

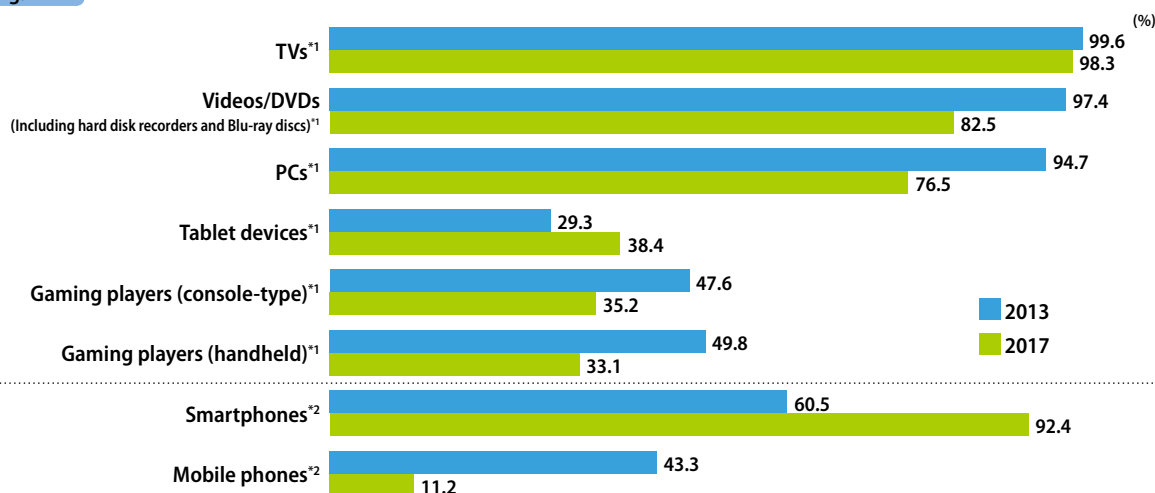
## Current Situation of Media Use by Children

### Media ownership rate of households

Mothers' smartphone ownership rate exceeds 90%, with an increase of around 30 percentage points compared to 4 years ago.

#### Q. Do you own the following in your household? secular comparison

Fig. 1-1



\* Multiple answers

\*<sup>1</sup> The percentage of households with a family member owning the media

\*<sup>2</sup> The percentage of households where the mother uses the media

#### By mothers' age group

2017

Table 1-1

	29 years old and under	30-34 years old	35-39 years old	40 years old and above
TVs* <sup>1</sup>	98.1	98.7	98.3	97.4
Videos/DVDs (Including hard disk recorders and Blu-ray discs)* <sup>1</sup>	78.4	83.0	83.1	85.5
PCs* <sup>1</sup>	61.8	75.9	82.8	86.1
Tablet devices* <sup>1</sup>	34.2	37.2	40.5	43.4
Gaming players (console-type)* <sup>1</sup>	36.1	37.2	35.6	28.1
Gaming players (handheld)* <sup>1</sup>	34.8	33.4	33.9	28.3
Smartphones* <sup>2</sup>	95.6	93.5	90.9	88.3
Mobile phones* <sup>2</sup>	6.6	9.2	14.3	16.8

\* Multiple answers

\*<sup>1</sup> The percentage of households with a family member owning the media

\*<sup>2</sup> The percentage of households where the mother uses the media

Looking at digital media in households with children, "TVs," "Videos/DVDs," "PCs," and "Smartphones" are present in the majority of households (Fig. 1-1). In particular, "Smartphones" has increased from 60.5% to 92.4% compared to 4 years ago, becoming common for many households. On the other hand, ownerships of media devices other than "Smartphones" and "Tablet devices" have decreased.

Ownerships of "Smartphones" and "Gaming players (console-type/handheld)" are higher among younger mothers and that of "Videos/DVDs," "PCs," and "Tablet devices" are higher among older mothers (Table 1-1).

## Current Situation of Media Use by Children

## Frequency of weekly media use by child

Frequency of coming into contact with smartphones has greatly increased compared to 4 years ago; more than 20% come into contact “almost every day.”

Q. How frequently does your child watch or use the following in your household per week? secular comparison

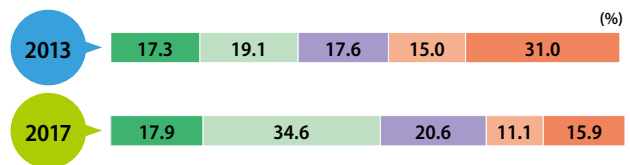
Fig. 1-2

Not at all (does not use) Very rarely 1 or 2 days per week 3 or 4 days per week Almost every day

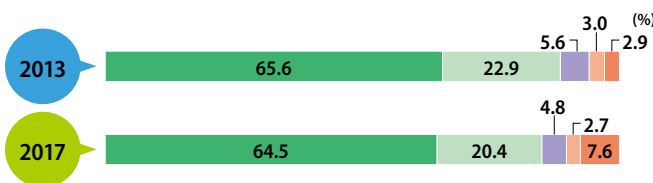
## TV programs (excluding recorded programs)



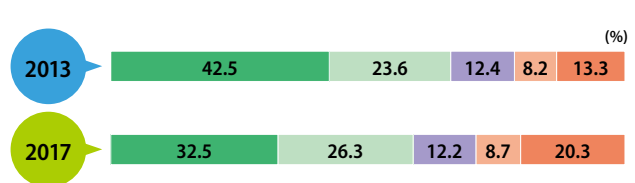
## Videos/DVDs



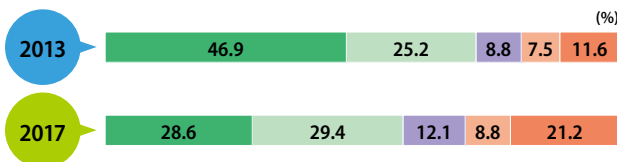
## PCs



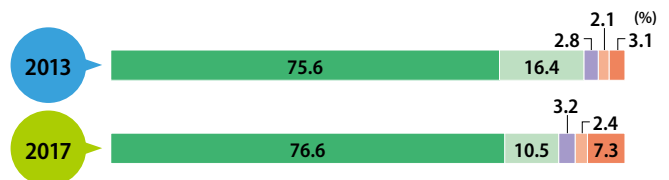
## Tablet devices



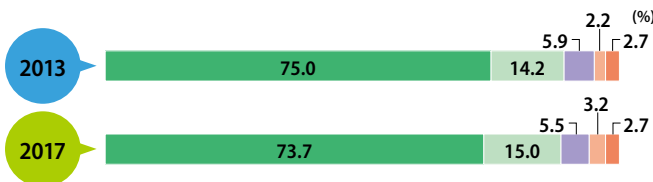
## Smartphones



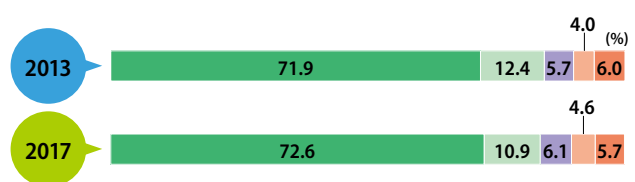
## Mobile phones



## Gaming players (console-type)



## Gaming players (handheld)



\* Only answered by those with a family owning the media

\* N/A responses excluded for 2013.

“TV programs (excluding recorded programs)” marked the highest frequency and 80.1% watch them “Almost every day.” While also recording a high frequency (“almost every day”: 15.9%), “Videos/DVDs” decreased compared to 4 years ago. On the other hand, the frequency of use for “Tablet devices” and “Smartphones” increased. In particular, smartphone ownership in households has also increased (Fig. 1-1), indicating that they have rapidly become familiar items in children’s lives over the past 4 years.

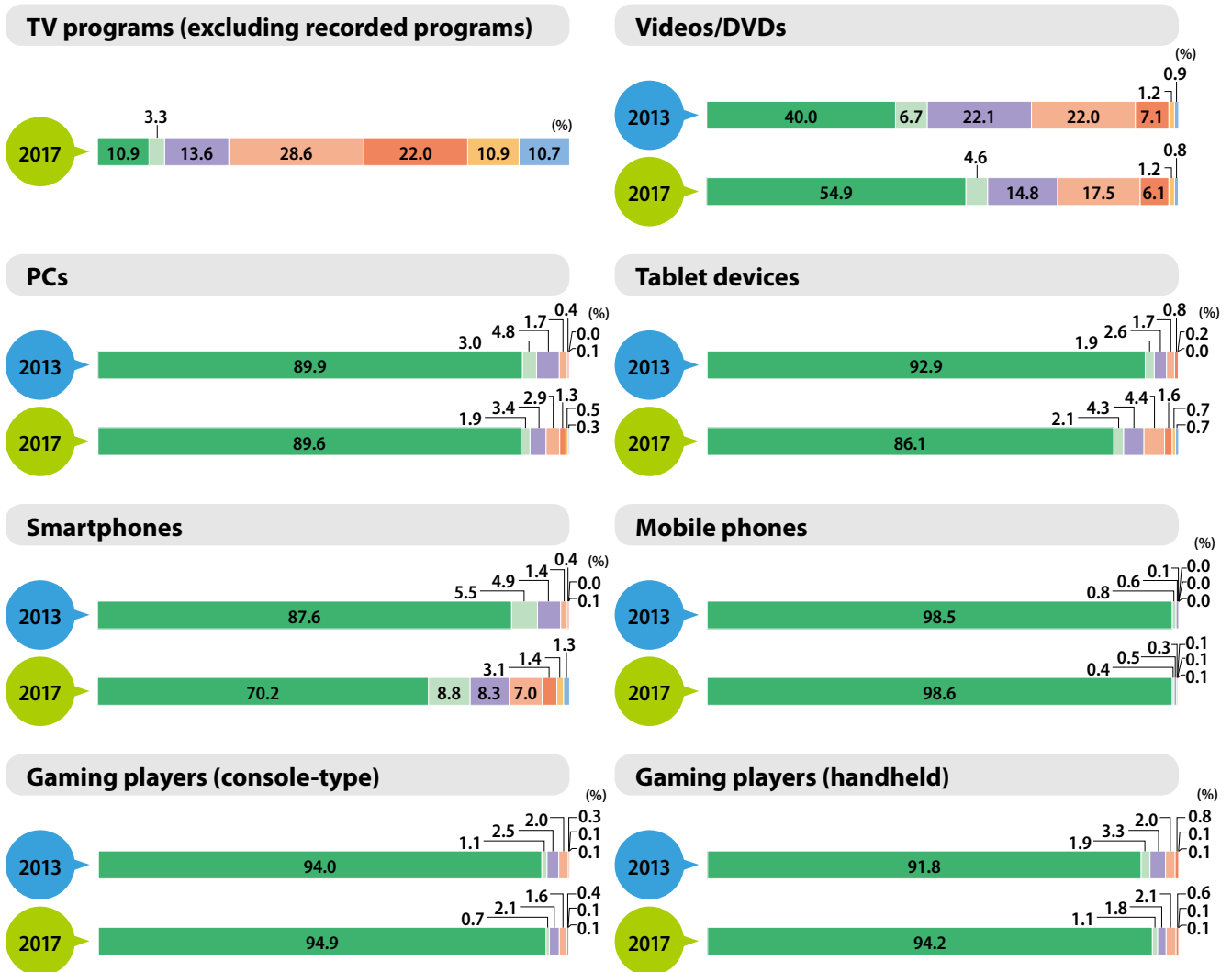
Current Situation of Media Use by Children

Daily time-length of media use

Over the past 4 years, the daily time-length of use for “Videos/DVDs” has decreased and that of “Tablet devices” and “Smartphones” have increased.

Q. How long does your child watch and use the following at your household per weekday? secular comparison

Fig. 1-3 ■ Less than 15 minutes ■ about 15 minutes ■ about 30 minutes ■ about 1 hour ■ about 2 hours ■ about 3 hours ■ More than 4 hours



\* “Less than 15 minutes” includes cases where the device is “not owned in the household” or “not used”  
 \* N/A responses excluded for 2013.

For viewing time of “TV programs (excluding recorded programs),” 27.8% selected less than “about 30 minutes,” 28.6% selected “about 1 hour,” and 43.6% selected more than “about 2 hours.” In both the frequency per week (Fig. 1-2) and the time-length per day, it marks the longest time of exposure among the media devices covered in the survey. TV is the most familiar media for children, the same as it was 4 years ago.

Looking at changes over the years in other media devices, “Videos/DVDs” have decreased, “Tablet devices” and “Smartphones” have increased, and “PCs” have not changed much. These show the same trend as the frequency of use per week (Fig. 1-2).