

FAMILIES THAT STREAM

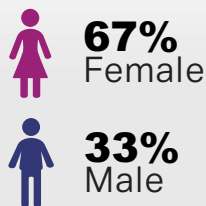
YOUNG: 31 Years Old
TV STREAMERS: 4 out of 5 times watching on a TV
COVIEWING: 87% live with 2+ people

11.8M Monthly Active Users (36%)

TOTAL VIEW TIME: 72M hours per month
CABLE-FREE: 48% of families with kids don't have cable
TUBI TOP DESTINATION: Tubi Kids is a kid-friendly streaming experience. Especially relevant with virtual learning.



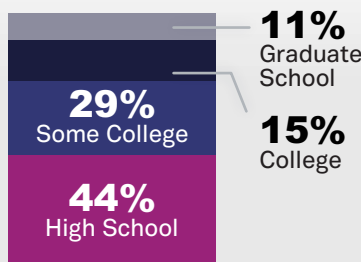
GENDER:



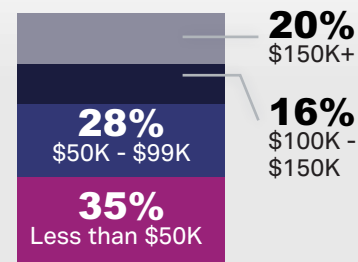
KIDS AGES:



EDUCATION:



INCOME:

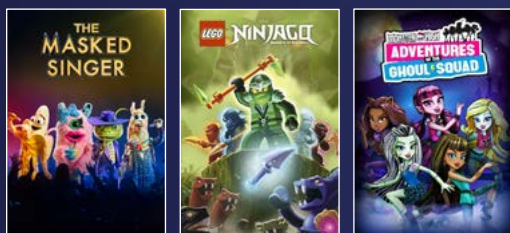


SERIES

TOP GENRES:

- 1 Kids and Family
- 2 Animation
- 3 Anime
- 4 Comedy
- 5 Drama

TOP TITLES:



MORE LIKELY TO BUY:

- | Children's Place [Index 475]
- | Wingstop [Index 474]
- | Michael Kors [Index 387]
- | Krispy Kreme [Index 219]
- | Dove Chocolate [Index 212]

MOVIES

TOP GENRES:

- 1 Kids and Family
- 2 Animation
- 3 Comedy
- 4 Holiday
- 5 Drama

TOP TITLES:



“
My kids get into my nostalgia and they tend to like a lot of the same old stuff...it's just exciting to say oh here's something we can all enjoy.
 Anthony, 39

INSIGHT:

Households with kids are more likely to co-view. Many of them seek out content that takes them down memory lane — especially when sharing it with their children.