

Precisify Insights: Kids, Germany

Media consumption habits of
Gen Alpha aged 2–12
2026



In partnership with

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**GENERATION
MEDIA**

Turning insights into action

Our research reveals the key media platforms and content Gen Alpha kids aged 2–12 and their parents in Germany are watching, playing and consuming and how best to reach this audience.

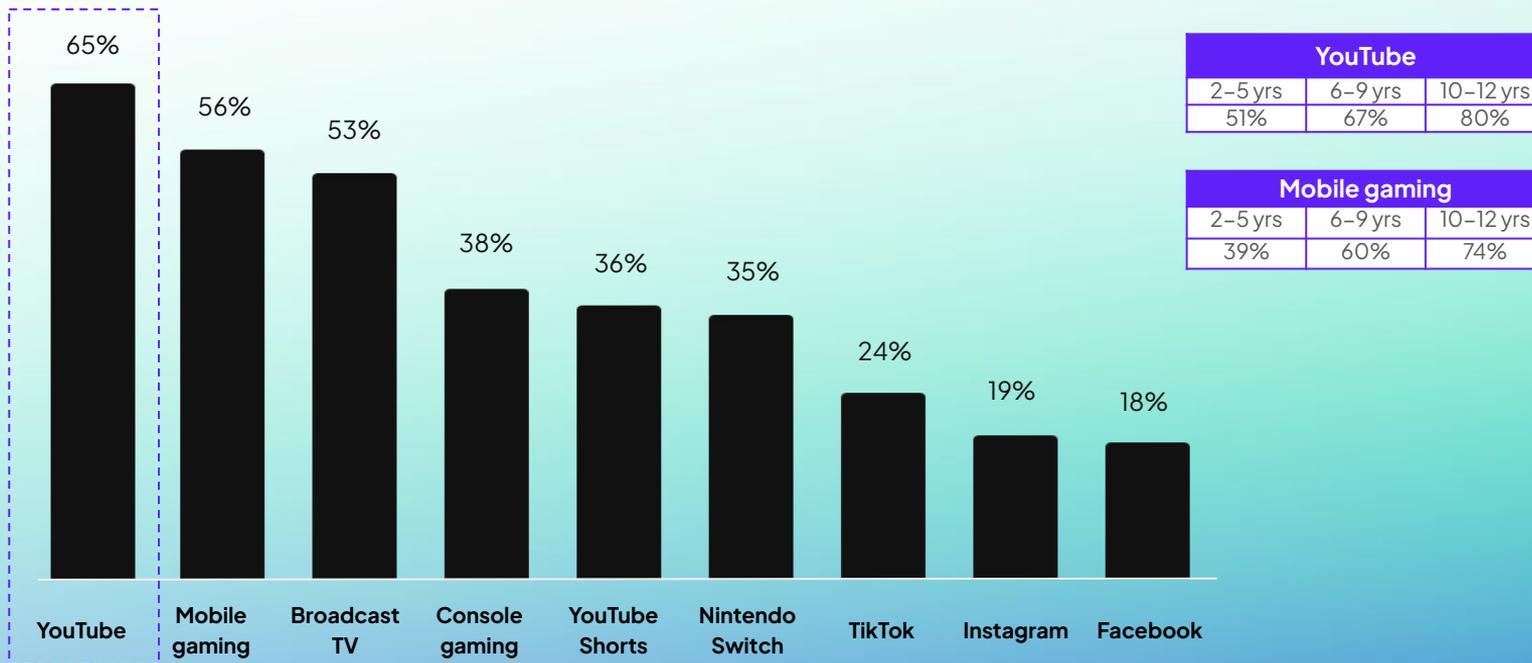
How it works:

- Panel of 750 kids age 2–12 and their parents in Germany
- Online survey consisting of media consumption questions aimed at kids and parents

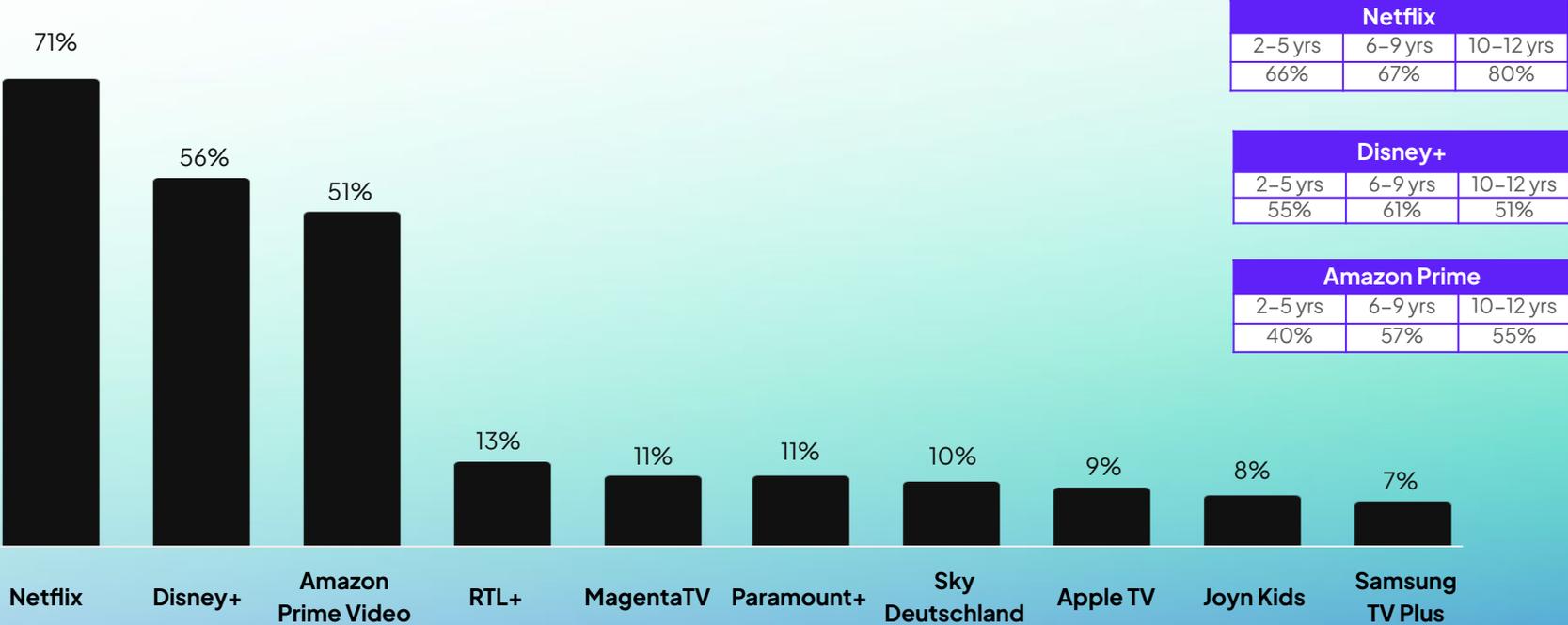
Why:

- Understand top platforms, channels and shows with specific data splits for age and gender
- Discover influence on parents purchasing decisions

65% of Gen Alpha in Germany are watching YouTube



Netflix is the most popular Video on Demand platform for kids in Germany



Q15. Which Video On Demand services has your CHILD recently watched? / Which Video On Demand services have you recently watched? Base DE Kids (n = 750)

YouTube

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44%
of kids in Germany
**watch YouTube on a
TV screen**



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Content preferences on YouTube change as kids get older

What type of content do you watch on YouTube?

2 - 5yrs	
Cartoons	62%
Music	41%
Toys & Games	41%
Nursery Rhymes	38%
Animals & Nature	34%

6 - 9yrs	
Music	42%
Cartoons	39%
Comedy / Funny Videos	36%
Toys & Games	36%
Animals & Nature	30%

10 - 12yrs	
Comedy / Funny Videos	45%
Music	43%
Gaming related	32%
Toys & Games	27%
Cartoons	25%

Boys favorite YouTube channels and shows

2-5yrs



6-9yrs



10-12yrs



nickelodeon

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Girls favorite YouTube channels and shows

2-5yrs



6-9yrs



10-12yrs



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Kids in Germany also enjoy these YouTube channels and shows



Second Screening

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Over half of Kids watch YouTube or play mobile games while watching TV

Other activities kids do while watching TV

Play games	31%
Watch YouTube	26%
Watch YouTube Shorts	14%
Watch TikTok	11%



2-5yrs	6-9yrs	10-12yrs
25%	30%	40%

2-5yrs	6-9yrs	10-12yrs
28%	21%	30%



Parents are second screening while watching TV

31%

play mobile
games

21%

watch
YouTube

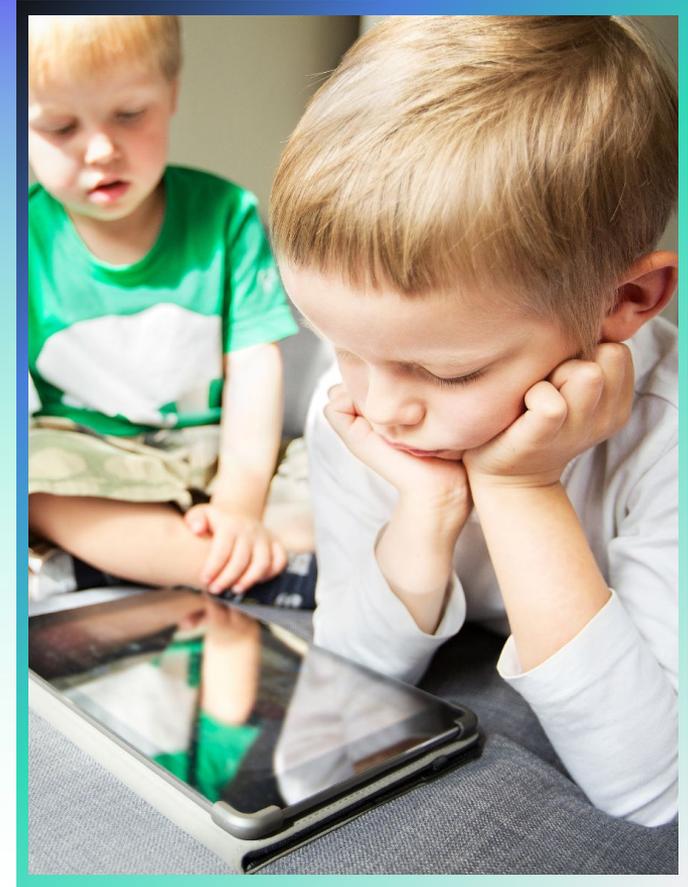


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Mobile Gaming

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65% of kids
ask their parents for
something they've
seen in an ad
**when playing a
mobile game**



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Boys favorite gaming channels on YouTube

GermanLetsPlay



Arazhul



LAMI



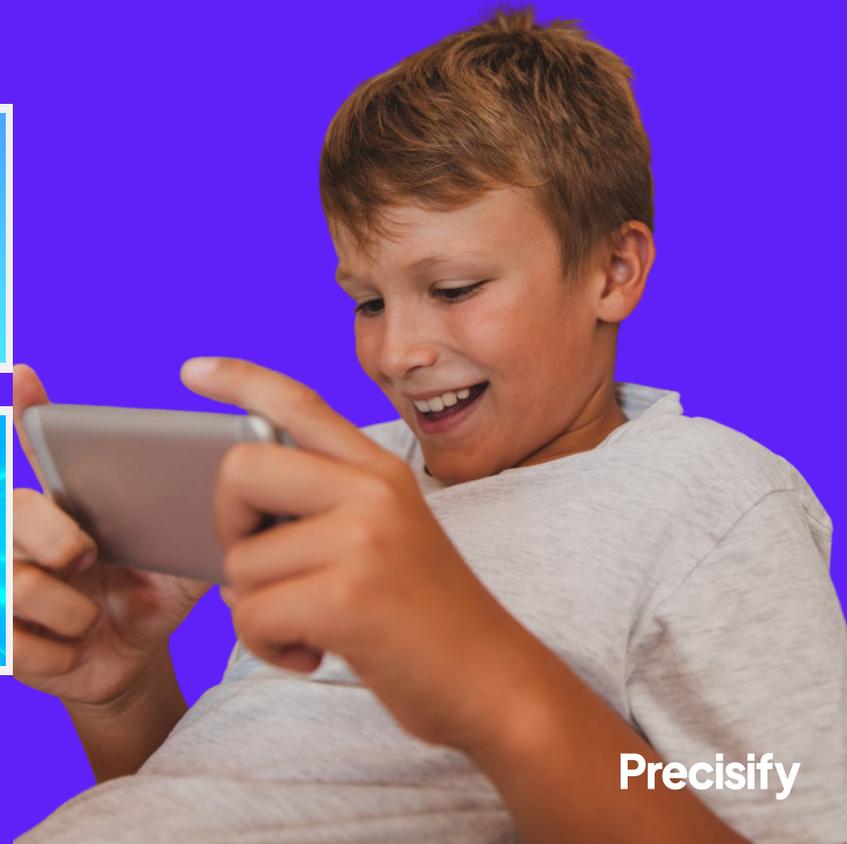
Standart Skill



Stumble Guys



Lukas BS



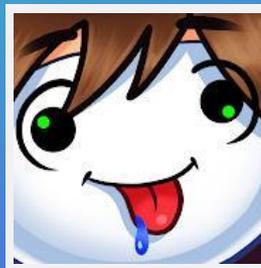
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Girls favorite gaming channels on YouTube

LAMI



GermanLetsPlay



Craftee



Gaming w/ Jen



Lukas BS



Arazhul

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ROBLOX



**Disney
GAMES**



FORTNITE

MINECRAFT

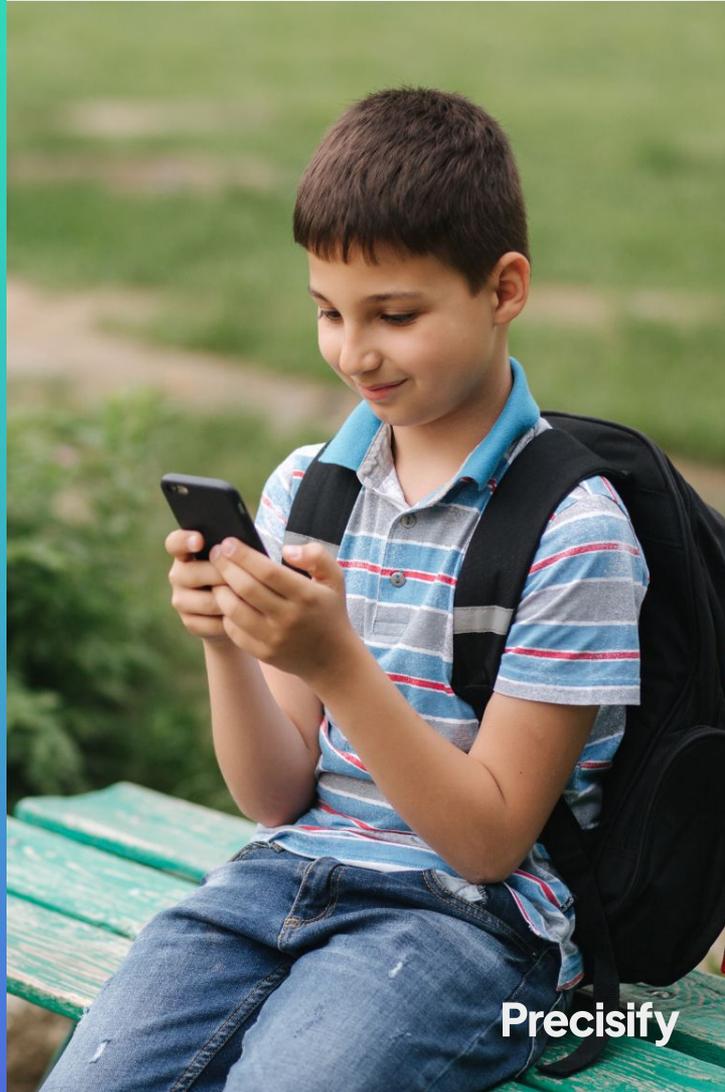


FC25



SONIC

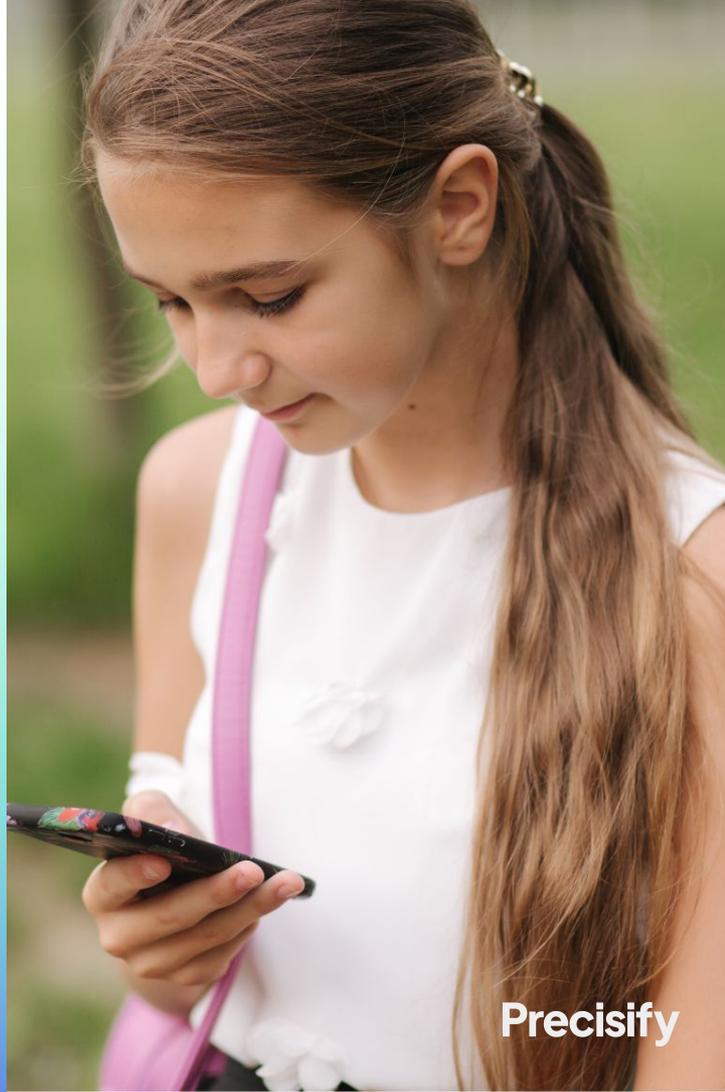
Boys enjoy
Run & Jump,
Vehicles,
Adventure and
Building
mobile games



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Q13: What type of games does your [hCHILD_SELECTED] like to play on a phone or tablet?
Q14: Which of these phone / tablet games does your [hCHILD_SELECTED] play regularly?Base: DE Boys (n =375)

Girls enjoy
Puzzles,
Dolls & Fashion
and Pets
mobile games

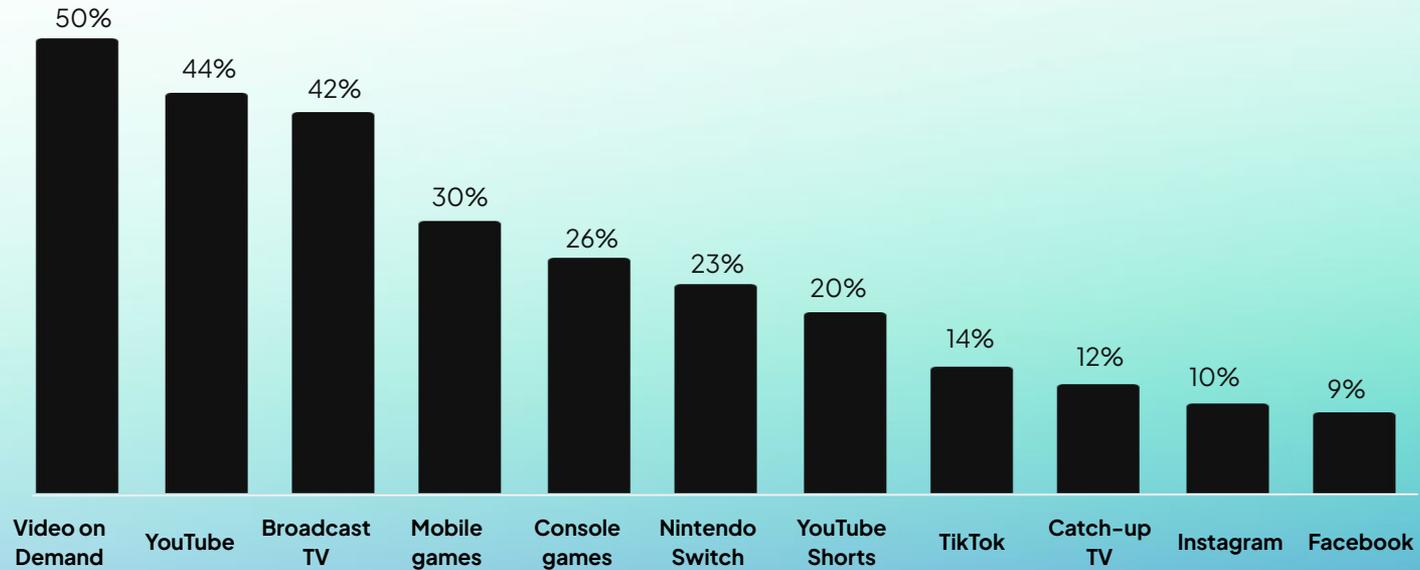


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Co-viewing & Ad Recall

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44% of Parents co-view YouTube with their child



42% of kids watch YouTube with their parent(s)

Who do you play or watch content with?

YouTube	
By myself	51%
Parents(s)	42%
Sibling(s)	28%
Friend(s)	17%
Guardian(s)	17%

YouTube Shorts	
By myself	56%
Parent(s)	33%
Sibling(s)	24%
Friend(s)	23%
Guardian(s)	14%

Video on Demand	
Parent(s)	59%
By myself	43%
Sibling(s)	34%
Guardian(s)	23%
Friend(s)	19%

Mobile Gaming	
By myself	58%
Parents(s)	36%
Sibling(s)	28%
Friend(s)	20%
Guardian(s)	17%

67%
of parents say their
kid asks for
something they see
during **co-viewing**

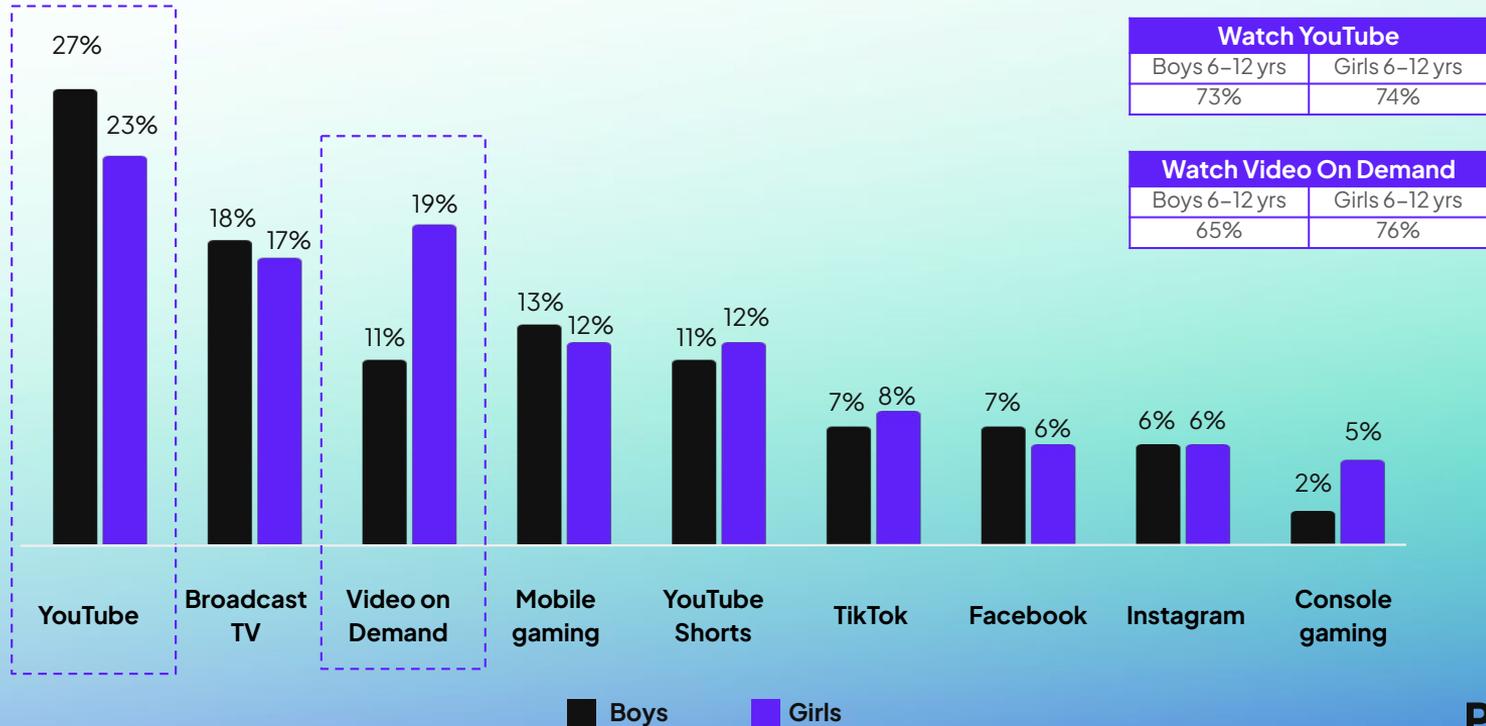


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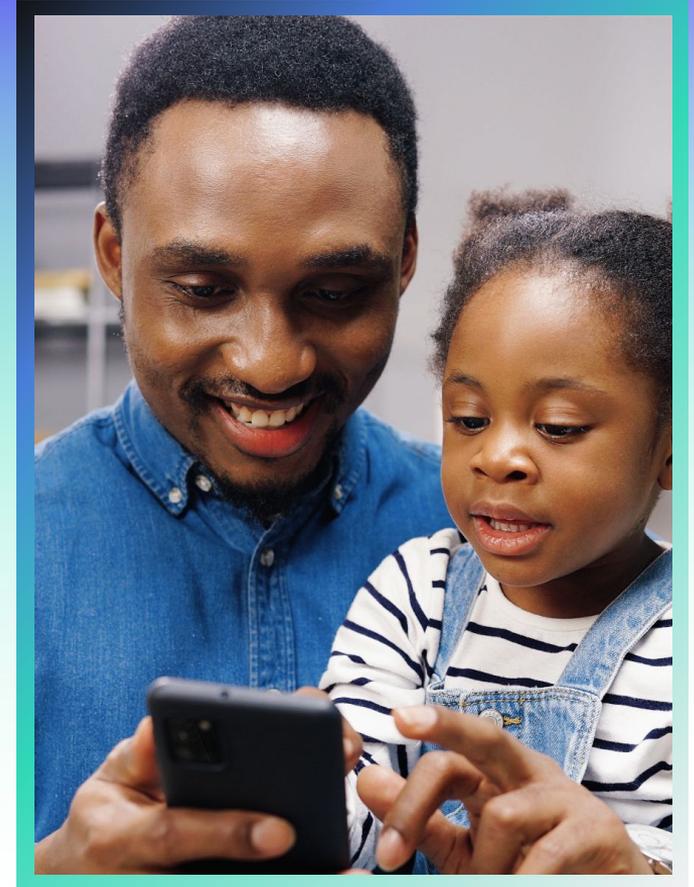
Q21: Co-viewing is when you watch anything, such as TV or YouTube, with your child. With this in mind, when co-viewing with your child, have they ever asked you for something they saw in an ad?

Base: DE Parents (n = 750)

Around a quarter of girls and boys remember seeing ads on YouTube



36%
of parents say they
recall ads most on
YouTube when
co-viewing with their
child



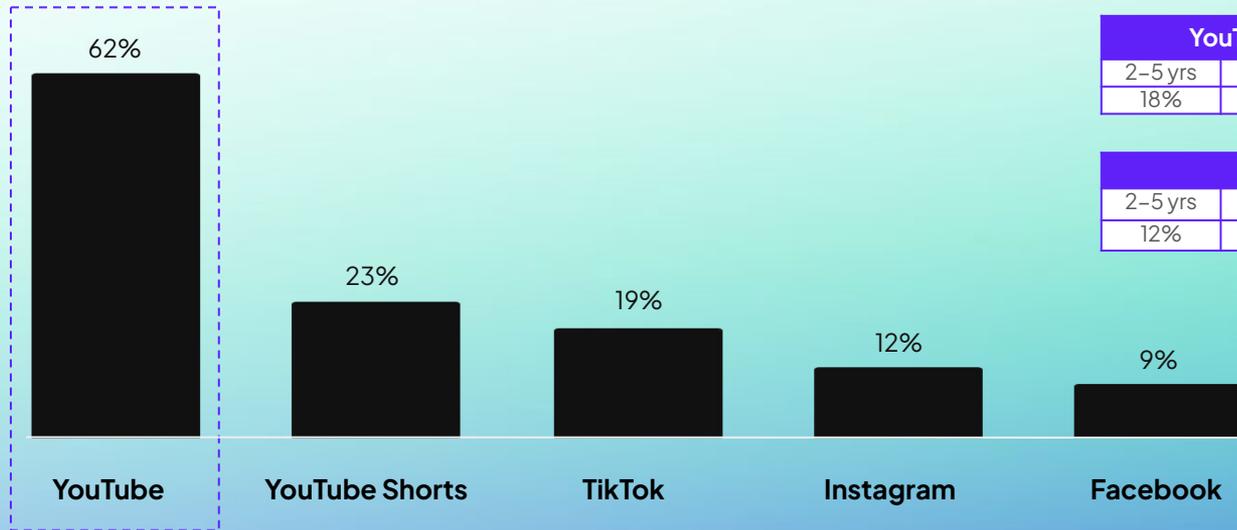
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Influencer Content

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Kids in Germany prefer to watch influencer content on YouTube over TikTok

Where do you like to watch videos your favorite creators make?



YouTube		
2-5 yrs	6-9 yrs	10-12 yrs
58%	62%	68%

YouTube Shorts		
2-5 yrs	6-9 yrs	10-12 yrs
18%	23%	30%

TikTok		
2-5 yrs	6-9 yrs	10-12 yrs
12%	15%	31%

Over half

of boys and girls aged
10–12 watch influencer
content on YouTube



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**Girls aged
10-12** say
**influencer
content**
is what they like
to watch most
on **YouTube**



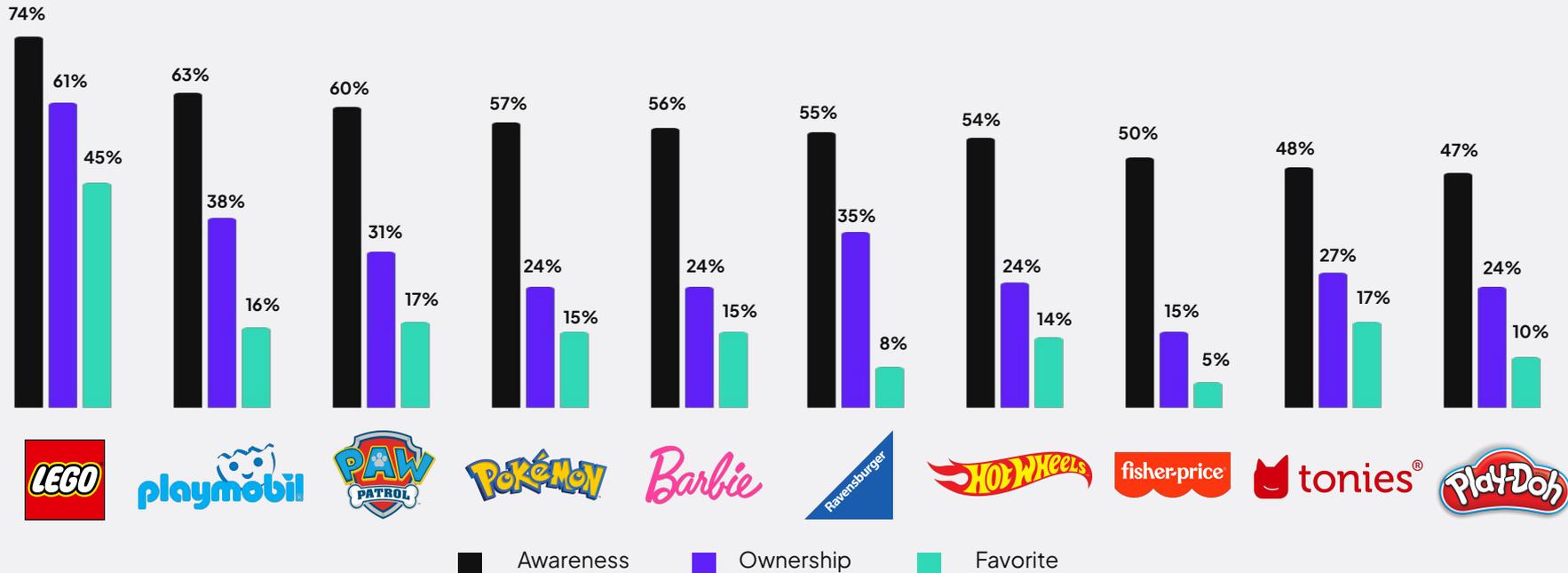
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34%
of kids aged 10–12 watch
influencer content when
second screening

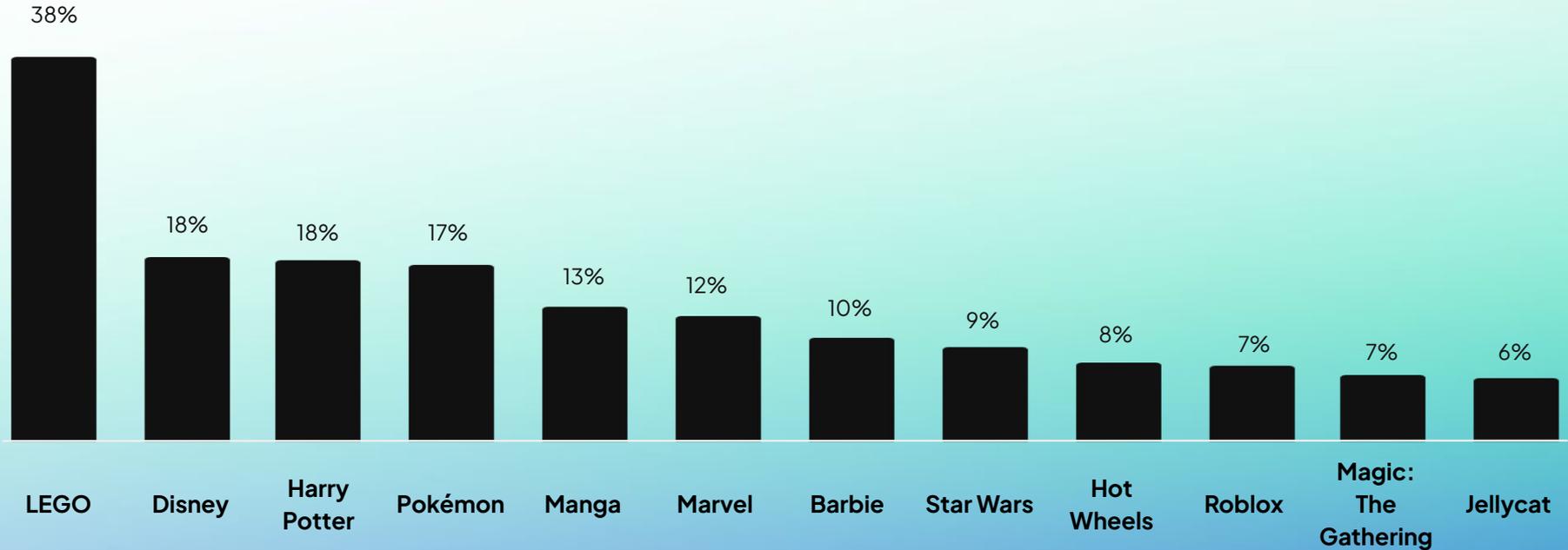
**Favorite brands
and shared
interests**

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LEGO leads awareness to ownership ratio and is also the favorite brand for kids



Parents and kids share an interest in LEGO collectibles



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Precisify empowers agencies & brands to achieve superior digital advertising outcomes by leveraging **proprietary panels, AI models, intent signals** and **contextual data**.

Our contextual intelligence is **KidSafe COPPA certified** and purpose-built to execute and optimize investment across **Video** campaigns, **Mobile-App** campaigns and **Influencer Marketing**, pioneering a new standard of zero waste and maximum impact.

For more information, visit: <https://www.precisify.com>

Get In Touch

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