



WINNIN REPORT

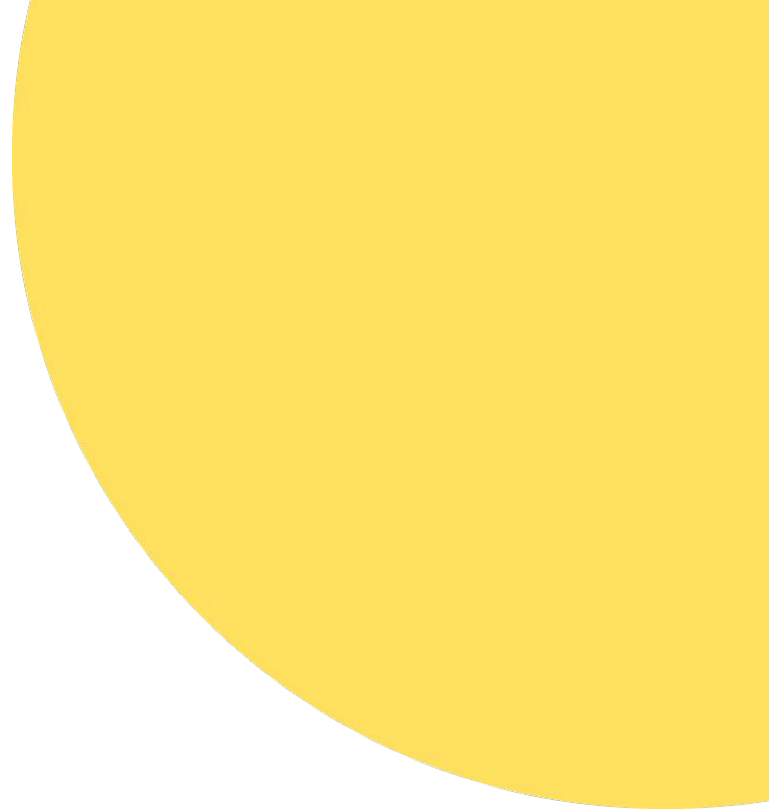
A tale about singing and learning

How to be relevant on
kids universe online?

Education through singing?

Sure!

On this report we are going to show you how music can help education to become more engaging for different generations.


$$\begin{matrix} A & \bullet & C \\ \triangle & B & \square \end{matrix} + \text{musical note} = \text{EDUTAINMENT}$$



But why this report?

In a context which homes were turned into the new schools, finding engaging and fun ways of educating children has become a relevant challenge for society.

The cultural insights in this report are based on data from Winnin Insights, our proprietary video intelligence software.

Great insights await you! Enjoy!

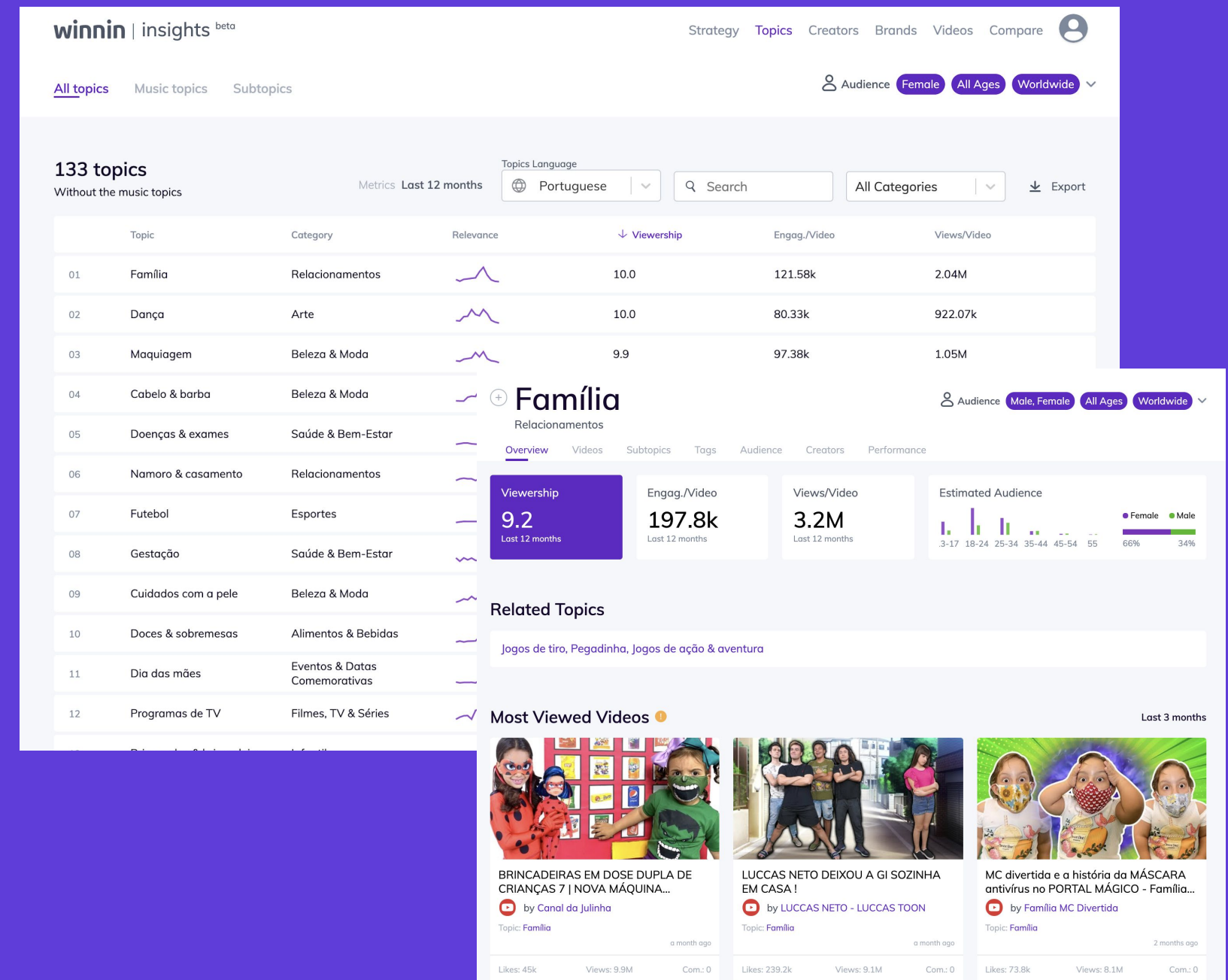
PS: All videos in this report are clickable. ;)



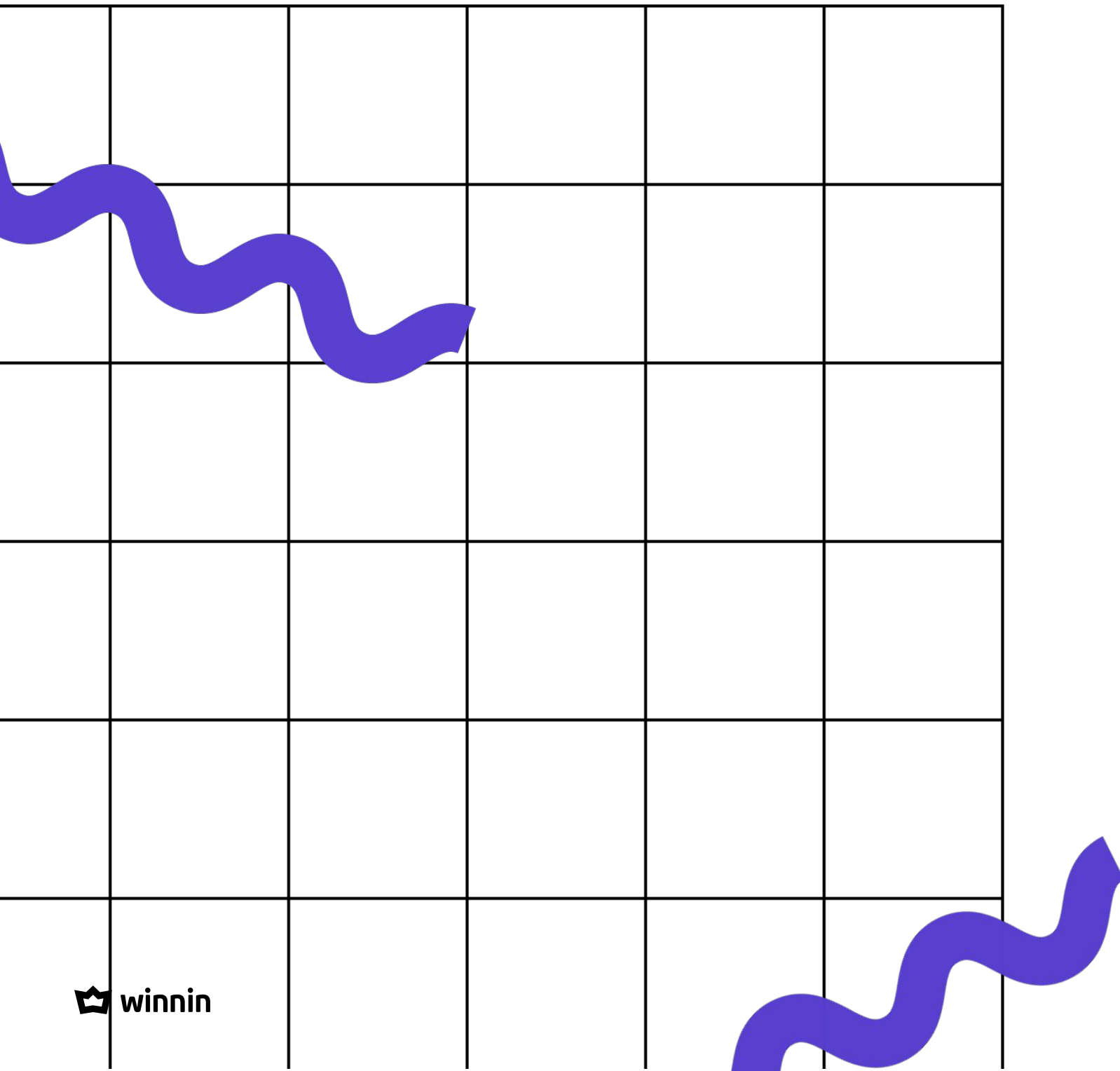
What is Winnin Insights?

Our software helps you understand what people want to watch through global consumption data from Youtube, Instagram and Facebook videos

Using A.I, it organizes different subjects into categories. Each of them is divided into topics and subtopics, terms which we will use throughout this report. It also identifies relevant formats and creators.



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**Kids content online:
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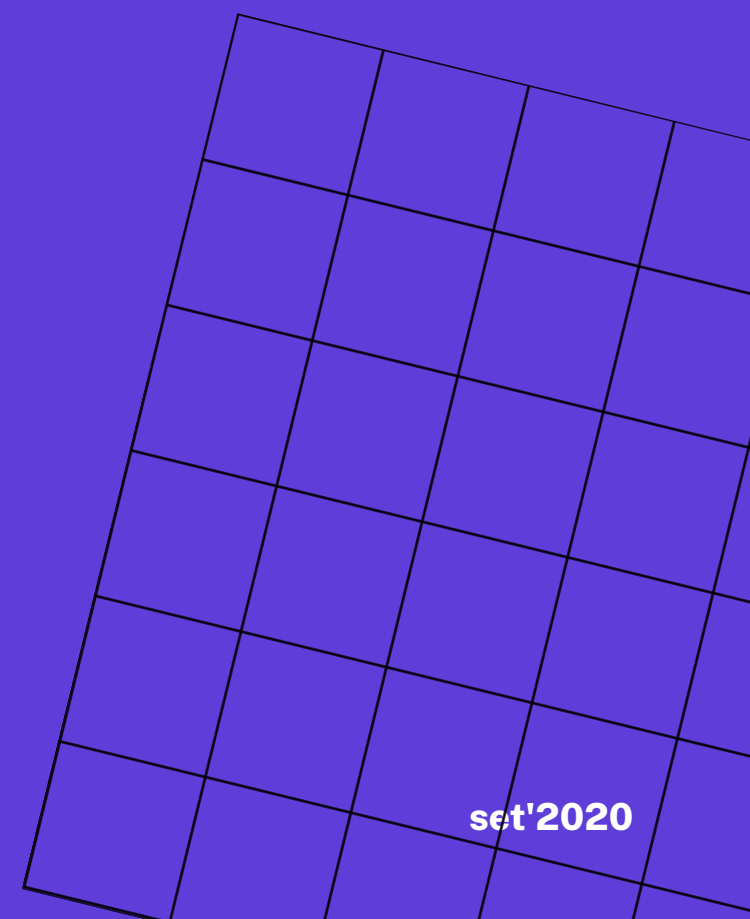
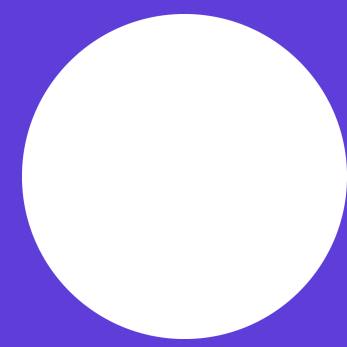
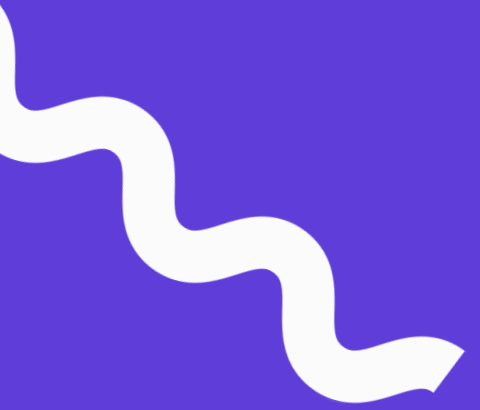
**What are the most
relevant formats?**

3. Creators and brands

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in Edutainment?**

4. Conclusion

This is the rhythm of learning :)



1. Introduction

Kids content online: Diving on data

Kids Songs is a universe bigger than you could ever imagine!

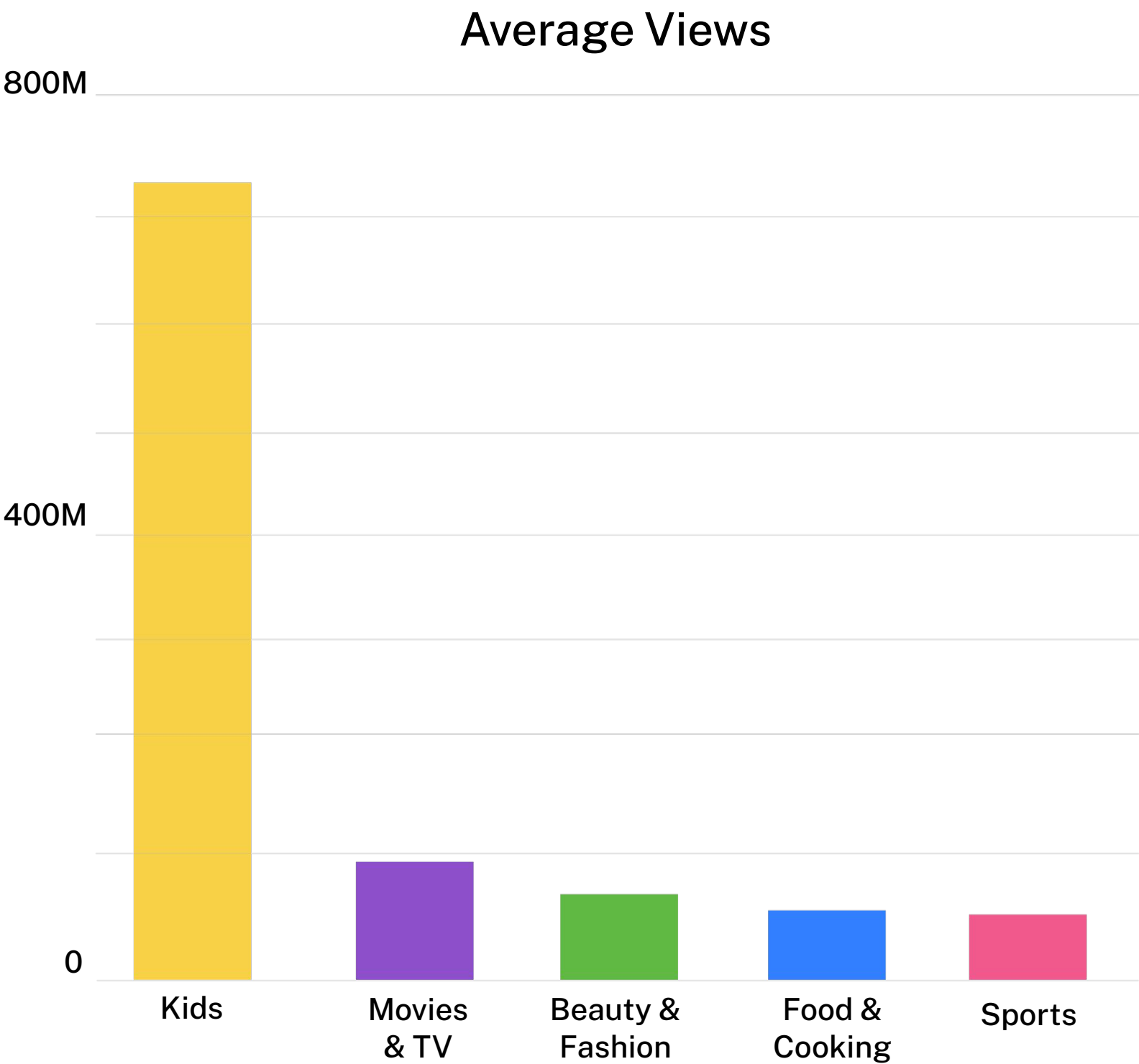
On the Top 10 most viewed videos of all times,
4 are kids content and 3 of them **songs for kids**.

			Views	
02		Baby Shark Dance Sing and Dance! @Baby Shark Official PINKFONG Songs for Children Topics: Kids songs, +1	by Pinkfong! Kids' Songs & Stories	6.6B + 4%
05		Маша и Медведь (Masha and The Bear) - Маша плюс каша (17 Серия) Topic: Not classified yet	by Get Movies	4.3B + 0.06%
07		Johnny Johny Yes Papa 🧡 THE BEST Song for Children LooLoo Kids Topic: Kids songs	by LooLoo Kids - Nursery Rhymes and Children's Songs	3.9B + 3%
09		Учим цвета-Разноцветные яйца на ферме Topic: Not classified yet	by Мирошка ТВ	3.6B + 0.87%

Total number of views & views increase between July and August Global data from YouTube via Winnin Insights.

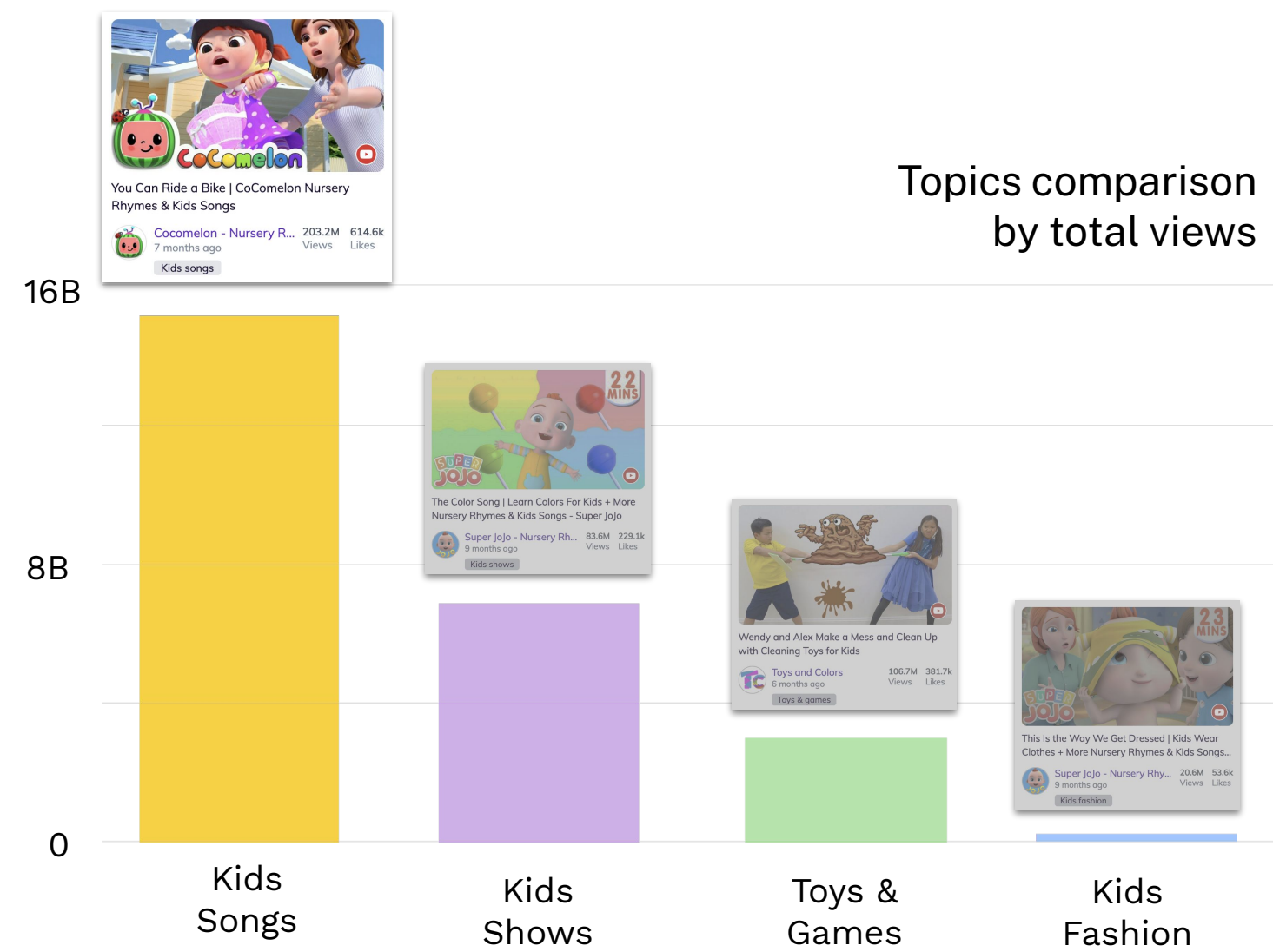
And there are lots and lots of views. More than any other category.

Children tend to listen to songs repeatedly, which helps on their memorization.



Speaking about learning, educational content is a hit on the Kids Songs topic!

Looking at the the Kids category on Winnin Insights, Kids Songs is the most viewed topic.



Most seen tags on the Kids Songs Topic

	Tag	Topic	Number of Videos	Engag./Video	Views/Video
01	sing-along	Kids songs	1.8k	33.64k	5.23M
02	kids animation	Kids songs	1.03k	31.45k	4.76M
03	kids education	Kids songs	1.1k	29.95k	4.62M
04	sing-along songs	Kids songs	1.6k	28.25k	4.33M
05	kid songs	Kids songs	1.79k	26.74k	4.16M
06	kids videos	Kids songs	3.36k	22.14k	3.59M
07	kindergarten	Kids songs	1.31k	22.06k	3.52M
08	best kids songs	Kids songs	1.32k	21.75k	3.41M
09	children songs	Kids songs			3.13M
10	baby songs	Kids songs			3.07M

On this topic, tags related to education stand out.

Winnin Insights: topics from the category “kids”.Global data from Facebook, YouTube and Instagram on the last year.

But to create a cultural phenomenon, it has to be more than just a cool song. The formula is to create an ecosystem with different formats.

Let's take a look at the **Baby Shark** case, that united education, family and music. Firstly, the video was posted, then it was unfolded in other relevant subjects and formats. At last, other creators started producing videos about the original content. Done, there's your viral.

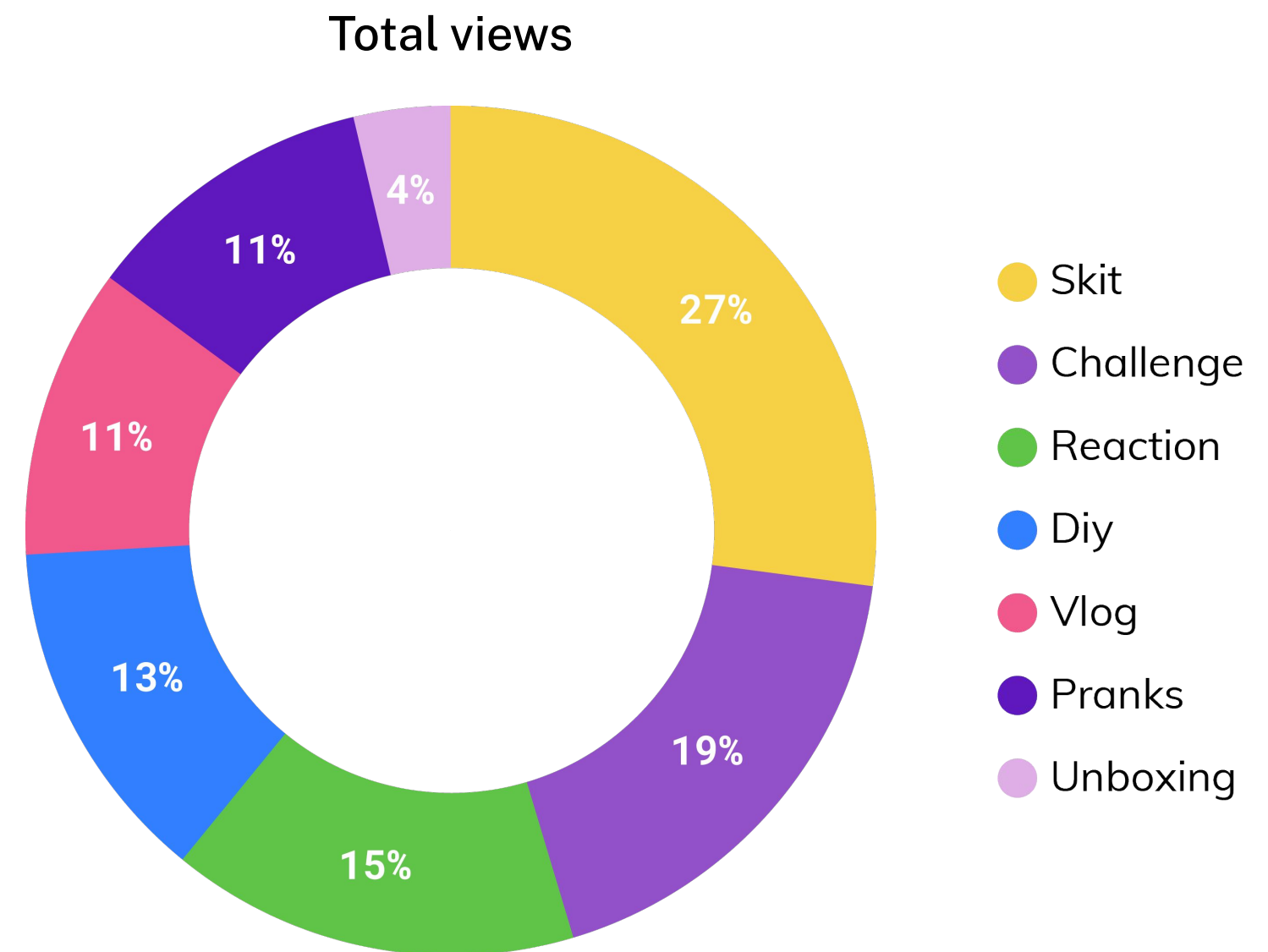


Winnin Insights: global data from YouTube.

2. Formats

What are the most relevant formats?

We are going to explore the five formats most viewed by kids and that can be part of this content ecosystem.

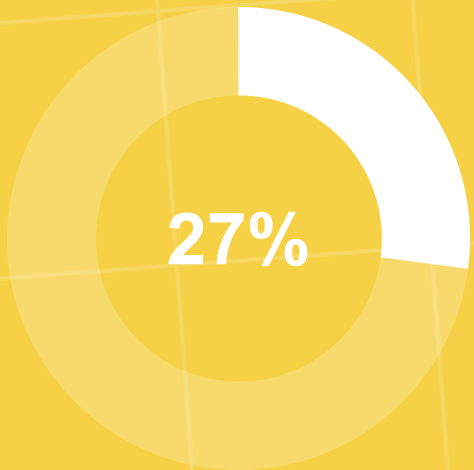


Winnin Insights: global data from Facebook, YouTube and Instagram on the last year.

Skit

It's the ideal format to stimulate creativity through fun storytelling.

Total views



Niki pretend play selling ice cream and want new ice cream carts

 **Vlad and Nikita**
3 months ago

74M Views 332.6k Likes

Toys & games



Diana and Roma - Wash Your Hands story

 **Kids Diana Show**
6 months ago

447.6M Views 1.6M Likes

Toys & games



Five Kids The Floor is Lava Song + more Children's Songs and Videos

 **Vania Mania Kids**
2 months ago

29.7M Views 165.8k Likes

Kids songs



Diana y Roma se convierten en superhéroes

 **Diana Bebe**
2 months ago

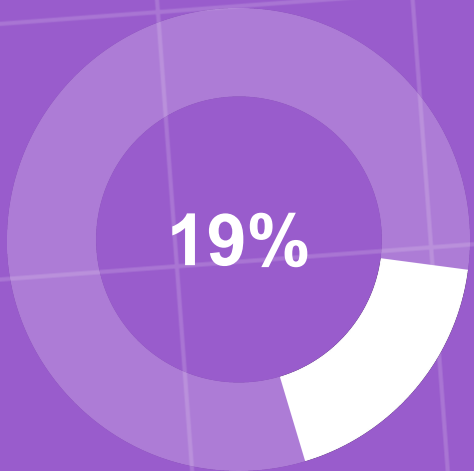
9.6M Views 56.4k Likes

Juguetes & juegos

Challenge

Engages the whole family with education content and also stimulates new experiences.

Total views



Vlad and Niki Chocolate & Soda Challenge for Mom

Vlad and Nikita
3 months ago

343.5M Views 1.5M Likes

Toys & games

QUEM COMEU MAIS?

A LETRA QUE SAIR TEM QUE COMER !!
DESAFIO NA QUARENTENA | Luluca

Crescendo com Luluca
4 months ago

1.6M Views 77.5k Likes

Alimentação infantil

Diana y Roma y el desafío de chocolate

Diana Bebe
4 months ago

16.7M Views 103.5k Likes

Postres +1

WASH YOUR HANDS WITH BABY SHARK

pinkfong

Wash Your Hands with Baby Shark | Baby Shark Hand Wash Challenge | @Baby Shark...

Pinkfong! Kids' Songs & ...
6 months ago

26.1M Views 195.9k Likes

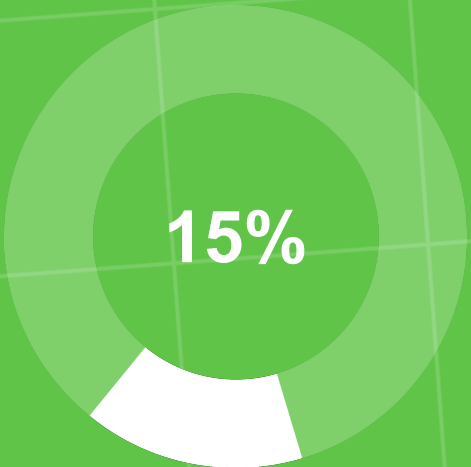
Kids songs

Winnin Insights: global data from Facebook, Youtube and Instagram on the last year.

Reaction

Shows kids reaction on trying things, such as food and toys, for the first time.

Total views



Alex y Gaby probando juguetes para gatos en nuestros gatos con mamá

Alex y Gaby
10 months ago

6.7M Views 33.6k Likes

Juguetes & juegos

REAGINDO AOS MEUS VÍDEOS ANTIGOS COM A BABY ALIVE COMIDINHA FELIZ | Luluca

Crescendo com Luluca
9 months ago

3.6M Views 122.8k Likes

Not classified yet

Diana prueba diferentes helados

Diana Bebe
4 months ago

1.9M Views 11.4k Likes

Juguetes & juegos

Abrindo 5 Bonecas Candylocks Com Cabelos Compridos

SLIME SAM SAPECA
9 months ago

1.6M Views 34.1k Likes

Brinquedos & brincade...

DIY

Stimulates parents and siblings to co-create and not be afraid of getting their hands dirty.

Total views

13%



Diana makes a new Dress for Birthday - Cool DIY Ideas

 Kids Diana Show
5 months ago

88.5M Views 348.6k Likes

Kids fashion +1



Aprende con Gisele y Claudia hacer manualidades para niños el libro de Las Ratitas

 Las Ratitas
4 months ago

2.2M Views 44.8k Likes

Moda para niños +1



How to Filter Water DIY Science Experiments for Kids

 Ryan's World
9 months ago

21.1M Views 55.5k Likes

Math & science +1



Maria Clara e JP ensinam brincadeiras divertidas para as crianças fazerem em casa!

 Maria Clara & JP
6 months ago

18.6M Views 190.4k Likes

Brinquedos & brincade...

Winnin Insights: global data from Facebook, Youtube and Instagram on the last year.

Vlog

Shows kids and their families routine's through good habits, ideas and games.

Total views

11%



EPISODE 3
MAKING NO-BAKE ENERGY BALLS

Zhuri makes no bake snack recipe with her dad, LeBron James!

 **All Things Zhuri**
9 months ago

2.7M Views 125.1k Likes

Kids shows



1 HORA DE VÍDEO
LAURINHA E HELENA

LAURINHA SENDO BABÁ DA HELENA E MUITAS OUTRAS DIVERSÕES 🧸 1 HORA DE...

 **Clubinho da Laura**
5 months ago

13.8M Views 89k Likes

Brinquedos & brincade...



ultimate HiDE N SEEK in an ABANDONED MANSION!! fun family game in a new house...

 **A for Adley - Learning & F...**
9 months ago

8.1M Views 29k Likes

Toys & games



Jannie Se Lava Los | Rutina de la Mañana | Kids Morning Routine

 **Juguetes y Colores**
a year ago

14.8M Views 68.6k Likes

Juguetes & juegos

Winnin Insights: global data from Facebook, Youtube and Instagram on the last year.

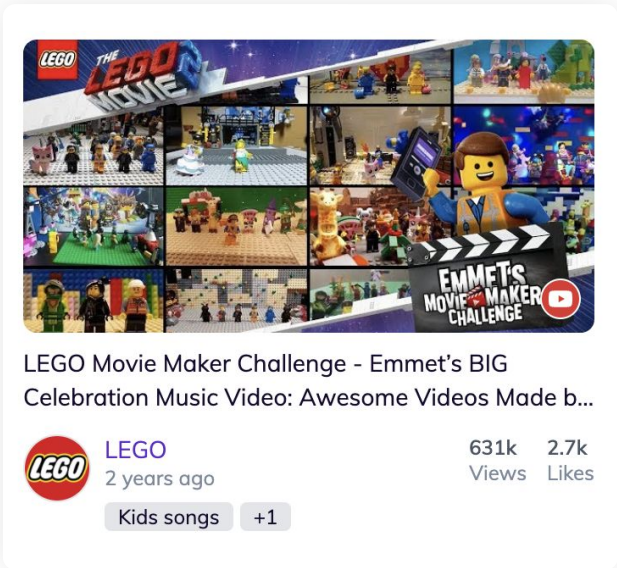
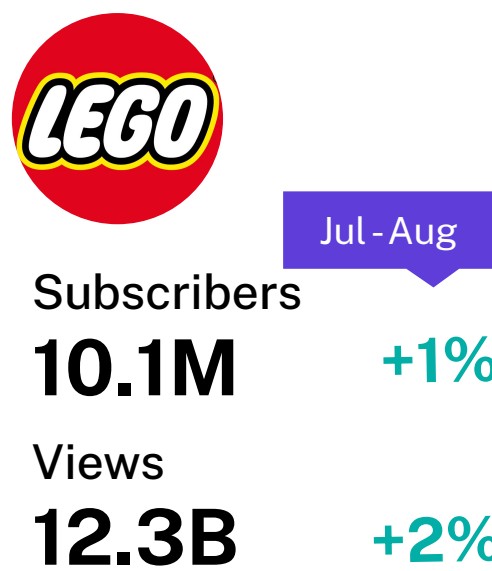
3. Creators and brands

Who is being relevant in edutainment?

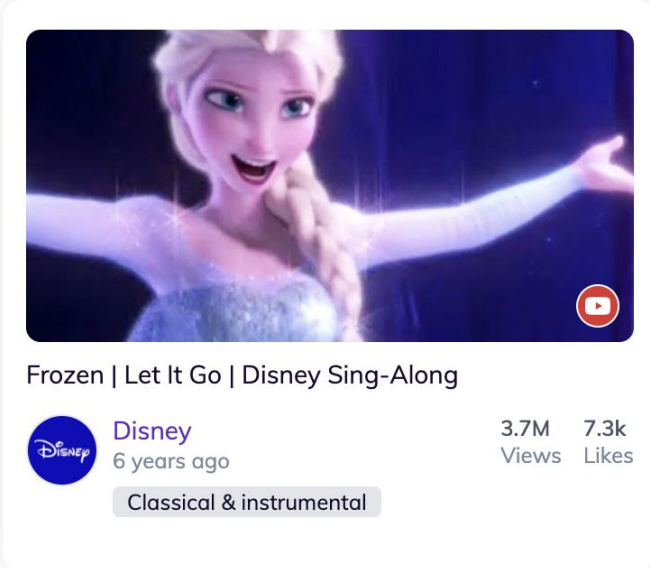
	Subscribers	Views		Subscribers	Views
	Jul - Aug	Jul - Aug		Jul - Aug	Jul - Aug
 Kids Diana Show United States Desserts +2	63.4M +4%	38.7B +9%	 A for Adley - Learning & Fun United States Halloween +2	2.3M +3%	2.6B +6%
 Las Ratitas Spain Moda para niños	20.8M +1%	7.2B +2%	 Família MC Divertida Brazil Família	1.8M +16%	415.3M +22%
 RubyandBonnie United Kingdom Toys & games	4M +9%	1.8B +13%	 All Things Zhuri United States Kids shows	196K +1%	6.2M +8%
 Alicia y hermanas Mexico Juguetes & juegos	3.1M +4%	767.6M +8%	 Erlania e Valentina Pontes Brazil Brinquedos & brincadeiras	20.5M +1%	6.3B +3%

Total number of subscribers and views & views and subscribers increase between July and August.
Global data from Youtube via Winnin Insights.

Quem está sendo relevante no Edutainment?



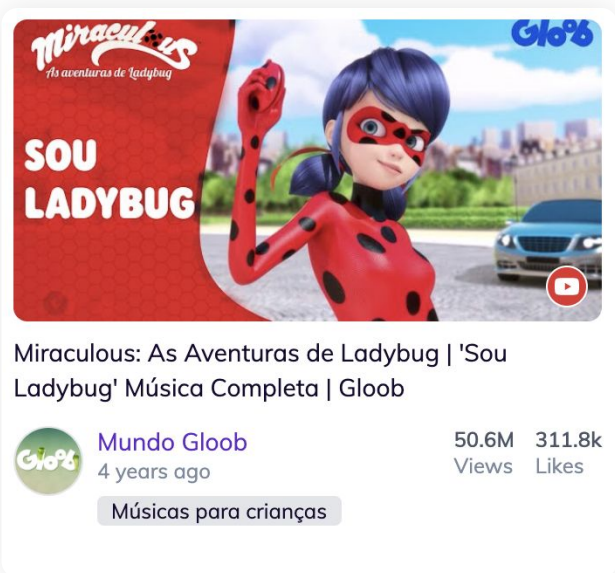
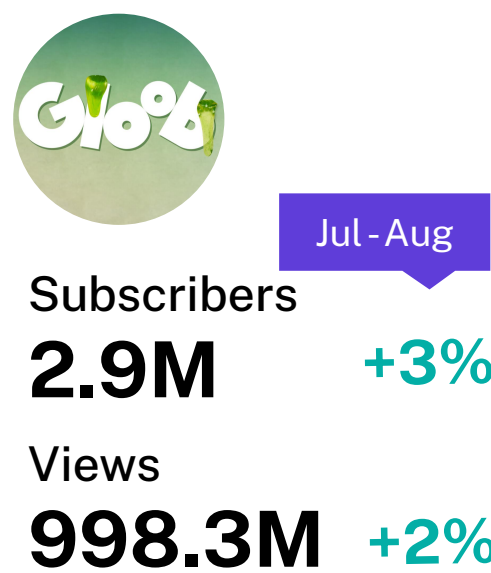
Lego connects different generations and it has created all kinds of content with the original song from "The Lego Movie".



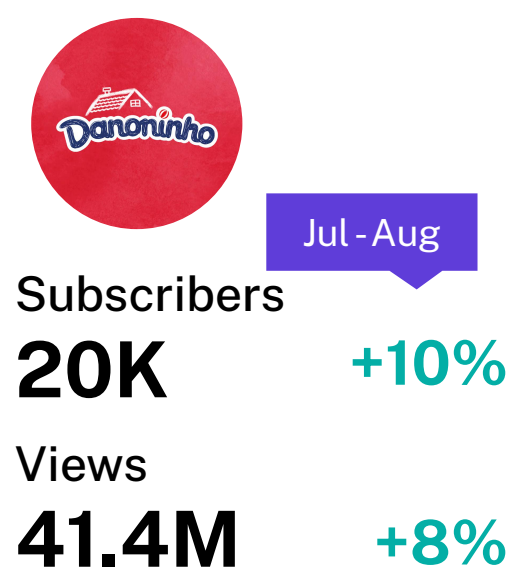
Disney's soundtracks are a trademark. "Let it Go" from Frozen is a cultural phenomenon that won both kids and adults' hearts.

Total number of subscribers and views & views and subscribers increase between July and August.
Global data from Youtube via Winnin Insights.

Quem está sendo relevante no Edutainment?



Gloob is a channel for kids focused on creative and educational entertainment. Its most watched video is one of Lady Bug's cartoon song.



Danoninho partnered with Mundo Bitá to take songs and entertainment to kids at home during the quarantine

Total number of subscribers and views & views and subscribers increase between July and August.
Global data from Youtube via Winnin Insights.

4. Conclusion

This is the rhythm of learning :)

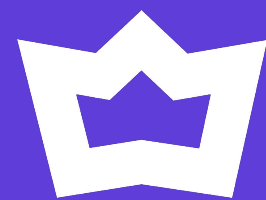
The connection between **music, education and relevant formats** is the recipe to engage different generations in today's scenario. It's a way of bringing the whole family together to learn things in a much more fun way.



+ about Winnin

At Winnin we seek to empower creativity
through data science.

Global leaders like AB Inbev, Danone, Nestlé, among
others, trust Winnin to make better and more relevant
decisions.



Our technology can help you to understand:

What's relevant.

Find out what subjects your audience is really
interested in engaging with.

How to be relevant.

Understand which formats and languages work for
each audience and on each subject.

Who to be relevant with.

Find creators, influencers and brands that are
leading.

Get in Touch

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Visit our Website

Share on WhatsApp



THANK YOU

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