

# Ling kids

## Kids Interactive Entertainment Report

# 2026

Born Interactive: For Gen Alpha,  
Screentime Is a Part of Life





# EXEC SUMMARY

## Key findings

### 01 Screentime is now universal in modern family life.

98% of parents allow some screentime and 75% allow more than an hour a day, woven into daily routines like cooking (69%), household tasks (65%), calming kids down (57.5%) and as a reward (51.8%).

### 02 Gen Alpha is the first interactive-first generation.

Two-thirds (63%) of screentime for kids ages 3–8 is now interactive: games, going online, creating, rather than passive watching, and 73% of parents say interactive screentime is better for their child than passive.

### 03 Parents are anxious about content, not screens.

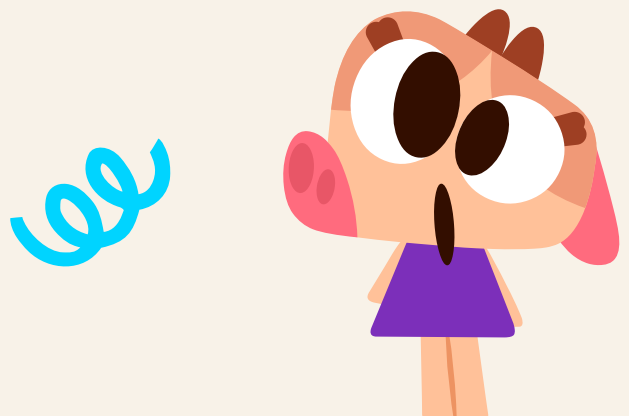
84.6% of parents feel guilty about screentime, up from 74% last year (a 14.3% year-over-year jump) with inappropriate content as the #1 driver and 55.3% worried that "almost anything can get on a kids entertainment platform."

### 04 Games have become a top channel for character and IP discovery.

Games now rank as the #3 way kids learn about new characters (behind only TV and movies), with 59% of Lingokids users asking parents to watch shows or movies featuring characters they first met on the platform.

### 05 The fun-vs-safe-vs-beneficial tradeoff is a myth.

Lingokids is the only platform parents rate #1 across all three dimensions: Fun (4.7/5), Safe (4.8/5) and Beneficial (4.7/5). In addition, 92.9% of parents say yes when their child asks for extra Lingokids time, well above other platforms.





# HELLO!

## The interactive generation

Every parent knows the drill. You've got a car ride, a work call, dinner to make, and your child needs something to do. Screens are part of how we get through the day. That's modern parenting.

It's now been 10 years since we started Lingokids. In that time, kids' screentime has changed dramatically and it continues to evolve. Today, about two-thirds of Gen Alpha's screentime is interactive, which parents overwhelmingly feel is a positive thing. (Page 11)

Gen Alpha also has more entertainment options than any previous generation of kids. Parents want content that is safe, fun and beneficial, in that order. (Page 16)

Parents are rightfully intimidated by the screentime landscape for their kids. More than half are worried **“anything can get on a kids entertainment platform.”** (Page 19)

But the vast majority of parents also say they bond with their kids over screentime, and that their kids learn about the world through screens (Page 13), as well as learning about characters they'll become lifelong fans of.

With more than 98% of families now using screentime for young kids, the most important question has become the quality of the content. This report explores the different dimensions of quality and the priorities of kids and parents.

Because when kids are having fun, learning sneaks in and confidence grows. Kids become kinder, happier little humans along the way.

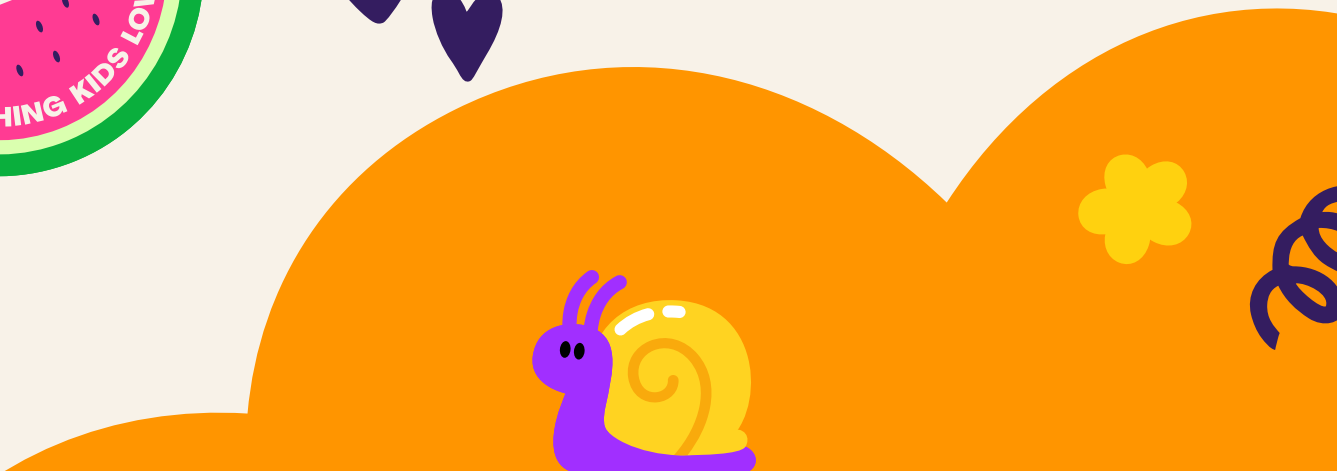
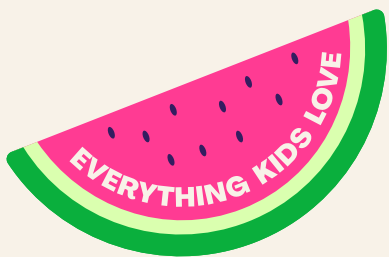




# Table of contents



<b>01</b>	<b>Methodology</b>
<b>02</b>	<b>Screen time overview</b>
<b>10</b>	<b>Interactive entertainment</b>
<b>15</b>	<b>Platform safety</b>
<b>21</b>	<b>Gen Alpha and IP</b>
<b>28</b>	<b>Regional insights</b>
<b>31</b>	<b>Looking ahead: Gen Alpha entertainment in 2028</b>
<b>33</b>	<b>Lingokids by the numbers</b>





# Methodology

## Gen Alpha

Generation Alpha generally refers to people born between 2010 and 2024. For this report, **we focus on the younger members of Gen Alpha, age 8 and below.**

The earlier portion of this generation has already experienced these years and the younger portion is currently in the middle of them. We wanted to capture the entertainment and screentime habits of young kids before they progress to a larger focus on social media.

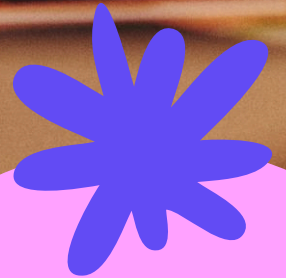
**But parents don't wait to introduce interactive screentime. Kids age 3-8 play online games as much as kids 9-16. (Average of about 70 minutes per day for both groups.)**

## Data collection

The data in this report primarily comes from a survey of 1,000 U.S. parents with at least one child between the ages of 2 and 8, conducted by Pollfish in March 2026. **It also draws on behavioral data from the Lingokids platform as well as** data from The Insights Family and surveys of 1,000 Lingokids users where noted.

## Quotes

The “**Parents Sound Off**” quotes were provided by survey respondents when asked to tell us about screentime in their household.



Screen time overview

**For modern families, screen time is part of life**



## More than 98% of parents allow their children some screentime.

**75%**

Allow more than 1 hour per day

**44%**

Allow more than 2 hours



# How much time does your child spend per day using screens?\*



**30.3%**

1-2 Hours

**25.5%**

2-3 Hours

**19.9%**

>3 Hours

**19.2%**

½ Hour - 1 Hour

**3.9%**

< ½ Hour

**1.2%**

None

\*Including TV, tablets, smartphones, computers, etc. (schoolwork doesn't count)



## Why do parents allow screentime?

**58.2%**

Part of daily routine

**51.8%**

Reward / Treat / Incentive

**57.5%**

Calm down / Relax

**40.4%**

Need to get things done

**39.4%**

Car trips (local)

**32.4%**

Travel (vacation)

**34.5%**

Bored, nothing else to do

**11.1%**

Meals

**11.0%**

Potty



## CRIS' TAKE

“It’s no surprise that all of the top 5 reasons parents allow screentime are things that occur every day in the life of a family. Whether it’s getting things done or helping their kids relax, screentime is a tool modern parents rely on.”

**Cristóbal Viedma**  
Founder and CEO of Lingokids



## Screen time helps get dinner on the table.

Parents use screentime to free themselves up for...

**65.4%**  
Household operations  
(cleaning, paying bills, etc.)

**69.0%**  
Cooking/food prep

**33.7%**  
Work

**31.7%**  
Talking with partner/  
friends/guests

**27.0%**  
Relax and regroup

**24.5%**  
Focus on other kids



# Time limit reached.

How do you limit your child's screentime?

**40.4%**

I watch the clock and oversee it myself

**31.0%**

Time-limit function on devices

**21.6%**

Time-limit function on apps

**7.0%**

I don't actively limit my kid's screentime

How often do you override/extend the screentime limit for your kid?

**44.0%**

Sometimes

**34.7%**

Occasionally

**12.3%**

Almost every day

**4.6%**

Every day

**4.4%**

Never

Reasons parents override screentime limits

**41.0%**

So they can finish a task

**29.1%**

Special occasion

**22.3%**

Child's request

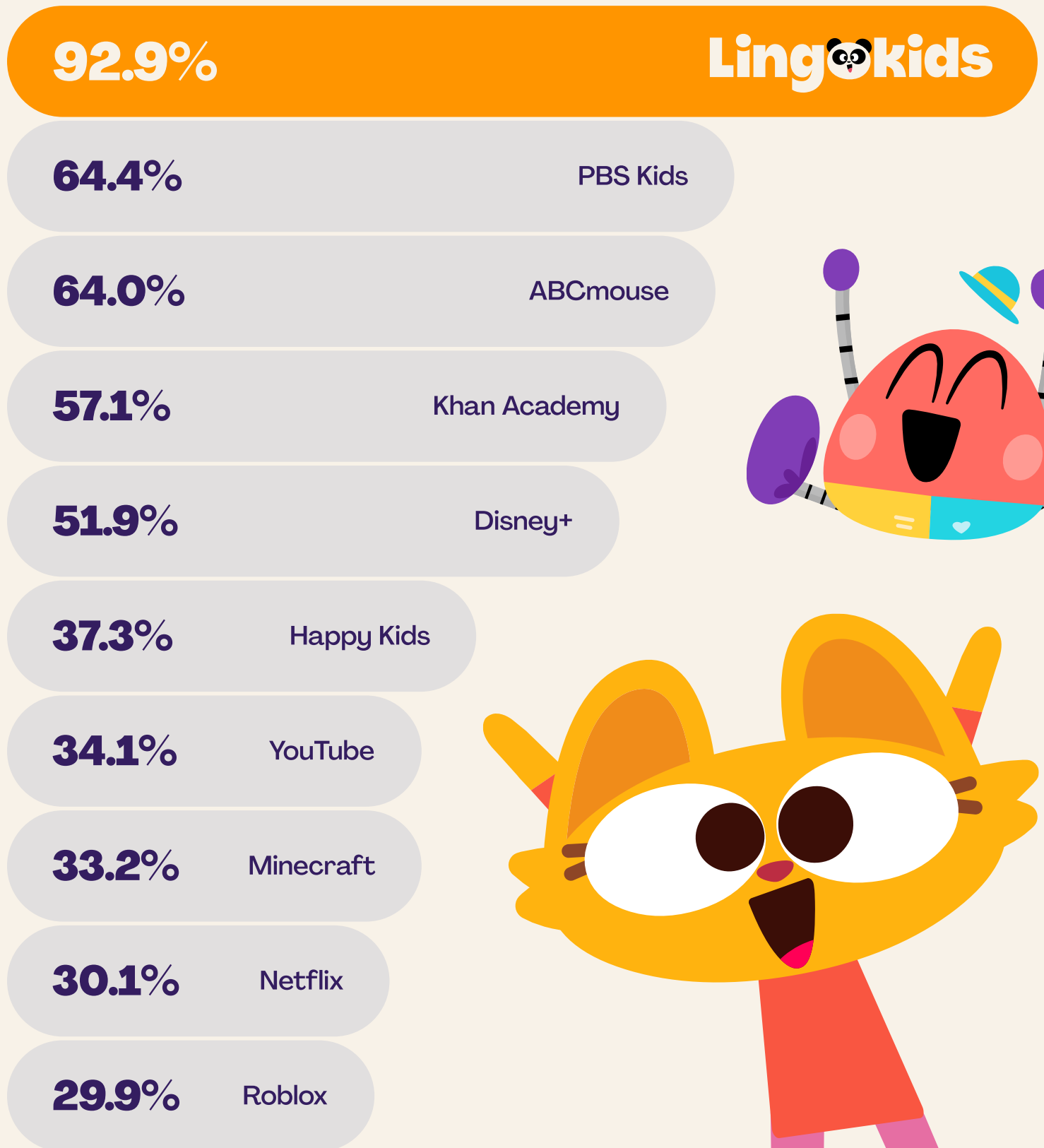
**6.5%**

Boredom, nothing else to do



## Top apps parents grant extra screentime for..

If your child asks for extra screentime, how likely are you to say yes for the following platforms?





Interactive entertainment

# Parents and kids prefer interactive screen time



# The majority of Gen Alpha's screentime is interactive.

## Screentime for kids ages 3-8

**63.0%**

Interactive  
(games, going online,  
creating content)

**37.0%**

Passive  
(TV, shows, movies)

## What parents say...

**82.6%**

My child has learned  
from screentime

**73.0%**

Interactive screentime  
is better for my child  
than passive

**71.0%**

Screentime can  
be enriching



## More than half of parents have asked kids for help with tech — and 5 out of 6 times it worked.

Have you asked your kid for help with technology?

**47.6%**

No

**45.9%**

Yes, and they were helpful

**6.5%** Yes, but they weren't able to help

## What parents say...

**76.4%**

Screen time can be family time

**66.5%**

I bond with my child over screen time

**8.5%**

Overall, screen time does not bring joy to my household



## PARENT POV

“My daughter and I recently used an educational app together to explore a fun science activity. She was fully engaged, asking questions and experimenting along the way, and I was able to guide her while also learning a few things myself. It turned screentime into a meaningful bonding experience, combining fun, learning and quality time together.”

U.S. parent



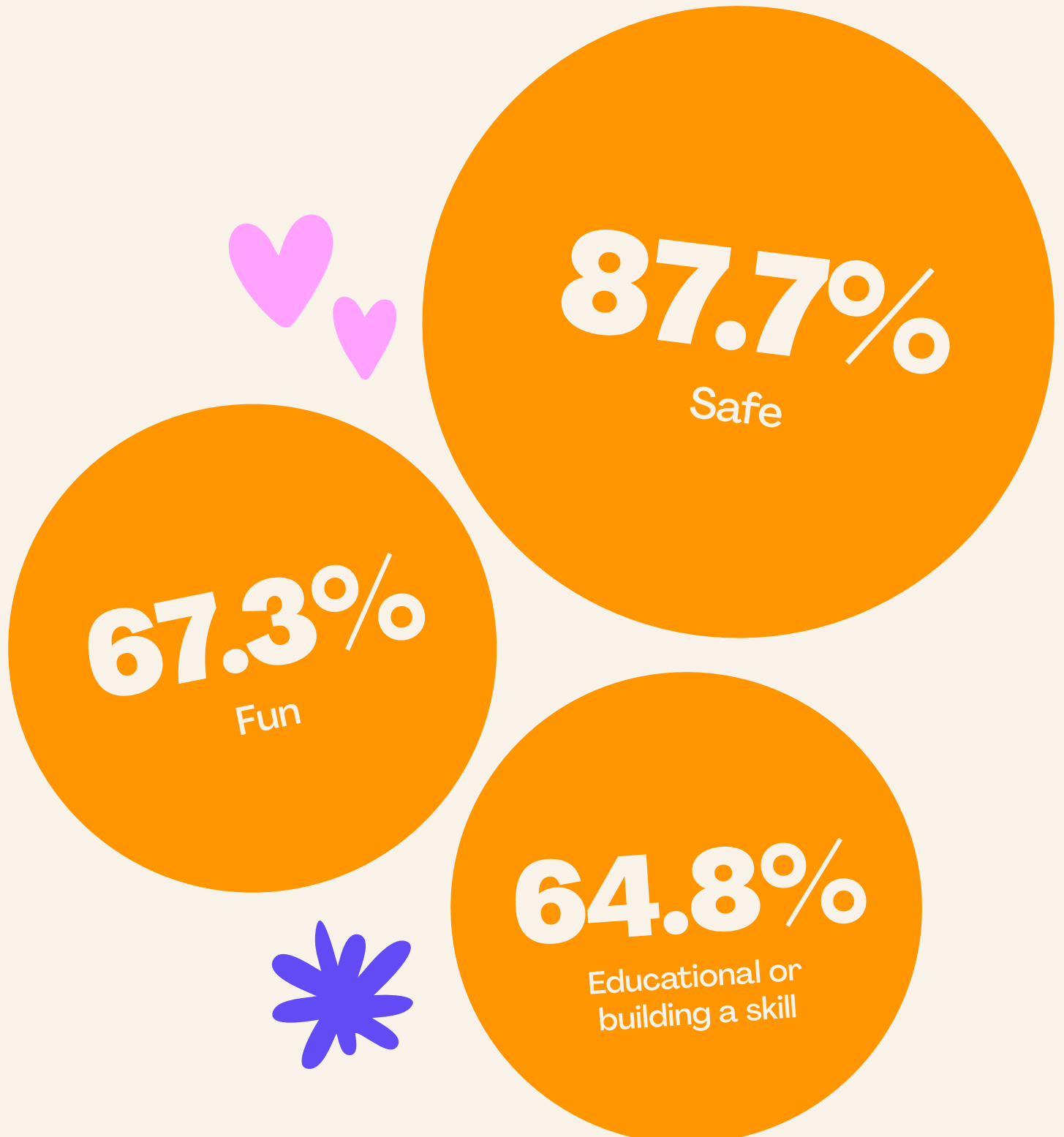


Platform safety

**Safety is the top  
screentime concern  
for parents**



## When my kids use screens, I want to make sure the content is ...





## Why do parents feel bad about screentime?

**49.3%**

Inappropriate content

**37.6%**

Overuse

**31.6%**

Passive “couch potato” content

**28.9%**

Negatively impact development

**25.1%**

Should be doing something else

**24.7%**

Ads

**13.6%**

Judging myself

**12.7%**

Pressure from others

**84.6%** parents have experienced guilt or negative feelings about screentime. Up from just **74%** last year — a **14.3%** increase.





**EXPERT  
INSIGHT**

## The screen guilt paradox

“98% of parents allow screen time and 84.6% of them feel guilty about it. How is this possible? The problem isn’t the screens. It’s the content. Parents don’t trust that their kids’ screen time is quality time. As that changes, we’ll see guilt decrease.”

Dr. Diana Barrett  
Clinical Psychiatrist

**PARENT  
POV**

“There’s too much that’s not age appropriate. Inappropriate content mixed in with kids’ content is a huge issue and one major reason I hate certain platforms.”

U.S. parent



## How parents feel about screentime safety and quality.

**65.7%**

The amount of online content for kids is overwhelming (at least sometimes)

**65.4%**

Wish the content their kids access was better

**55.3%**

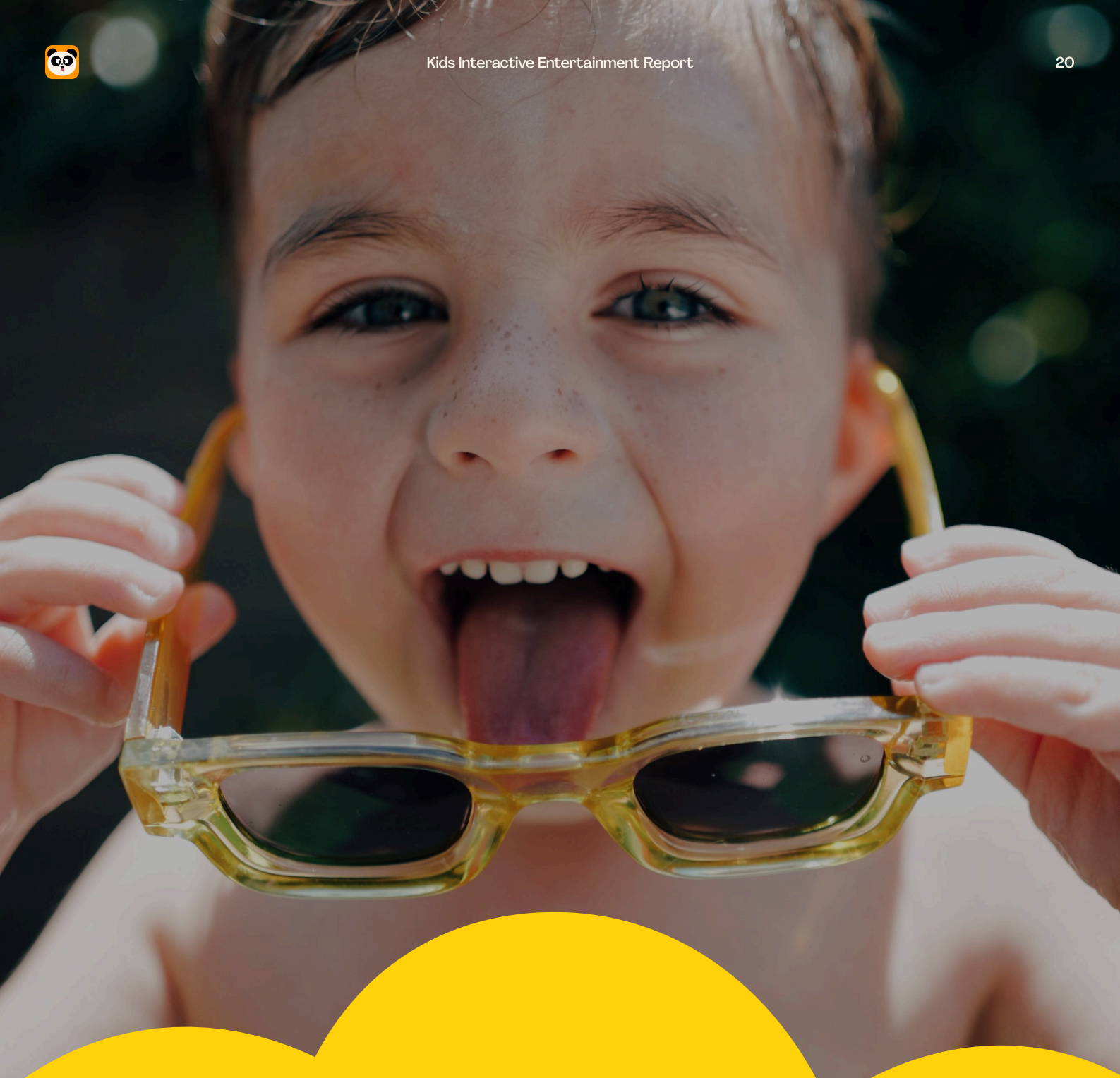
Almost anything can get on a kids entertainment platform



## CRIS' TAKE

“Parents don’t want endless scroll or autoplay for their kids. Half of parents say their kids have experienced inappropriate content online and more than half say almost anything can get on a kids entertainment platform. It’s clear that curation is key.”

**Cristóbal Viedma**  
Founder and CEO of Lingokids



Gen Alpha and IP

# Kids' favorite characters



**Interactive platforms have become a major way kids learn about new characters and build a connection to different IPs.**

**59.0%**

of kids asked to watch shows and movies of characters featured on Lingokids

**14.0%**

of kids discovered external characters for the first time through Lingokids



“Gen Alpha is a game-first, interactive-first generation — they don’t just want to watch their favorite characters, they want to play with them. This generation spends almost two-thirds of their screentime interacting, not passively watching.”

**Maud Cariddi**  
Lingokids Global VP of Brand

**MAUD'S  
TAKE**



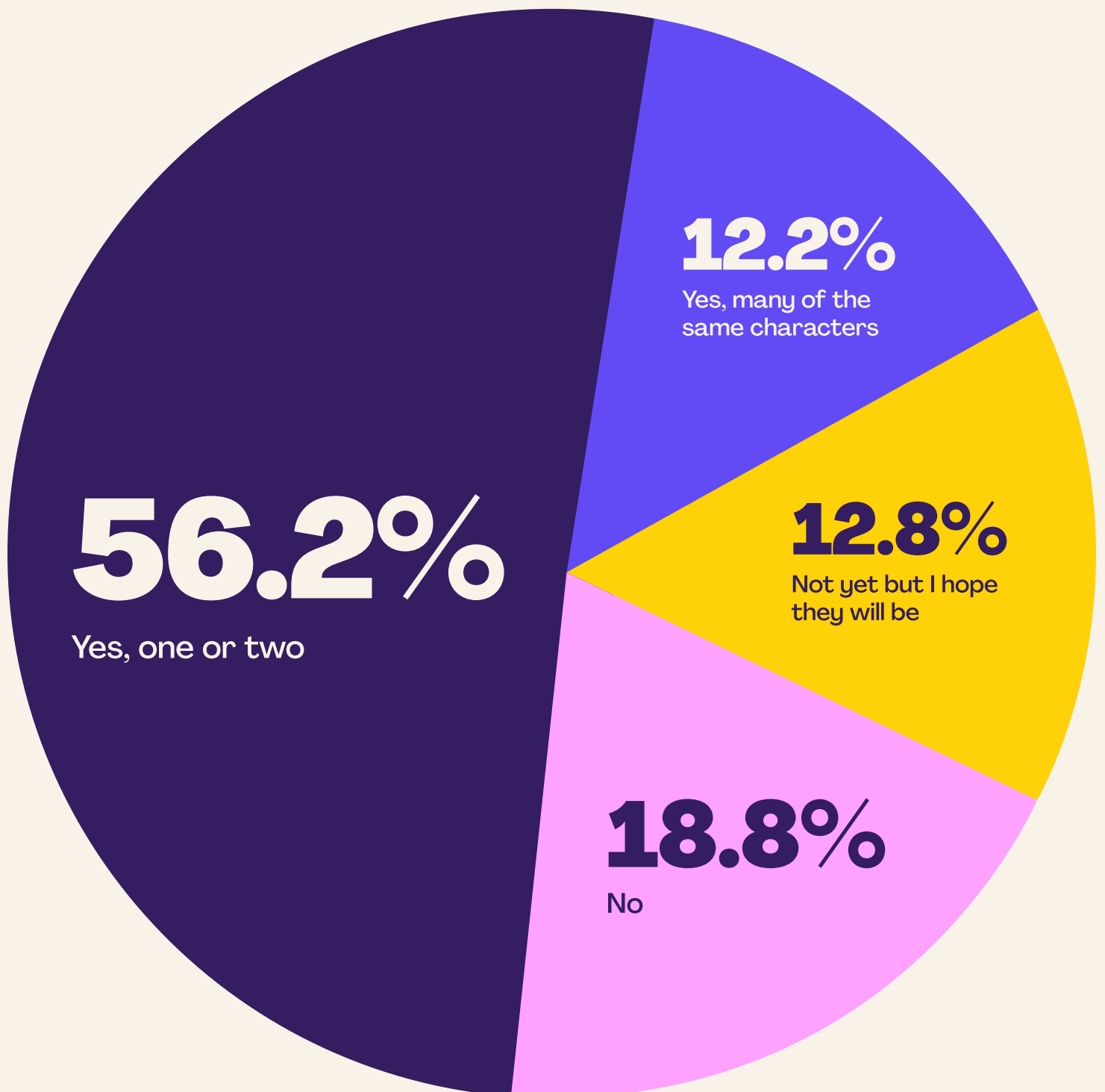
## Top ways kids learn about new characters.

After TV shows and movies, **games** are the main way kids learn about new characters.





## Is your kid a fan of the same characters you enjoyed as a kid?





## When asked to name their favorite character, kids ages 3-8 choose:

### GIRLS

#01 Barbie

#02 Bluey

#03 Elsa (Frozen)\*

#04 Moana\*

#05 SpongeBob SquarePants

#06 Hello Kitty

#07 Peppa Pig

#08 Spider-Man\*

#09 Cinderella\*

#10 Mickey Mouse\*

### BOYS

#01 Spider-Man\*

#02 Sonic the Hedgehog

#03 SpongeBob SquarePants

#04 Superman

#05 Bluey

#06 Batman

#07 Mario (Super Mario)

#08 Mickey Mouse\*

#09 Chase (Paw Patrol)

#10 Iron Man\*

\* Currently has activities on the Lingokids platform  
+ Activities launching later in 2026 on the Lingokids platform

(Data from The Insights Family)



## PARENT POV

“One of the most special ways I’ve bonded with my child is through sharing the same characters that made my own childhood feel magical. In a way, it feels like I’m passing down a piece of my childhood, while also creating brand new memories together. Those shared moments have become something I truly cherish, and they remind me that even across generations, the things that bring us joy and comfort can stay the same.”

U.S. parent





Regional insights

# Screen-time habits by state



# Here's how families in the most populous states in the US differ from the national average.



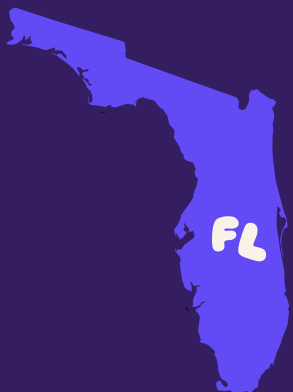
## California parents are...

- Twice as likely to give kids screens during meals
- 47% more likely to work during their kids' screentime
- Twice as likely to extend a screentime limit, most often to finish a task



## Texas parents are...

- 3x more likely not to give their kids screens at all
- 31% more likely to extend a screentime limit because their kid asked
- More likely to use screentime to calm down or relax



## Florida parents are...

- 19% more likely to have kids who use screens for homework
- 38% more likely to talk to their partner or guests while kids use screens
- Much less likely to feel guilty about screentime



## New York parents are...

- 23% less likely to give kids screens in the car
- Less likely to use screentime for cooking
- More likely to use screentime for household operations (cleaning, paying bills, etc)



### Pennsylvania parents are...

- 5x less likely to give kids screens during meals
- 43% less likely to do work while kids use screens
- Much less likely to give kids screens because they're bored



### Illinois parents are...

- More likely to use screentime as a reward or incentive
- 20% more likely to give kids screens in the car
- 19% more likely to work during their kids' screentime



### Ohio parents are...

- More likely to allow at least 30 minutes of screentime per day
- Less likely to allow more than 3 hours of screentime per day
- 47% less likely to actively engage in their kids' screentime



### Georgia parents are...

- Far more likely to have screentime as part of the daily routine (85% versus 58% on average)
- 20% more likely to actively engage in their kids' screentime
- 64% more likely to give kids screens during mealtime



### North Carolina parents are...

- 47% more likely to allow more than 3 hours of screentime per day
- More likely to have screentime as part of the daily routine
- Less likely to work during their kids' screentime



### Michigan parents are...

- 29% less likely to allow more than 3 hours of screentime
- Less likely to use screentime for every reason we asked about (part of daily routine, as a treat/reward, potty, calm down/relax, homework, to get things done, travel, car rides, boredom, meals)
- 75% less likely to use screentime to get things done



Looking ahead

# Gen Alpha entertainment in 2028



## AI will make learning abundant human connection will be the differentiator.

“AI is going to make teaching skills abundant. A kid in Guatemala will have access to the same AI tutor as a kid in New York. That’s incredible. But it exposes what was always the harder problem: Can a kid handle frustration? Try something unfamiliar? Figure things out alongside another person?”

Most apps hand a kid a screen and walk away. The platforms that win in 2028 won’t just be smart, they’ll be designed to bring families together. At Lingokids, that’s why we built PlayTogether, a whole category of content that brings the parent back in.”

**Cristóbal Viedma**, Founder and CEO of Lingokids



## The line between “entertainment” and “learning” will disappear.

“Today, 73% of parents already say interactive screentime is better than passive. By 2028, the old categories — ‘educational app’ versus ‘entertainment app’ — won’t make sense anymore. Kids don’t distinguish between fun and learning, and the best platforms won’t either. The winners will be platforms where kids finish 80% of the activities they start, not because they’re forced to, but because the content is that good.”

**Mikael Journo**, COO of Lingokids



## Safety will become table stakes, and curation will be the real battleground.

“More than half of parents today feel like almost anything can get on a kids platform. That frustration is only growing. By 2028, we expect parents to move away from open platforms and toward curated environments they trust. The platforms that earn that trust won’t just filter low-quality content, they’ll actively design experiences where every piece of content has been chosen with intention. The era of ‘endless scroll’ for kids is ending.”

**Maud Cariddi**, Global VP of Brand of Lingokids





Lingokids by the numbers

**The #1  
entertainment  
platform for  
young kids**



# #1 interactive home for kids and the characters they love

# 200 M

Downloads worldwide



# 20 M

Families interact with the platform each month

# 1 M

Daily active users





# Parents who have tried Lingokids rate it #1 for being ...



Average scores out of possible 5



## How kids play on Lingokids

**60 MIN**

Average time kids spend playing when they have full access to the platform

**80%**

Portion of creative activities kids finish once they start such as storymaker, stickers, puzzles, coloring, artist playground

**12x**

Average number of times kids play new prototype games in Billy's Lab

**EXPERT  
INSIGHT**

“Parents often believe that there has to be a tradeoff between a platform being fun and entertaining and it being safe and beneficial. What parents say about Lingokids after trying it shows this absolutely does not have to be the case.”

**Dr. Mona Amin**  
Board-Certified Pediatrician

Feel free to get in touch

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THANK  
YOU

A large, stylized graphic of the words "THANK YOU" in a bold, rounded, orange font. The word "YOU" is partially replaced by a cartoon mouse character. The mouse is orange with large ears, a white eye, and a pink tongue sticking out. It is positioned between the 'Y' and 'U' of "YOU", appearing to peek out from behind the letter 'Y'.

Lingo**o**kids