

Content for Kids and Parental Controls

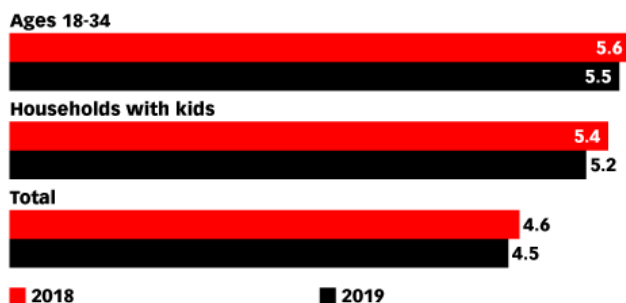
AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver discusses Roku’s new “Kids and Family” section—including the importance of grouping kids programming together and how people use parental control features. Vice president of content studio Paul Verna then joins to talk about how to predict cord-cutting, why people subscribe to over-the-top video streaming services and what happens when families choose TV packages together.

How Many Sources Do US TV Viewers Use to Watch TV/Movies?

by demographic, 2018 & 2019



Note: ages 16-74 who watch at least 1 hour of TV per week; includes pay TV and digital sources

Source: Hub Research, "The Best Bundle," May 22, 2019

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