

From social-led to classic ingredients: Glance reveals the trends shaping children's TV at MIPJUNIOR 2026

Today, the leader in TV and video market intelligence, [Glance](#), presented its [MIPJUNIOR 2026](#) keynote **'Next-Gen Viewing: Trends Shaping Children's Content'** at the Palais des Festivals, Cannes.



In the 20-minute session, Glance's International Research Manager, Romy Nicolas, drew on official audience measurement data and specialist VOD tracking across key markets to reveal how, when and what children are watching. She explored 11 programmes from 12 territories that have struck a chord with young audiences, alongside upcoming projects that hint at the next big trends, organised around three themes: Build for Scrollers, Beyond the Game and Enduring Appeal.

“Children's screen time is relatively stable as they grow up, but where that time goes changes dramatically. Smartphones, YouTube and TikTok take a growing share as they get older, and the most successful producers are those borrowing the codes of social media while staying true to the fundamentals children have always loved: music, sport, friendship and animals. Our data shows that the hits of tomorrow sit right at that crossroads.”

said **Romy Nicolas**, International Research Manager at Glance

How kids are watching: Build for Scrollers

Nicolas opened with the evolution of children's viewing as they grow up. In the United Kingdom, average daily viewing time varies by only 16 minutes across age groups, from 2 hours 15 minutes among 4 to 6 year-olds to 2 hours 31 minutes among 13 to 15 year-olds. The TV set remains the main screen for every age group, but smartphones gain ground with age, accounting for 34% of screen time among 13 to 15 year-olds, compared with 18% among 10 to 12 year-olds and just 7% among 7 to 9 year-olds.

Video-sharing platforms dominate across all ages. YouTube captures nearly half of 10 to 12 year-olds' screen time, while TikTok emerges as its main rival among older children, reaching almost 30% among 16 to 18 year-olds, close behind YouTube.

Following these shifts in children's usage, Build for Scrollers, the first trend outlined by Nicolas, revealed that more and more children's programmes are inspired by social media culture, storytelling and creators. Platforms are increasingly partnering with digital-native talent, bringing their audiences and storytelling codes into more traditional distribution environments while also experimenting with formats themselves, and going into verticalisation.



When kids are watching: Beyond the Game

The session then asked whether major events bring children to the screen, focusing this year on football. Even among young viewers, summer 2026 was shaped by the FIFA World Cup. In four of the five big European markets, the World Cup was the number one performing programme, across all genres.

The UK recorded the highest children's viewing market share of any country, with 88.7% of 4 to 15 year-olds tuning in to the England vs Argentina semi-final, or 1.5 million children. Co-host the United States reached 2.8 million 2 to 11 year-olds for the final, second-best performance after the Super Bowl.

These co-viewing moments revealed the second trend, Beyond the Game, global events with local opportunities, as broadcasters capitalised on the tournament with dedicated programming. In addition to animated sports-fantasy series, Nicolas explained that football stories also travelled well beyond the tournament, with live-action series and unscripted shows performing strongly.

What kids are watching: Enduring Appeal

The third trend, Enduring Appeal, showed that classic ingredients drive renewed success, with animation remaining children's favourite genre. In terms of format and visual style, Glance is seeing the rise of anime-inspired content produced outside Japan. Musical series remain popular alongside animals which continue to be a very strong character territory. After dogs, cats appear to also be gaining momentum.

Blending audience data with international creative inspiration and a variety of examples of success, the session gave attendees a clear picture of how young people's viewing habits are evolving and which stories are cutting through. From creator-led formats and vertical series to football-themed programming and the timeless pull of music and animals, Nicolas highlighted that the next generation of TV hits will come from producers who meet children where they watch, while never losing sight of what they love.

Next stop: MIPCOM 2026

Glance continues its conference programme at [MIPCOM 2026](#), where Senior-Vice-President, Frédéric Vaulpré, and Head of Research and Client Experience, Candice Alessandra, take to the Grand Auditorium stage on Monday 12 October from 09:00 to 09:45am with the keynote [‘Unlocking Audience & Content Dynamics: Who is Watching, What, How and Why?’](#), bringing the same data-driven lens to content for grown-ups.

Glance delivers official ratings for more than 7,000 channels, working with more than 50 data providers and 170 major clients, streaming services and production studios worldwide to turn complex audience data into actionable insights. Its team of experts analyse audience viewing data, for a variety of clients across the globe, using robust methodologies.

- Ends -



Notes to editors

MIPJUNIOR 2026 - [‘Next-Gen Viewing: Trends Shaping Children’s Content’](#)

Date: Saturday 10 October, 09:50 - 10:10am

Venue: Palais 1 - Debussy Theatre, Palais des Festivals, Cannes, France

MIPCOM 2026 - [‘Unlocking Audience & Content Dynamics: Who is Watching, What, How and Why?’](#)

Date: Monday 12 October, 09:00 - 09:45am

Venue: Grand Auditorium, Palais des Festivals, Cannes, France

About Glance

Business unit of Médiamétrie, Glance is the global market leader in TV and video market intelligence.

With offices in Paris and London, Glance partners with over 50 data providers internationally to provide TV and online viewing ratings and analysis about audience viewing data using robust methodologies.

It supplies official TV ratings for over 7,000 channels across more than 100 territories, including SVOD ratings in 28 countries, and tracks content trends across 50 territories. With more than 170 flagship clients, Glance delivers strategic advice on content development and distribution using predictive tools to index audience appeal.

More information: www.glance-mediametrie.com



About Médiamétrie, High trust data

Every day, Médiamétrie processes over one billion data to support its French and international customers in developing their strategies. At the core of our values and offerings: right, impartial, comparable and verifiable measurement.

Médiamétrie places the full expertise of its teams at the service of the design and production of joint and sovereign standard audience measurements for media, platforms and the advertising market, across both audio and video universes.

Mission-Driven Company, Médiamétrie is committed to advance rigorous, transparent and collectively governed audience measurement, supporting a balanced media ecosystem, a cornerstone of our democratic society.

Médiamétrie employs close to 700 people and achieved a turnover of €102.2 million in 2025.

Discover our Press Room, audience measurement results and expertise on: www.mediametrie.fr

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