

Press release

New data shows older children beginning to lose interest in Minecraft

Latest children's brand-tracking report Playground Buzz reveals Minecraft is dipping in popularity among older children

New data tracking the popularity of brands among children has found that older children – especially teenage boys – could be beginning to lose interest in Minecraft.

The **CHILDWISE Playground Buzz** report looks at the most recently talked about and favourite brands among children in schools across the UK, with a sample of more than a thousand 8-16-year-olds.

It is released three times a year, coinciding with the academic school term. It tracks data on which brands are gaining and falling in popularity among children.

“Although Minecraft remains the third most favourite brand overall, our data shows it is beginning to lose popularity among older children, especially among teenage boys,” says Matthew Nevard, Research Executive at CHILDWISE.

Minecraft has now been overtaken by **YouTube** which is the second most popular brand. The list continues to be topped by **Xbox**.

Previous research from CHILDWISE has seen Minecraft rise in popularity over recent years to become the most popular game among children. The game, which allows users to build fantasy constructions out of cubes, has sold more than 70m copies since its launch in 2009.

However, the sandbox game continues to feature prominently in the Playground Buzz charts, but it is now more popular among younger boys. Minecon, a convention dedicated to the game, was held in London on the 4-5th of July this year.

The data shows it has fallen out of favour among older boys in the last three months. Minecraft was the second favourite brand among teenage boys (age 13-16) in the spring term report but the new summer Playground Buzz shows it has fallen out of the top 10 altogether.

Meanwhile, tween girls (age 8-12) who rated it number one brand in the last spring term CHILDWISE Playground Buzz report, now rate it at number four. It remains the second most popular brand among tween boys.

“Although we cannot be sure of the reasons why it is falling out of favour, it is possible that Minecraft has reached its peak, with older children now losing interest as it filters down to younger age groups,” says Matthew Nevard.

“Older boys may be moving on to games on the new generations of consoles, like the Xbox One and Playstation 4, which are becoming more affordable.”

“However, there is no obvious successor to Minecraft among older children yet, although this may become clearer in future editions of Playground Buzz.”

In addition, the recent sell-out to Microsoft in September 2014 has concerned some hard-core users who fear that commercial imperatives could change the game.

Matthew Nevard says the report shows that the big-four of **Xbox, Minecraft, YouTube** and **Fifa 15** continue to be the brands that children are talking about most overall. However, television programmes continue to be a hot topic among the sample, and this term sees **Britain’s Got Talent, Game of Thrones** and **Pretty Little Liars** all capture their attention.

Playstation is also beginning to gain ground on its rival, #1 brand Xbox, as the latest generation of consoles become more affordable for families.

Netflix and **Snapchat** break into the top 10 favourite brands this term, taking positions #9 and #10 respectively, after just missing out in the previous term. Netflix has risen in popularity off the back of popular shows such as *Pretty Little Liars* and *Orange is the New Black*.

The research is conducted online via the CHILDWISE Schools Panel of over a thousand schools across the UK. The report is designed to give insight into the behaviours and attitudes of young people across age and gender.

“Understanding the ever-changing interests of children can help organisations and brands tailor their products and promotion to gain competitive advantage,” says Matthew Nevard.

“Playground Buzz provides up-to-date information on which brands children are talking about, and which they have the strongest affiliations with.”

“The results are split by gender and age to highlight the differences of interest among children depending upon their demographic. The report highlights new brands which could gain in popularity, alongside most established and regularly used brands,” he adds

“Children were surveyed using the CHILDWISE Schools Panel. Interviewing children in school ensures a robust sample, representative of the entire child population, and allows children to express their views free from parental influence” says Matthew.

CHILDWISE Playground Buzz is available from the CHILDWISE website at www.CHILDWISE.co.uk/reports

Media notes:

CHILDWISE Playground Buzz will have spring, summer and autumn editions each year, coinciding with the academic school terms. CHILDWISE is an independent market research agency specialising in children and young people. CHILDWISE has a programme of published independent research and also conducts research for government agencies, charities, broadcasters, publishers and brands www.CHILDWISE.co.uk

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