

More US children encounter ads on YouTube than on any other platform

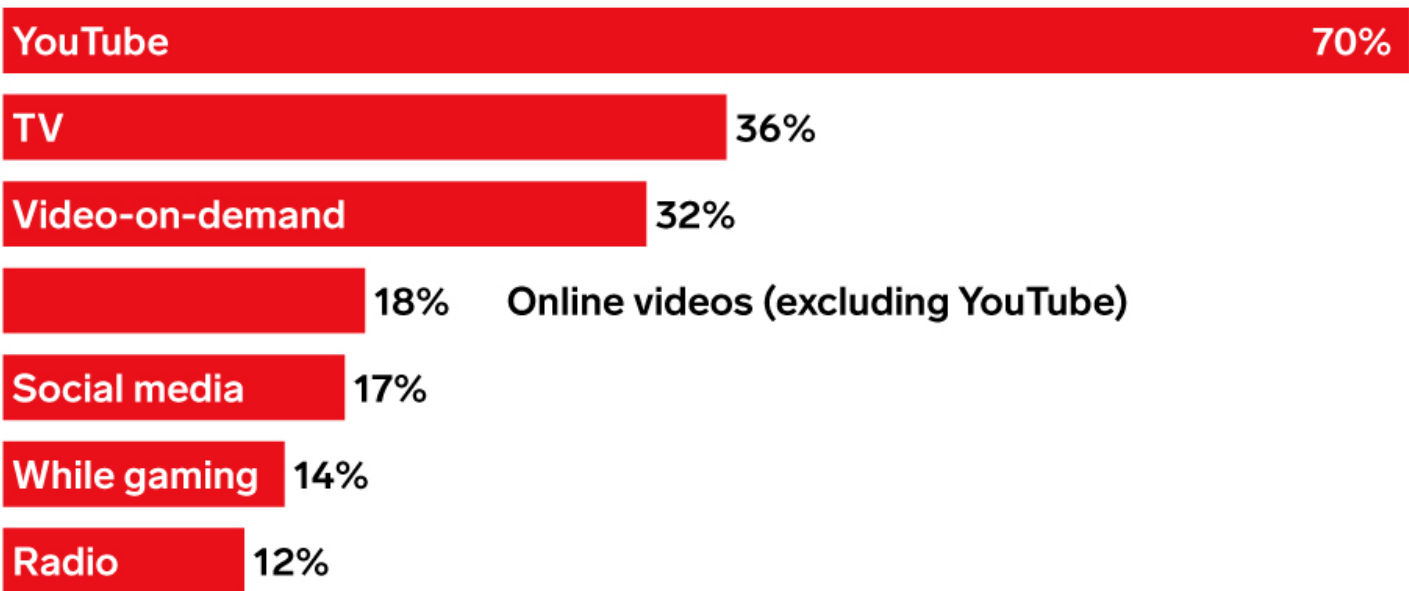
Article

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US children are getting their dose of advertising from **YouTube**. In April 2021, **70%** of those ages 2 to 12 said they had recently seen ads on YouTube, far more than the **36%** who reported the same of TV. The digital video platform also had much wider ad reach than social media (**17%**) and gaming (**14%**) in this age group.

Locations/Channels Where US Child Internet Users Have Seen/Heard Ads, April 2021

% of respondents



Note: according to children ages 2-12 and their parents; seen/heard recently
Source: Precise TV and Giraffe Insights, "Kids & the Screen: Changing the Channel," Aug 19, 2021

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