

Data Coverage Map

Categories covered



- | | |
|--|---|
|  Demographics |  Toys & Games |
|  Attitudes |  Films |
|  Characters |  TV shows & Platforms |
|  Consumer Journey |  Brands and Adverts |
|  Licensing & Merchandise |  Shopping, Beauty & Fashion |
|  Influencers |  Hobbies & Interests |
|  Social |  Sports |
|  YouTube |  Books & Magazines |
|  Devices |  Food & Drink |
|  Apps |  Education & Awareness |
|  Music & Audio |  Money |
|  Gaming & Esports |  What's Next? |


800,000
Families surveyed
every year


56,000
IPs & brands
tracked


22
Countries


3-18s
Age-groups
surveyed


Real-time Data
Updated
Daily



AUDIENCE SEGMENTATION TOOLS

Our **AUDIENCE SEGMENTATION TOOLS**, allow clients to view, filter, interrogate, and analyse our propriety data to their own specific requirements. Meaning clients have access to:

- COUNTRY TOOLS
- DATA DASHBOARDS
- TREND TRACKER
- THIRD PARTY API DATA
- SEARCH TOOL



PREDICTIVE DATA SCIENCE TOOLS

Our **PREDICTIVE DATA SCIENCE TOOLS** – developed in collaboration with leading academics – provide clients with access to a suite of tools to apply to future decision making. Meaning clients have access to:

- IP INDEX
- MIX MEDIA COMPASS
- PERSONA PERSPECTIVES