins) | App              | Time spent (mins) | App                         | Time spent (mins) | App              | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|        | 1. Duolingo     | 10                | 1. Duolingo      | 8                 | 1. Duolingo                 | 12                | 1. Duolingo      | 12                | 1. Duolingo     | 9                 | 1. Duolingo     | 8                 |
|        | 2. Photomath    | 7                 | 2. Photomath     | 10                | 2. Photomath                | 10                | 2. Photomath     | 9                 | 2. Photomath    | 6                 | 2. Photomath    | 6                 |
|        | 3. Kahoot!      | 10                | 3. Kahoot!       | 14                | 3. Kahoot!                  | 16                | 3. Kahoot!       | 14                | 3. Kahoot!      | 9                 | 3. Quizlet      | 10                |
|        | 4. Quizlet      | 10                | 4. Quizlet       | 11                | 4. Quizlet                  | 12                | 4. Quizlet       | 11                | 4. Quizlet      | 10                | 4. Kahoot!      | 9                 |
|        | 5. Khan Academy | N/A               | 5. Khan Academy  | N/A               | 5. TED                      | 4                 | 5. TED           | 4                 | 5. Khan Academy | 13                | 5. Khan Academy | 14                |
| UK     | 2019            |                   | 2020             |                   | 2021                        |                   | 2022             |                   | 2023            |                   | 2024            |                   |
|        | App             | Time spent (mins) | App              | Time spent (mins) | App                         | Time spent (mins) | App              | Time spent (mins) | App             | Time spent (mins) | App             | Time spent (mins) |
|        | 1. Duolingo     | 10                | 1. Duolingo      | 8                 | 1. Duolingo                 | 11                | 1. Duolingo      | 10                | 1. Duolingo     | 8                 | 1. Duolingo     | 7                 |
|        | 2. Kahoot!      | 10                | 2. Kahoot!       | 14                | 2. Kahoot!                  | 14                | 2. Kahoot!       | 11                | 2. Kahoot!      | 8                 | 2. Photomath    | 8                 |
|        | 3. Quizlet      | N/A               | 3. Quizlet       | 8                 | 3. Quizlet                  | 13                | 3. Quizlet       | 11                | 3. Photomath    | 6                 | 3. Kahoot!      | 7                 |
|        | 4. Photomath    | 6                 | 4. WordReference | 3                 | 4. WordReference Dictionary | 2                 | 4. Photomath     | 5                 | 4. Quizlet      | 8                 | 4. Quizlet      | 9                 |
|        | 5. IXL          | N/A               | 5. Photomath     | 7                 | 5. TED                      | 6                 | 5. WordReference | 2                 | 5. Gauthmath    | 8                 | 5. Simply Piano | 5                 |



Education Most popular educational apps: 1–5 ranking, time spent (mins/day)

|           |              |                   |                  |                   |                  |                   |                  |                   |                         |                   |                         |                   |
|-----------|--------------|-------------------|------------------|-------------------|------------------|-------------------|------------------|-------------------|-------------------------|-------------------|-------------------------|-------------------|
| France    | 2019         |                   | 2020             |                   | 2021             |                   | 2022             |                   | 2023                    |                   | 2024                    |                   |
|           | App          | Time spent (mins) | App              | Time spent (mins) | App              | Time spent (mins) | App              | Time spent (mins) | App                     | Time spent (mins) | App                     | Time spent (mins) |
|           | NO DATA      |                   | 1. Duolingo      | 9                 | 1. Duolingo      | 13                | 1. Duolingo      | 11                | 1. Duolingo             | 9                 | 1. Duolingo             | 8                 |
|           |              |                   | 2. WordReference | 3                 | 2. WordReference | 3                 | 2. WordReference | 3                 | 2. Kahoot!              | 10                | 2. Kahoot!              | 8                 |
|           |              |                   | 3. Photomath     | 7                 | 3. Photomath     | 8                 | 3. Photomath     | 6                 | 3. Brainly              | 2                 | 3. Brainly              | 3                 |
|           |              |                   | 4. Kahoot!       | 12                | 4. Kahoot!       | 18                | 4. Kahoot!       | 14                | 4. Photomath            | 4                 | 4. Photomath            | 5                 |
|           |              |                   | 5. Quizlet       | 12                | 5. Quizlet       | 11                | 5. Quizlet       | 9                 | 5. Quizlet              | 9                 | 5. Knowunity            | 10                |
| Spain     | 2019         |                   | 2020             |                   | 2021             |                   | 2022             |                   | 2023                    |                   | 2024                    |                   |
|           | App          | Time spent (mins) | App              | Time spent (mins) | App              | Time spent (mins) | App              | Time spent (mins) | App                     | Time spent (mins) | App                     | Time spent (mins) |
|           | 1. Duolingo  | 10                | 1. Duolingo      | 11                | 1. Photomath     | 8                 | 1. Duolingo      | 10                | 1. Duolingo             | 8                 | 1. Duolingo             | 7                 |
|           | 2. Photomath | 7                 | 2. Photomath     | 9                 | 2. Kahoot!       | 16                | 2. Photomath     | 6                 | 2. Photomath            | 5                 | 2. Photomath            | 5                 |
|           | 3. Kahoot!   | 11                | 3. Kahoot!       | 14                | 3. Duolingo      | 11                | 3. Kahoot!       | 13                | 3. Kahoot!              | 11                | 3. Kahoot!              | 10                |
|           | 4. Smartick  | 17                | 4. WordReference | 2                 | 4. WordReference | 3                 | 4. WordReference | 3                 | 4. WordReference        | 3                 | 4. Knowunity            | 9                 |
|           | 5. Quizlet   | 11                | 5. Smartick      | 8                 | 5. Smartick      | 26                | 5. Smartick      | 29                | 5. Brainly              | 3                 | 5. Brainly              | 3                 |
| Australia | 2019         |                   | 2020             |                   | 2021             |                   | 2022             |                   | 2023                    |                   | 2024                    |                   |
|           | App          | Time spent (mins) | App              | Time spent (mins) | App              | Time spent (mins) | App              | Time spent (mins) | App                     | Time spent (mins) | App                     | Time spent (mins) |
|           | NO DATA      |                   | 1. Duolingo      | 10                | 1. Duolingo      | 7                 | 1. Duolingo      | 12                | 1. Duolingo             | 10                | 1. Duolingo             | 8                 |
|           |              |                   | 2. Kahoot!       | 19                | 2. Kahoot!       | 12                | 2. Kahoot!       | 12                | 2. Minecraft: Education | 11                | 2. Minecraft: Education | 11                |
|           |              |                   | 3. TED           | 2                 | 3. TED           | 2                 | 3. Photomath     | 6                 | 3. Kahoot!              | 7                 | 3. Athletics Students   | 15                |
|           |              |                   | 4. Photomath     | 6                 | 4. Photomath     | 11                | 4. TED           | 2                 | 4. Athletics Students   | 18                | 4. Kahoot!              | 7                 |
|           |              |                   | 5. IXL           | 94                | 5. WordReference | 2                 | 5. Quizlet       | 11                | 5. Reading Eggs         | 18                | 5. Photomath            | 5                 |

Education Educational apps for schools

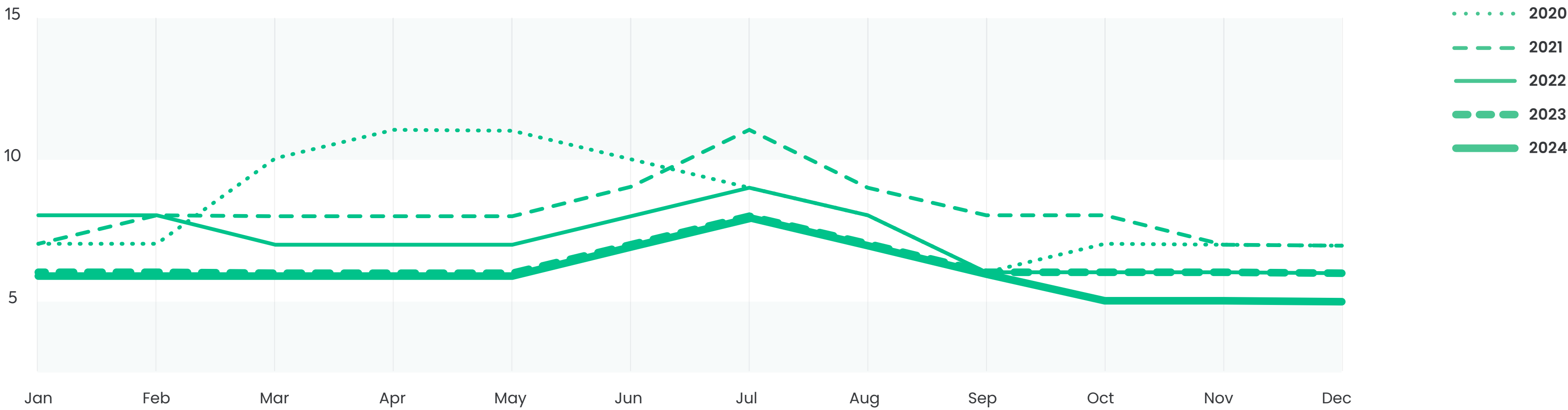
|    |                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                  |
|----|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| US | <div>2022</div> <div><div><div>1. Google Classroom</div><div>2. Clever</div><div>3. GradPoint</div><div>4. Classlink</div><div>5. ABCya!</div></div><div><div>6. PowerSchools Learning</div><div>7. i-Ready</div><div>8. Canvas by Instructure</div><div>9. Kahoot!</div><div>10. Learnosity</div></div></div> | <div>2023</div> <div><div><div>1. Google Classroom</div><div>2. Clever</div><div>3. Classlink</div><div>4. ABCya!</div><div>5. CollegeBoard</div></div><div><div>6. GradPoint</div><div>7. Powerschools Learning</div><div>8. I-Ready</div><div>9. Blooket</div><div>10. Canvas by Instructure</div></div></div> | <div>2024</div> <div><div><div>1. Clever</div><div>2. Google Classroom</div><div>3. CollegeBoard</div><div>4. Classlink</div><div>5. Beanstack</div></div><div><div>6. I-Ready</div><div>7. ABCya!</div><div>8. Powerschools Learning</div><div>9. Blooket</div><div>10. Canvas by Instructure</div></div></div> |
|    | <div>2022</div> <div>NO DATA</div>                                                                                                                                                                                                                                                                             | <div>2023</div> <div><div><div>1. Google Classroom</div><div>2. Kahoot!</div><div>3. GradPoint</div><div>4. Zearn</div><div>5. Blooket</div></div><div><div>6. Scratch MIT</div><div>7. Quizlet</div><div>8. WordReference</div><div>9. Quizizz</div><div>10. Socrative</div></div></div>                        | <div>2024</div> <div><div><div>1. Google Classroom</div><div>2. Kahoot!</div><div>3. Beanstack</div><div>4. Scratch MIT</div><div>5. Blooket</div></div><div><div>6. GradPoint</div><div>7. WordReference</div><div>8. Skolon</div><div>9. Quizlet</div><div>10. Quizizz</div></div></div>                       |
|    | <div>2022</div> <div><div><div>1. GradPoint</div><div>2. Grammarly</div><div>3. Google Classroom</div><div>4. Canvas by Instructure</div><div>5. Kahoot!</div></div><div><div>6. Education Perfect</div><div>7. ClickView</div><div>8. Stile</div><div>9. Compass</div><div>10. ABCya!</div></div></div>       | <div>2023</div> <div><div><div>1. GradPoint</div><div>2. Google Classroom</div><div>3. Grammarly</div><div>4. Kahoot!</div><div>5. ABCYA</div></div><div><div>6. ClickView</div><div>7. Stile</div><div>8. Compass</div><div>9. Quizlet</div><div>10. Mathspace</div></div></div>                                | <div>2024</div> <div><div><div>1. Beanstack</div><div>2. GradPoint</div><div>3. Google Classroom</div><div>4. Kahoot!</div><div>5. Grammarly</div></div><div><div>6. Blooket</div><div>7. ABCya!</div><div>8. ClickView</div><div>9. Stile</div><div>10. Education Perfect</div></div></div>                     |



# Education

Time spent (mins/day)

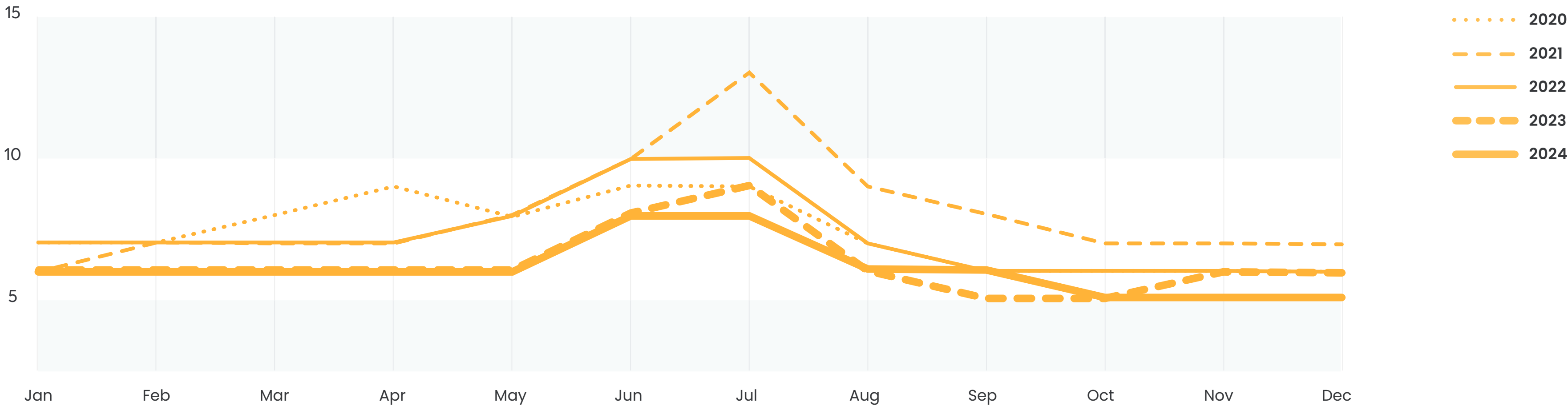
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 6   | 6   | 6   | 6   | 6   | 7   | 8   | 7   | 6   | 5   | 5   | 5   | 6   |
| 2023 | 6   | 6   | 6   | 6   | 6   | 7   | 8   | 7   | 6   | 6   | 6   | 6   | 6   |
| 2022 | 8   | 8   | 7   | 7   | 7   | 8   | 9   | 8   | 6   | 6   | 6   | 6   | 7   |
| 2021 | 7   | 8   | 8   | 8   | 8   | 9   | 11  | 9   | 8   | 8   | 7   | 7   | 8   |
| 2020 | 7   | 7   | 10  | 11  | 11  | 10  | 9   | 8   | 6   | 7   | 7   | 7   | 8   |



# Education

Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 6   | 6   | 6   | 6   | 6   | 8   | 8   | 6   | 6   | 5   | 5   | 5   | 6   |
| 2023 | 6   | 6   | 6   | 6   | 6   | 8   | 9   | 6   | 5   | 5   | 6   | 6   | 6   |
| 2022 | 7   | 7   | 7   | 7   | 8   | 10  | 10  | 7   | 6   | 6   | 6   | 6   | 7   |
| 2021 | 6   | 7   | 7   | 7   | 8   | 10  | 13  | 9   | 8   | 7   | 7   | 7   | 8   |
| 2020 | 7   | 7   | 8   | 9   | 8   | 9   | 9   | 7   | 6   | 6   | 6   | 6   | 7   |

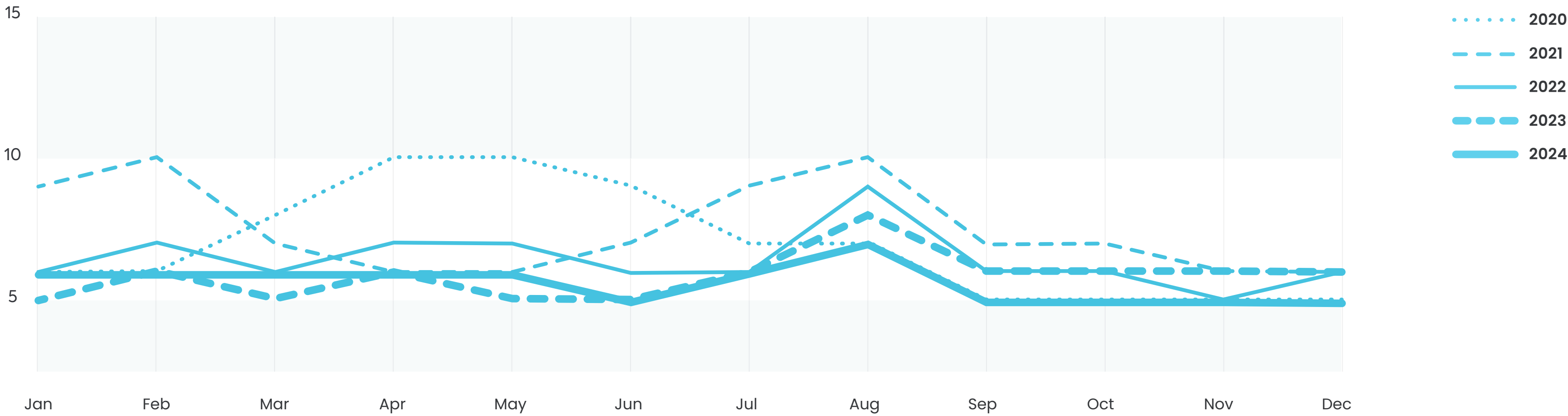




# Education

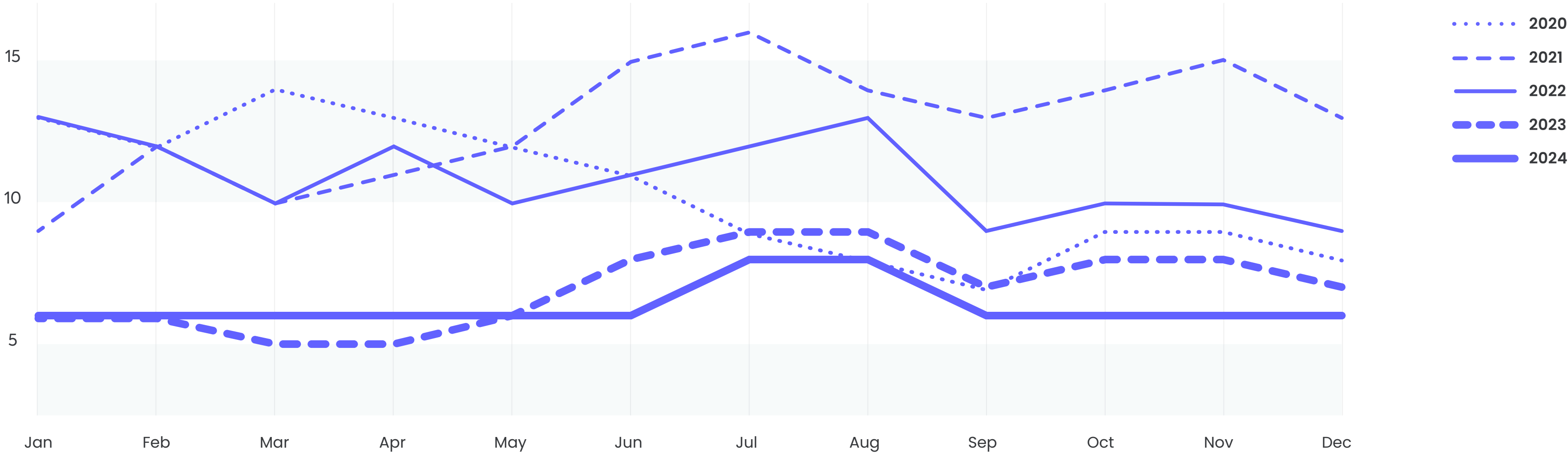
Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 6   | 6   | 6   | 6   | 6   | 5   | 6   | 7   | 5   | 5   | 5   | 5   | 6   |
| 2023 | 5   | 6   | 5   | 6   | 5   | 5   | 6   | 8   | 6   | 6   | 6   | 6   | 6   |
| 2022 | 6   | 7   | 6   | 7   | 7   | 6   | 6   | 9   | 6   | 6   | 5   | 6   | 6   |
| 2021 | 9   | 10  | 7   | 6   | 6   | 7   | 9   | 10  | 7   | 7   | 6   | 6   | 8   |
| 2020 | 6   | 6   | 8   | 10  | 10  | 9   | 7   | 7   | 5   | 5   | 5   | 5   | 7   |



Education Time spent (mins/day)

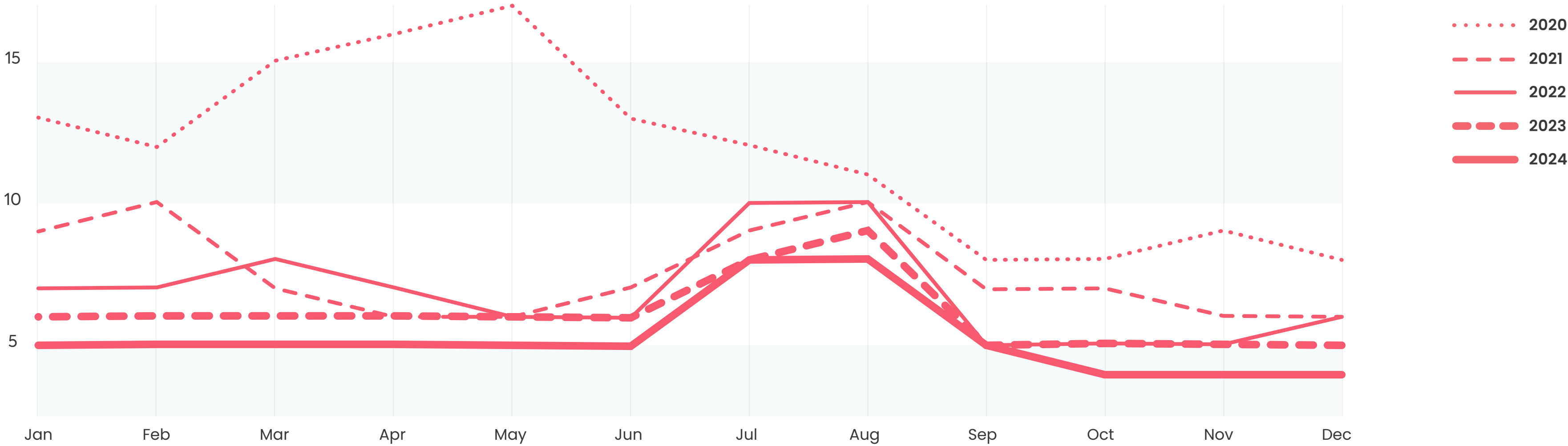
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 6   | 6   | 6   | 6   | 6   | 6   | 8   | 8   | 6   | 6   | 6   | 6   | 6   |
| 2023 | 6   | 6   | 5   | 5   | 6   | 8   | 9   | 9   | 7   | 8   | 8   | 7   | 7   |
| 2022 | 13  | 12  | 10  | 12  | 10  | 11  | 12  | 13  | 9   | 10  | 10  | 9   | 11  |
| 2021 | 9   | 12  | 10  | 11  | 12  | 15  | 16  | 14  | 13  | 14  | 15  | 13  | 13  |
| 2020 | 13  | 12  | 14  | 13  | 12  | 11  | 9   | 8   | 7   | 9   | 9   | 8   | 11  |





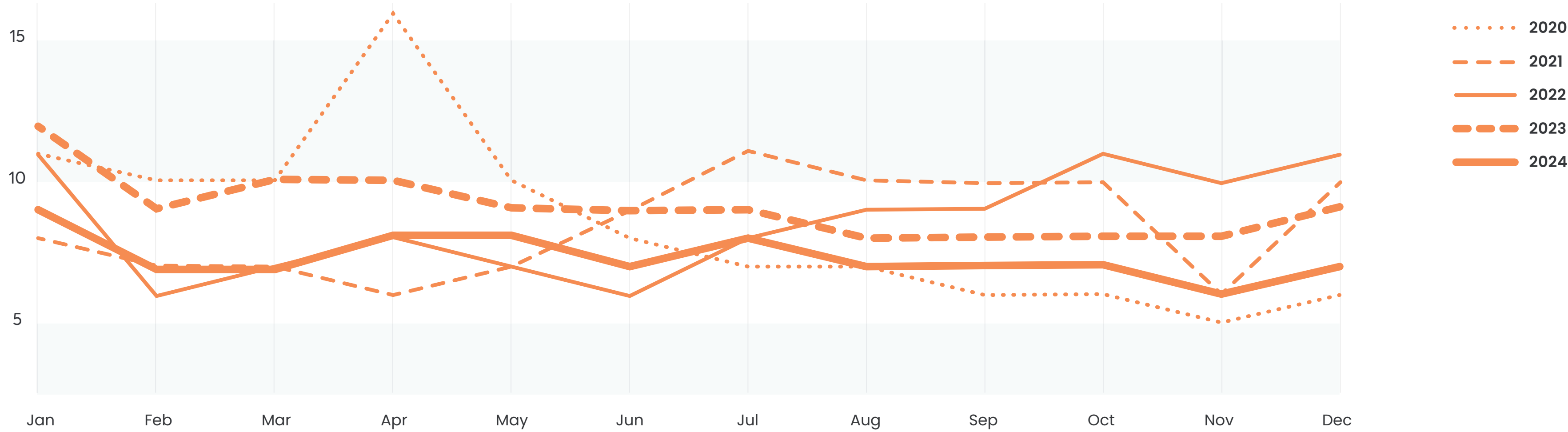
Education Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 5   | 5   | 5   | 5   | 5   | 5   | 8   | 8   | 5   | 4   | 4   | 4   | 5   |
| 2023 | 6   | 6   | 6   | 6   | 6   | 6   | 8   | 9   | 5   | 5   | 5   | 5   | 6   |
| 2022 | 7   | 7   | 8   | 7   | 6   | 6   | 10  | 10  | 5   | 5   | 5   | 6   | 6   |
| 2021 | 9   | 10  | 7   | 6   | 6   | 7   | 9   | 10  | 7   | 7   | 6   | 6   | 9   |
| 2020 | 13  | 12  | 15  | 16  | 17  | 13  | 12  | 11  | 8   | 8   | 9   | 8   | 12  |



Education Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 9   | 7   | 7   | 8   | 8   | 7   | 8   | 7   | 7   | 7   | 6   | 7   | 7   |
| 2023 | 12  | 9   | 10  | 10  | 9   | 9   | 9   | 8   | 8   | 8   | 8   | 9   | 9   |
| 2022 | 11  | 6   | 7   | 8   | 7   | 6   | 8   | 9   | 9   | 11  | 11  | 11  | 9   |
| 2021 | 8   | 7   | 7   | 6   | 7   | 9   | 11  | 10  | 10  | 10  | 10  | 10  | 9   |
| 2020 | 11  | 10  | 10  | 16  | 10  | 8   | 7   | 7   | 6   | 6   | 6   | 6   | 9   |





Communication Most popular communication apps: 1–5 ranking, time spent (mins/day)

|        |               |                   |             |                   |             |                   |             |                   |               |                   |                    |                   |
|--------|---------------|-------------------|-------------|-------------------|-------------|-------------------|-------------|-------------------|---------------|-------------------|--------------------|-------------------|
| Global | 2019          |                   | 2020        |                   | 2021        |                   | 2022        |                   | 2023          |                   | 2024               |                   |
|        | App           | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App           | Time spent (mins) | App                | Time spent (mins) |
|        | 1. Snapchat   | 29                | 1. WhatsApp | 32                | 1. WhatsApp | 37                | 1. WhatsApp | 30                | 1. WhatsApp   | 23                | 1. WhatsApp        | 19                |
|        | 2. WhatsApp   | 20                | 2. Snapchat | 39                | 2. Snapchat | 71                | 2. Snapchat | 72                | 2. Snapchat   | 74                | 2. Snapchat        | 78                |
|        | 3. Messages   | N/A               | 3. Zoom     | 50                | 3. Zoom     | 63                | 3. Discord  | 28                | 3. Discord    | 27                | 3. Discord         | 29                |
|        | 4. Discord    | 25                | 4. Discord  | 32                | 4. Discord  | 35                | 4. Messages | 12                | 4. Messages   | 11                | 4. Zoom            | 47                |
|        | 5. Skype      | 17                | 5. Skype    | 18                | 5. Skype    | 16                | 5. Skype    | 10                | 5. Skype      | 8                 | 5. Microsoft Teams | 8                 |
| US     | 2019          |                   | 2020        |                   | 2021        |                   | 2022        |                   | 2023          |                   | 2024               |                   |
|        | App           | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App           | Time spent (mins) | App                | Time spent (mins) |
|        | 1. Snapchat   | 37                | 1. Zoom     | 46                | 1. Snapchat | 84                | 1. Snapchat | 90                | 1. Discord    | 31                | 1. Snapchat        | 90                |
|        | 2. Messages   | 10                | 2. Snapchat | 47                | 2. Discord  | 38                | 2. Discord  | 32                | 2. Snapchat   | 88                | 2. Discord         | 33                |
|        | 3. Discord    | 28                | 3. Discord  | 35                | 3. Zoom     | 55                | 3. Skype    | 8                 | 3. Messages   | 15                | 3. WhatsApp        | 13                |
|        | 4. Skype      | 19                | 4. Messages | 17                | 4. Skype    | 13                | 4. Messages | 17                | 4. Skype      | 6                 | 4. Zoom            | 44                |
|        | 5. Google Duo | 12                | 5. Skype    | 19                | 5. Messages | 24                | 5. Zoom     | 46                | 5. Google Duo | 24                | 5. Skype           | 5                 |
| UK     | 2019          |                   | 2020        |                   | 2021        |                   | 2022        |                   | 2023          |                   | 2024               |                   |
|        | App           | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App           | Time spent (mins) | App                | Time spent (mins) |
|        | 1. Messages   | 4                 | 1. WhatsApp | 25                | 1. WhatsApp | 29                | 1. WhatsApp | 21                | 1. WhatsApp   | 20                | 1. WhatsApp        | 15                |
|        | 2. Snapchat   | 25                | 2. Snapchat | 39                | 2. Snapchat | 71                | 2. Snapchat | 91                | 2. Snapchat   | 95                | 2. Snapchat        | 97                |
|        | 3. Skype      | 16                | 3. Skype    | 16                | 3. Skype    | 16                | 3. Skype    | 8                 | 3. Messages   | 5                 | 3. Microsoft Teams | 6                 |
|        | 4. Discord    | 21                | 4. Messages | 8                 | 4. Discord  | 32                | 4. Discord  | 27                | 4. Discord    | 28                | 4. Discord         | 29                |
|        | 5. Google Duo | 5                 | 5. Discord  | 32                | 5. Messages | 9                 | 5. Messages | 6                 | 5. Skype      | 8                 | 5. Skype           | 6                 |

Communication    Most popular communication apps: 1–5 ranking, time spent (mins/day)

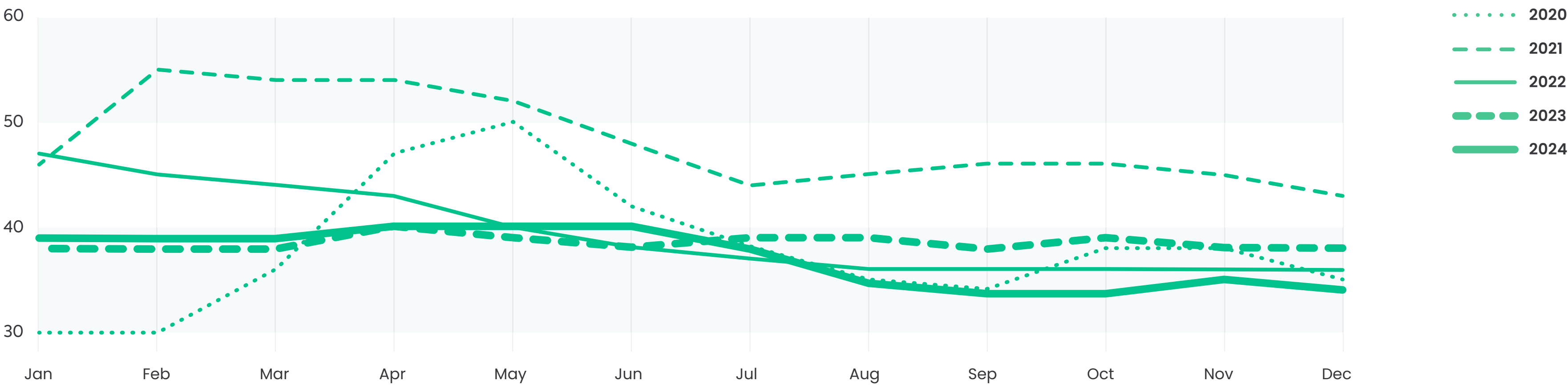
|           |             |                   |             |                   |             |                   |             |                   |               |                   |                    |                   |
|-----------|-------------|-------------------|-------------|-------------------|-------------|-------------------|-------------|-------------------|---------------|-------------------|--------------------|-------------------|
| France    | 2019        |                   | 2020        |                   | 2021        |                   | 2022        |                   | 2023          |                   | 2024               |                   |
|           | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App           | Time spent (mins) | App                | Time spent (mins) |
|           | NO DATA     |                   | 1. WhatsApp | 18                | 1. WhatsApp | 20                | 1. WhatsApp | 15                | 1. WhatsApp   | 14                | 1. WhatsApp        | 13                |
|           |             |                   | 2. Snapchat | 30                | 2. Snapchat | 59                | 2. Snapchat | 56                | 2. Snapchat   | 63                | 2. Snapchat        | 73                |
|           |             |                   | 3. Messages | 10                | 3. Messages | 9                 | 3. Messages | 9                 | 3. Messages   | 8                 | 3. Discord         | 23                |
|           |             |                   | 4. Discord  | 25                | 4. Discord  | 22                | 4. Discord  | 22                | 4. Discord    | 22                | 4. Skype           | 8                 |
|           |             |                   | 5. Skype    | 16                | 5. Skype    | 9                 | 5. Skype    | 9                 | 5. Google Duo | 7                 | 5. Telegram        | 8                 |
| Spain     | 2019        |                   | 2020        |                   | 2021        |                   | 2022        |                   | 2023          |                   | 2024               |                   |
|           | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App           | Time spent (mins) | App                | Time spent (mins) |
|           | 1. WhatsApp | 33                | 1. WhatsApp | 38                | 1. WhatsApp | 41                | 1. WhatsApp | 32                | 1. WhatsApp   | 27                | 1. WhatsApp        | 23                |
|           | 2. Snapchat | 7                 | 2. Skype    | 17                | 2. Messages | 2                 | 2. Snapchat | 21                | 2. Messages   | 1                 | 2. Snapchat        | 24                |
|           | 3. Messages | 1                 | 3. Snapchat | 14                | 3. Discord  | 21                | 3. Messages | 1                 | 3. Snapchat   | 23                | 3. Discord         | 19                |
|           | 4. Hangouts | 7                 | 4. Hangouts | 17                | 4. Snapchat | 24                | 4. Discord  | 19                | 4. Discord    | 17                | 4. Microsoft Teams | 7                 |
|           | 5. Skype    | 16                | 5. Messages | 2                 | 5. Skype    | 15                | 5. Skype    | 6                 | 5. Skype      | 8                 | 5. Skype           | 9                 |
| Australia | 2019        |                   | 2020        |                   | 2021        |                   | 2022        |                   | 2023          |                   | 2024               |                   |
|           | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App         | Time spent (mins) | App           | Time spent (mins) | App                | Time spent (mins) |
|           | NO DATA     |                   | 1. Discord  | 27                | 1. Discord  | 28                | 1. Snapchat | 84                | 1. Snapchat   | 88                | 1. Snapchat        | 88                |
|           |             |                   | 2. Snapchat | 38                | 2. Snapchat | 64                | 2. Discord  | 26                | 2. Discord    | 24                | 2. WhatsApp        | 9                 |
|           |             |                   | 3. Zoom     | 45                | 3. Zoom     | 41                | 3. Skype    | 12                | 3. Skype      | 8                 | 3. Discord         | 26                |
|           |             |                   | 4. WhatsApp | 16                | 4. Skype    | 15                | 4. WhatsApp | 14                | 4. WhatsApp   | 11                | 4. Skype           | 6                 |
|           |             |                   | 5. Skype    | 19                | 5. WhatsApp | 16                | 5. Messages | 8                 | 5. Messages   | 7                 | 5. Messenger Kids  | 8                 |



# Communication

Time spent (mins/day)

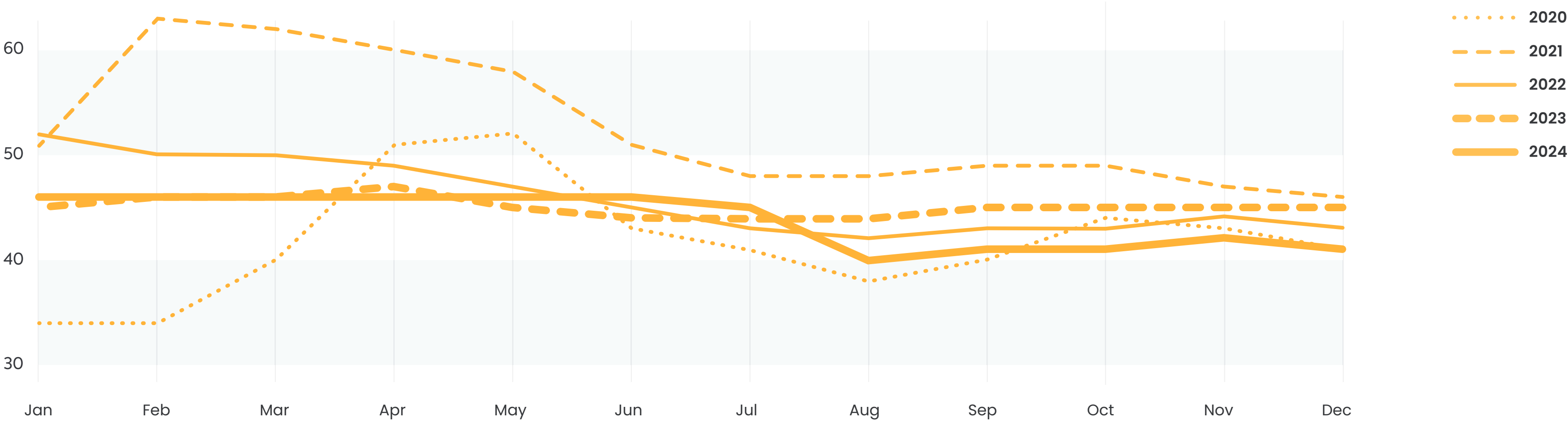
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 39  | 39  | 39  | 40  | 40  | 40  | 38  | 35  | 34  | 34  | 35  | 34  | 37  |
| 2023 | 38  | 38  | 38  | 40  | 39  | 38  | 39  | 39  | 38  | 39  | 38  | 38  | 39  |
| 2022 | 47  | 45  | 44  | 43  | 40  | 38  | 37  | 36  | 36  | 36  | 36  | 36  | 39  |
| 2021 | 46  | 55  | 54  | 54  | 52  | 48  | 44  | 45  | 46  | 46  | 45  | 43  | 48  |
| 2020 | 30  | 30  | 36  | 47  | 50  | 42  | 38  | 35  | 34  | 38  | 38  | 35  | 38  |



# Communication

Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 46  | 46  | 46  | 46  | 46  | 46  | 45  | 40  | 41  | 41  | 42  | 41  | 44  |
| 2023 | 45  | 46  | 46  | 47  | 45  | 44  | 44  | 44  | 45  | 45  | 45  | 45  | 45  |
| 2022 | 52  | 50  | 50  | 49  | 47  | 45  | 43  | 42  | 43  | 43  | 44  | 43  | 46  |
| 2021 | 51  | 63  | 62  | 60  | 58  | 51  | 48  | 48  | 49  | 49  | 47  | 46  | 53  |
| 2020 | 34  | 34  | 40  | 51  | 52  | 43  | 41  | 38  | 40  | 44  | 43  | 41  | 42  |

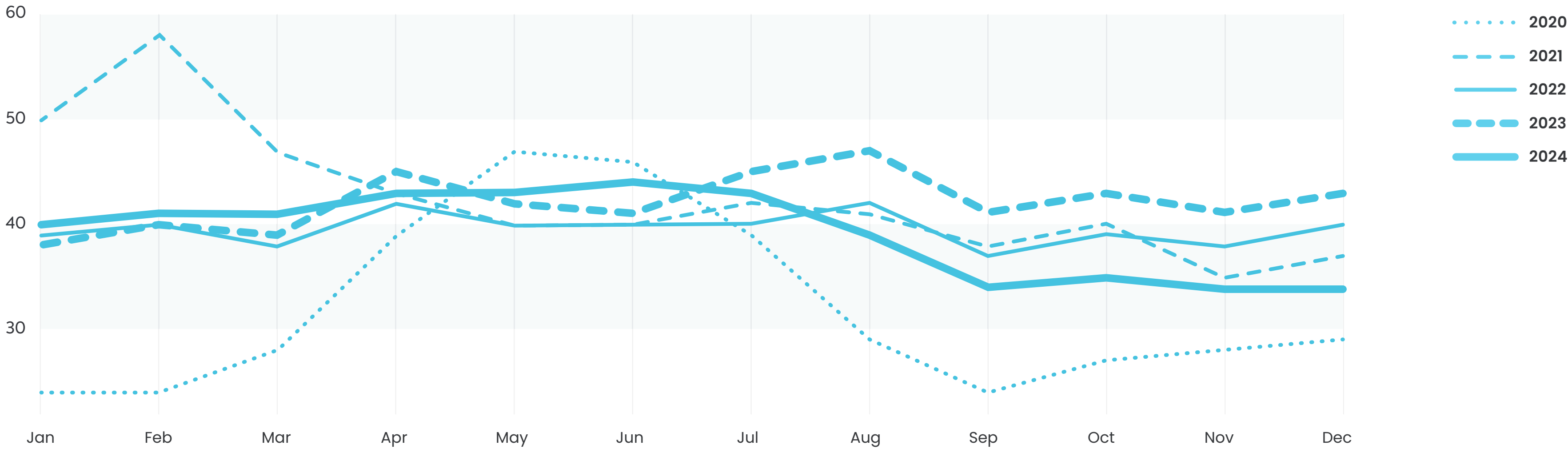




# Communication

Time spent (mins/day)

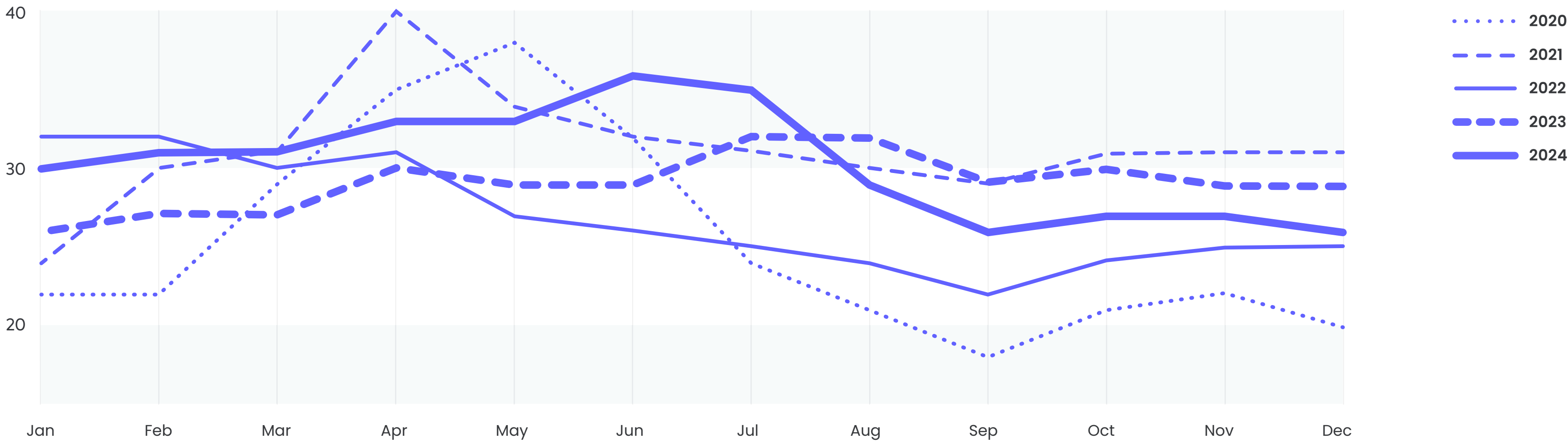
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 40  | 41  | 41  | 43  | 43  | 44  | 43  | 39  | 34  | 35  | 34  | 34  | 39  |
| 2023 | 38  | 40  | 39  | 45  | 42  | 41  | 45  | 47  | 41  | 43  | 41  | 43  | 42  |
| 2022 | 39  | 40  | 38  | 42  | 40  | 40  | 40  | 42  | 37  | 39  | 38  | 40  | 40  |
| 2021 | 50  | 58  | 47  | 43  | 40  | 40  | 42  | 41  | 38  | 40  | 35  | 37  | 43  |
| 2020 | 24  | 24  | 28  | 39  | 47  | 46  | 39  | 29  | 24  | 27  | 28  | 29  | 31  |



# Communication

Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 30  | 31  | 31  | 33  | 33  | 36  | 35  | 29  | 26  | 27  | 27  | 26  | 30  |
| 2023 | 26  | 27  | 27  | 30  | 29  | 29  | 32  | 32  | 29  | 30  | 29  | 29  | 29  |
| 2022 | 32  | 32  | 30  | 31  | 27  | 26  | 25  | 24  | 22  | 24  | 25  | 25  | 27  |
| 2021 | 24  | 30  | 31  | 40  | 34  | 32  | 31  | 30  | 29  | 31  | 31  | 31  | 31  |
| 2020 | 22  | 22  | 29  | 35  | 38  | 32  | 24  | 21  | 18  | 21  | 22  | 20  | 25  |

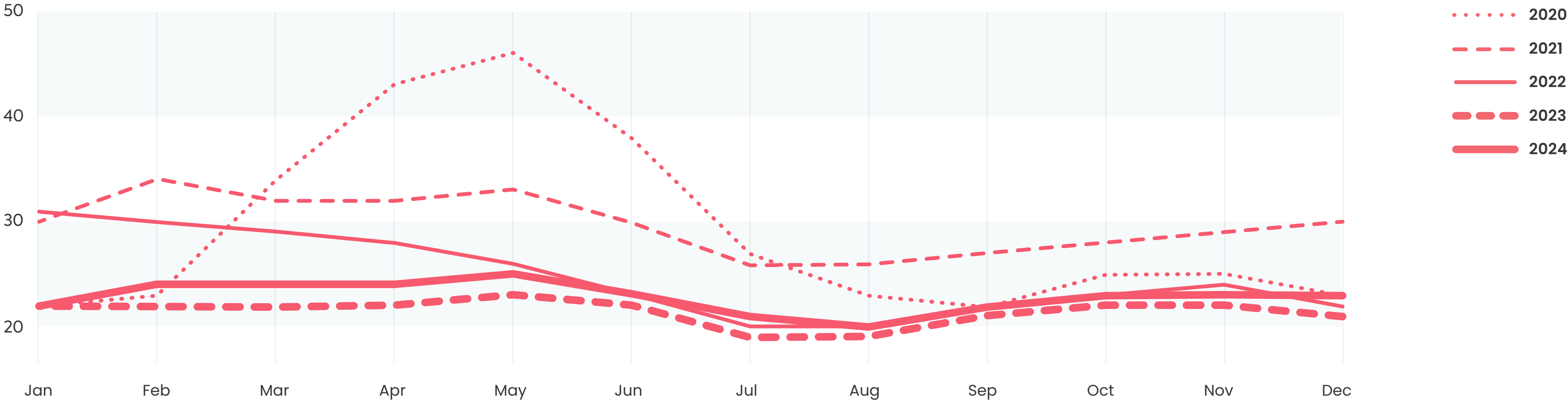




# Communication

Time spent (mins/day)

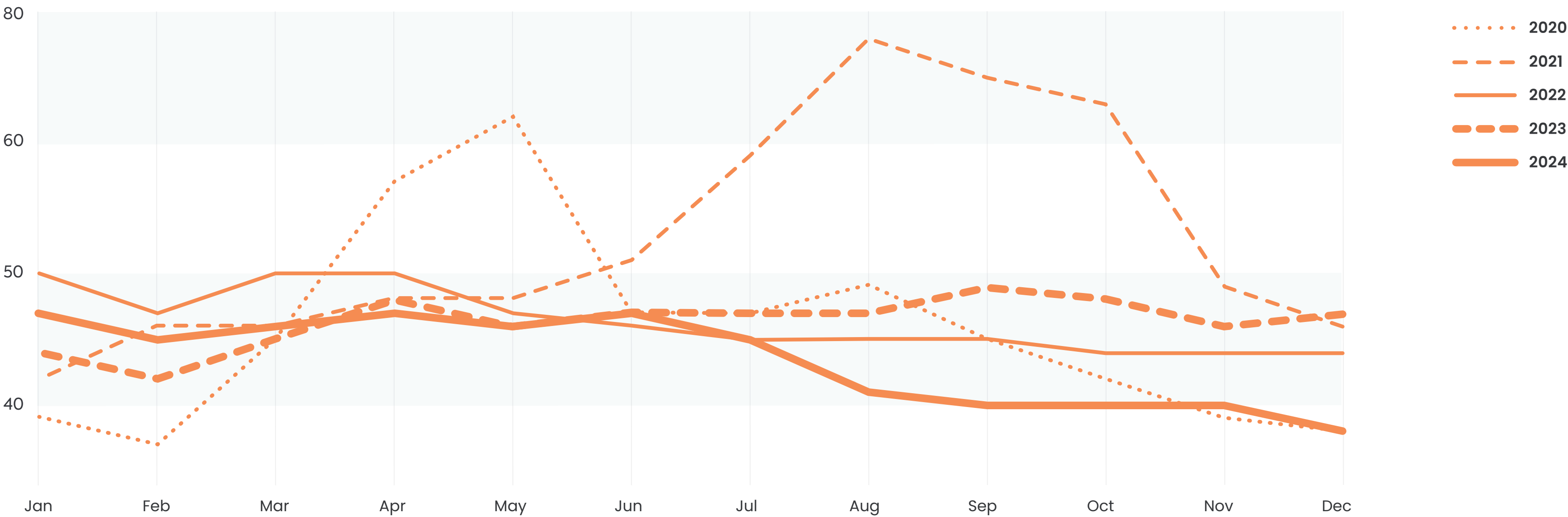
|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 22  | 24  | 24  | 24  | 25  | 23  | 21  | 20  | 22  | 23  | 23  | 23  | 21  |
| 2023 | 22  | 22  | 22  | 22  | 23  | 22  | 19  | 19  | 21  | 22  | 22  | 21  | 21  |
| 2022 | 31  | 30  | 29  | 28  | 26  | 23  | 20  | 20  | 22  | 23  | 24  | 22  | 24  |
| 2021 | 30  | 34  | 32  | 32  | 33  | 30  | 26  | 26  | 27  | 28  | 29  | 30  | 30  |
| 2020 | 22  | 23  | 34  | 43  | 46  | 38  | 27  | 23  | 22  | 25  | 25  | 23  | 29  |



# Communication

Time spent (mins/day)

|      | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Avg |
|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2024 | 47  | 45  | 46  | 47  | 46  | 47  | 45  | 41  | 40  | 40  | 40  | 38  | 43  |
| 2023 | 44  | 42  | 45  | 48  | 46  | 47  | 47  | 47  | 49  | 48  | 46  | 47  | 47  |
| 2022 | 50  | 47  | 50  | 50  | 47  | 46  | 45  | 45  | 45  | 44  | 44  | 44  | 46  |
| 2021 | 42  | 46  | 46  | 48  | 48  | 51  | 59  | 68  | 65  | 63  | 49  | 46  | 54  |
| 2020 | 39  | 37  | 45  | 57  | 62  | 47  | 47  | 49  | 45  | 42  | 39  | 37  | 46  |





Communication Most blocked communication apps (% of parents): 1-5 ranking

|        |                                                                                                                                  |                                                                                                                                 |                                                                                                                                |                                                                                                                                  |                                                                                                                                  |                                                                                                                                  |
|--------|----------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|
| Global | <div>2019</div> <div>1. WhatsApp</div> <div>2. Snapchat</div> <div>3. Skype</div> <div>4. Hangouts</div> <div>5. Discord</div>   | <div>2020</div> <div>1. Discord</div> <div>2. WhatsApp</div> <div>3. Snapchat</div> <div>4. Messages</div> <div>5. Zoom</div>   | <div>2021</div> <div>1. Discord</div> <div>2. WhatsApp</div> <div>3. Snapchat</div> <div>4. Skype</div> <div>5. Zoom</div>     | <div>2022</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. WhatsApp</div> <div>4. Skype</div> <div>5. Messages</div>   | <div>2023</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. WhatsApp</div> <div>4. Skype</div> <div>5. Messages</div>   | <div>2024</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. WhatsApp</div> <div>4. Skype</div> <div>5. Google Duo</div> |
| US     | <div>2019</div> <div>1. Discord</div> <div>2. Snapchat</div> <div>3. Hangouts</div> <div>4. Skype</div> <div>5. Messenger</div>  | <div>2020</div> <div>1. Discord</div> <div>2. Snapchat</div> <div>3. Messages</div> <div>4. Zoom</div> <div>5. Google Duo</div> | <div>2021</div> <div>1. Discord</div> <div>2. Snapchat</div> <div>3. Messages</div> <div>4. Skype</div> <div>5. Zoom</div>     | <div>2022</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. Skype</div> <div>4. Messages</div> <div>5. Google Duo</div> | <div>2023</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. Skype</div> <div>4. Messages</div> <div>5. Google Duo</div> | <div>2024</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. Skype</div> <div>4. Messages</div> <div>5. Google Duo</div> |
| UK     | <div>2019</div> <div>1. WhatsApp</div> <div>2. Snapchat</div> <div>3. Skype</div> <div>4. Hangouts</div> <div>5. Messenger</div> | <div>2020</div> <div>1. WhatsApp</div> <div>2. Snapchat</div> <div>3. Messages</div> <div>4. Discord</div> <div>5. Skype</div>  | <div>2021</div> <div>1. WhatsApp</div> <div>2. Discord</div> <div>3. Snapchat</div> <div>4. Skype</div> <div>5. Messages</div> | <div>2022</div> <div>1. Snapchat</div> <div>2. WhatsApp</div> <div>3. Discord</div> <div>4. Skype</div> <div>5. Messages</div>   | <div>2023</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. WhatsApp</div> <div>4. Skype</div> <div>5. Messages</div>   | <div>2024</div> <div>1. Snapchat</div> <div>2. Discord</div> <div>3. WhatsApp</div> <div>4. Skype</div> <div>5. Messenger</div>  |

Communication    Most blocked communication apps (% of parents): 1–5 ranking

|        |                                                                                                                                         |                                                                                                                                          |                                                                                                                                       |                                                                                                                                       |                                                                                                                                       |                                                                                                                                             |
|--------|-----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------|
| France | <div>2019</div> <div>NO DATA</div>                                                                                                      | <div>2020</div> <div><div>1. Snapchat</div><div>2. WhatsApp</div><div>3. Discord</div><div>4. Messages</div><div>5. Skype</div></div>    | <div>2021</div> <div><div>1. Snapchat</div><div>2. WhatsApp</div><div>3. Discord</div><div>4. Messages</div><div>5. Skype</div></div> | <div>2022</div> <div><div>1. Snapchat</div><div>2. WhatsApp</div><div>3. Discord</div><div>4. Messages</div><div>5. Skype</div></div> | <div>2023</div> <div><div>1. Snapchat</div><div>2. Discord</div><div>3. WhatsApp</div><div>4. Skype</div><div>5. Messages</div></div> | <div>2024</div> <div><div>1. Snapchat</div><div>2. Discord</div><div>3. WhatsApp</div><div>4. Google Duo</div><div>5. Telegram</div></div>  |
|        | <div>2019</div> <div><div>1. WhatsApp</div><div>2. Hangouts</div><div>3. Skype</div><div>4. Google Duo</div><div>5. Discord</div></div> | <div>2020</div> <div><div>1. WhatsApp</div><div>2. Hangouts</div><div>3. Snapchat</div><div>4. Discord</div><div>5. Messages</div></div> | <div>2021</div> <div><div>1. WhatsApp</div><div>2. Discord</div><div>3. Hangouts</div><div>4. Snapchat</div><div>5. Skype</div></div> | <div>2022</div> <div><div>1. WhatsApp</div><div>2. Snapchat</div><div>3. Discord</div><div>4. Skype</div><div>5. Messages</div></div> | <div>2023</div> <div><div>1. WhatsApp</div><div>2. Snapchat</div><div>3. Discord</div><div>4. Skype</div><div>5. Messages</div></div> | <div>2024</div> <div><div>1. Snapchat</div><div>2. WhatsApp</div><div>3. Discord</div><div>4. Telegram</div><div>5. Skype</div></div>       |
|        | <div>2019</div> <div>NO DATA</div>                                                                                                      | <div>2020</div> <div><div>1. Discord</div><div>2. Snapchat</div><div>3. WhatsApp</div><div>4. Skype</div><div>5. Zoom</div></div>        | <div>2021</div> <div><div>1. Discord</div><div>2. Snapchat</div><div>3. WhatsApp</div><div>4. Zoom</div><div>5. Messages</div></div>  | <div>2022</div> <div><div>1. Snapchat</div><div>2. Discord</div><div>3. Skype</div><div>4. Messages</div><div>5. WhatsApp</div></div> | <div>2023</div> <div><div>1. Snapchat</div><div>2. Discord</div><div>3. Skype</div><div>4. Messages</div><div>5. WhatsApp</div></div> | <div>2024</div> <div><div>1. Snapchat</div><div>2. Discord</div><div>3. Skype</div><div>4. WhatsApp</div><div>5. Messenger Kids</div></div> |
|        |                                                                                                                                         |                                                                                                                                          |                                                                                                                                       |                                                                                                                                       |                                                                                                                                       |                                                                                                                                             |
|        |                                                                                                                                         |                                                                                                                                          |                                                                                                                                       |                                                                                                                                       |                                                                                                                                       |                                                                                                                                             |
|        |                                                                                                                                         |                                                                                                                                          |                                                                                                                                       |                                                                                                                                       |                                                                                                                                       |                                                                                                                                             |



# Contact us

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by AURA

