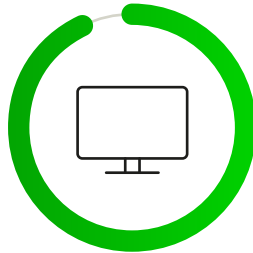




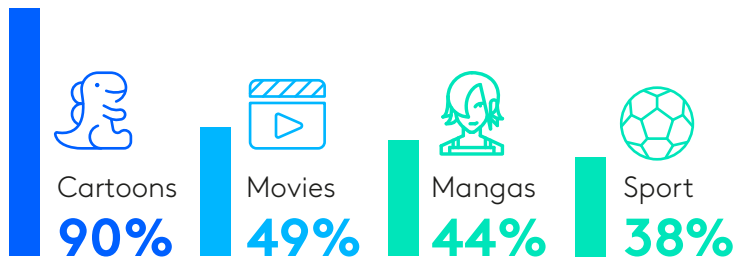
 SENEGAL
  CAMEROON
  IVORY COAST
  DRC
  BENIN

4-14 years old
Every day

92%
of audience



Favorite programs



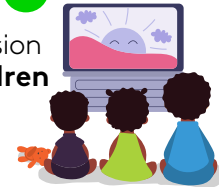
3:42
of listening
on average



including
58%
of time spent on
children's TV channels

Support and supervision while watching television

64%
watch television
with other children



including
85%
choose themselves
the programs



Highest audience concentration
between

7 p.m. et 8:30 p.m.

 **4-6 years old**

3:12
of listening on average

72%
Of time spent
on children's
TV channels

 **7-10 years old**

3:33
of listening on average

60%
Of time spent
on children's
TV channels

 **11-14 years old**

4:14
of listening on average

47%
Of time spent
on children's
TV channels

More interested
in **movies and TV shows**





SENEGAL
 CAMEROON
 IVORY COAST
 DRC
 BENIN

Top 5 Children's TV channels (audience share)



Top 5 Weekly audience



67%



pay **attention to advertisements** when they watch television

84%

Parents report that their children ask **them to buy products they have seen in advertisements**

Content expected by parents

50%
Values of **education**

44%
Values of **work**

34%
Values of **family**



93%

make sure to **monitor the content viewed** by their children



57%

have access to the Internet

Main activities carried out

59%
Watching **videos online**

35%
Playing **video games**

28%
Downloading **applications**

27%
Listening to **music**

26%
Going on **social media**

