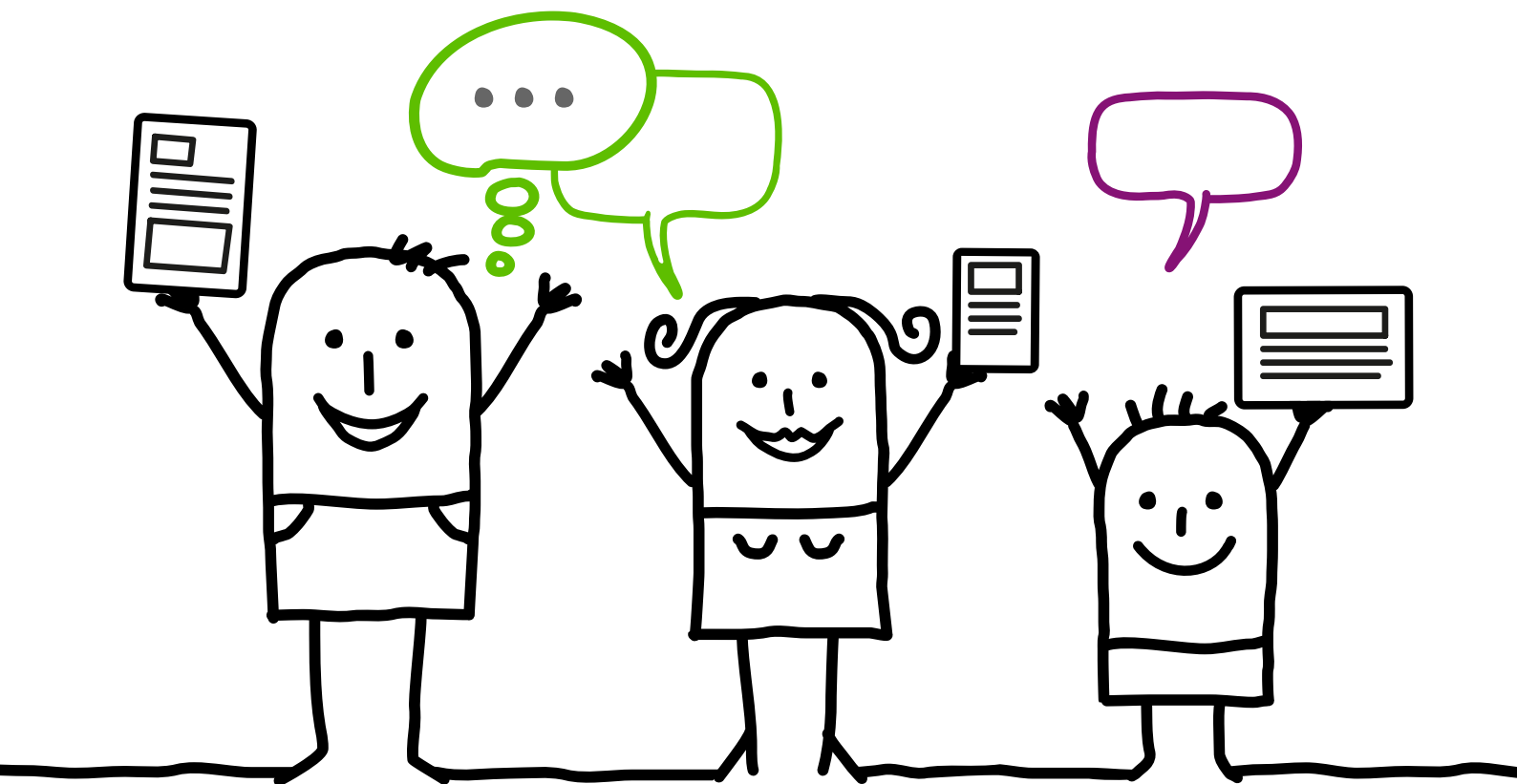


MARKETING AND MUMS

Insights* Into Online Safety for Kids

*Survey of parents carried out online in June 2017



THE MOST IMPORTANT ONLINE SAFETY FACTORS THAT WE HAVE UNCOVERED

90%

The % parents who don't currently use apps or software to monitor their child's online usage.

58%

The % of parents that are mildly worried about their child's online usage.

87%

The % of parents that talk to their children about staying safe online.

85%

The % of parents that agree rules with their children about sites/apps/tools they can't use.

54%
sometimes

The % of parents that explore sites or apps with their child before they begin to use them.

30%
always

18%

% of parents who don't know if their child has ever experienced bullying online.

The top 3 ways parents educate themselves about new apps and things to do with internet safety.

1. research online

2. online reviews

3. read articles

57%

% of parents that find it easy to find resources online.

52%

The % of parents who are not friends of their child on social media sites they use.

DETAILED SURVEY RESULTS

*Survey of 300 parents carried out online in June 2017

1. How many children do you have?

1 - 18%

2 - 43%

3 - 29%

4 - 5%

5+ - 6%

2. Do you currently use any apps or software to monitor your child's online usage?

90% No

10% Yes

3. If yes which ones?

YouTube kids

Microsoft Family Sharing

4. Do you intend to buy any solutions in the next 12 months?

17% - Yes

24% - No

60% - Not sure

5. How worried are you about your child's online usage?

38% - not at all worried.

58% - mildly worried.

4% - not sure.

6. Do you download the apps that your child or teen uses to test yourself?

44% - sometimes

30% - always

26% - never

7. Do you talk to your child about staying safe online?

87% - Yes

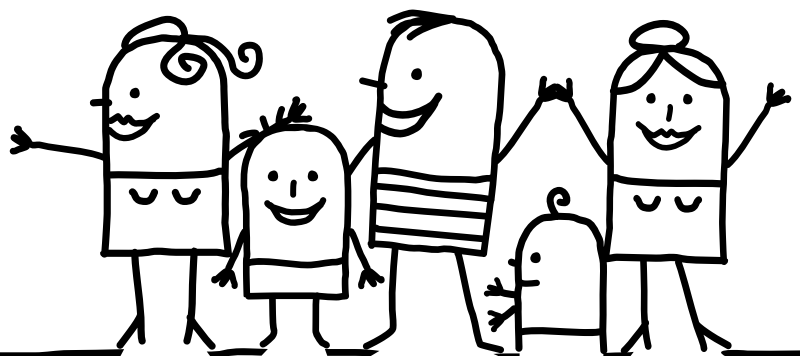
13% - No

8. Do you explore sites or apps with them before they begin to use them?

54% - sometimes

35% - always

10% - never



9. Have you agreed rules with your child about sites/apps/tools they can or can't use?

85% - Yes

15% - No

10. Has your child ever experienced bullying online?

7% - Yes

76% - No

18% - are not aware if they have.

11. How do you educate yourself about new apps and things that are to do with internet safety?

"I google them"

"Research them online"

"attend talks in school"

"Read articles"

"Reading"

"I go online and look for reviews on apps"

"Google reviews"

"I search for information online or I read articles I come across!"

"Ask other parents"

12. Do you find it easy to find resources on how to deal with online safety?

57% - Yes

17% - No

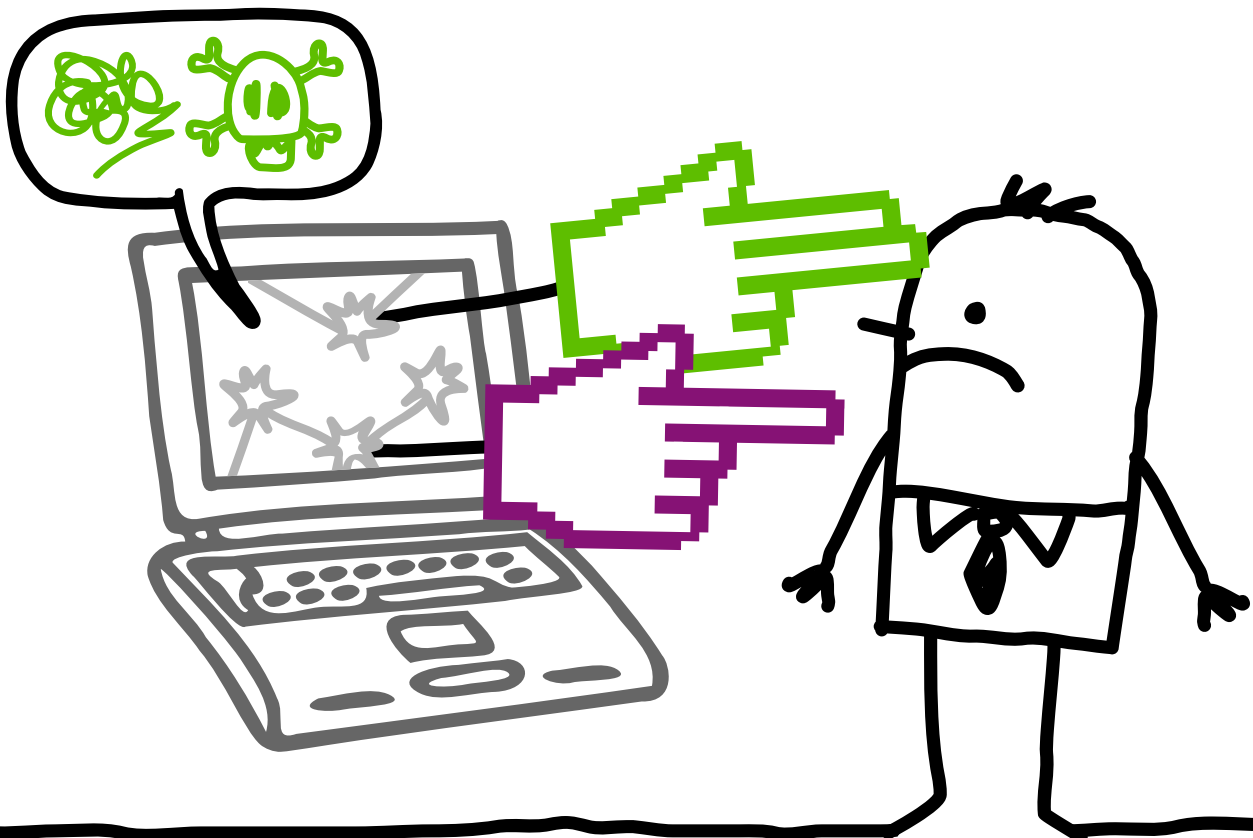
26% - Never needed them.

13. Are parents friends of their child on social media sites they use?

40% - Yes

52% - No

7% - On some



MyKidstime Insights

ABOUT MYKIDSTIME

Mykidstime is one of the most trusted online brands* for parents and kids. Over time we have established Mykidstime as a reputable source of useful content for parents. Parents trust us.

* Based on 2012-6 Userneeds surveys benchmarked against other websites

MyKidsTime connects you with over 650,000 young, affluent and influential parents, 80% using smart devices, who are looking to create great experiences for their kids, to solve problems in their busy lives, to be entertained or simply inspired.

We can help parents get excited about your brand!