An Evaluation of Multimedia Childrens Networks:
A Proposal for Effects on Cable TV viewers

Prepared for:
Discovery Channel

Prepared by:
Adventure Kids Network

November 25, 2019

ADVENTURE KIDS NETWORK

Discovery Channel
8045 Kennett Street
Silver Spring, MD 20910

November 25, 2019

Madeline Payne
Executive Consultant
Adventure Kids Network
501 Buffalo Street
Farmville, VA 23901

Dear Mrs. Payne:

Subject: Evaluation of Discovery Channel Websites

 Over the past 20 years Discovery Channel has prided itself on marketing and representation on the internet. Recently we have experienced a decrease in website visitations, in correlation to this we have also lost viewer ratings for our programs. The implementation of Discovery Kids was meant to increase revenue and viewers by creating a new audience. Our goal is to represent ourselves in a way that is attractive to a younger audience, typically ages 6-9.

 We wish to see the report submitted by no later than January 1st, 2020 and to be presented January 5th, 2019. We look forward to seeing your report and will gladly provide you with any additional information about our websites functionality. Feel free to contact me via my office phone at 434- 504-333 ext. 100

Yours Sincerely,

Robert Miron

Robert Miron
Executive Chairmen

Adventure Kids Network
501 Buffalo Street
Farmville, VA 23901

November 26, 2019

Robert Miron
Executive Chairmen
Discovery Channel
8045 Kennett Street
 Silver Spring, MD 20910

Dear Mr. Miron:

The Adventure Kids Network would like to thank the Discovery Channel organization for your acknowledgement. The Adventure Kids Network mission is to prevent behavioral issues in adolescents by providing educational, entertaining, and exciting content through technology. We are aware of the decrease in the Discovery Channel's viewers over the age of 13 has resulted in the Discovery Channels desire to increase their viewers under the age of 13. The Discovery Channel is looking to redesign their company website to be geared towards adolescents.

In the modern day, children are more likely to visit and return to websites that contain intriguing content. Websites intriguing to children must be able to keep the short attention span of a child entertained in many ways. The best ways for a website to delight a child would be to focus on visuals and interaction. As well as making the website fair to those of less complex literacy skills and brain development.

Upon your request, we will will create an analysis report along with recommendations to increase your website traffic in adolescent ages.

Feel free to contact us at 980-399-4567

Subject: Discovery Channel Website Proposal Completion

Yours Sincerely,

Ciara Pembrook

Ciara Pembrook
Executive Consultant

Enclosure: Report on websites

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Executive Summary

A decrease in the Discovery Channel's viewers over the age of 13 has resulted in the Discovery Channels desire to increase their viewers under the age of 13. The Discovery Channel is looking to redesign their company website to be geared towards adolescents.

In the modern day, children are more likely to visit and return to websites that contain intriguing content. Websites intriguing to children must be able to keep the short attention span of a child entertained in many ways. The best ways for a website to delight a child would be to focus on visuals and interaction. As well as making the website fair to those of less complex literacy skills and brain development.

The Adventure Kids Network was to find two websites that exemplified pure entertainment for adolescents through its visuals and interactive content. As a part of the analysis, overall aesthetic design, ease of navigation, and quality of content.

Each website was analyzed and rated based on the following criteria:

Overall Aesthetic Design: eye-catching colors, intriguing pictures and displays

Ease of Navigation: simple layout, simple vocabulary, easy accessibility

Quality of Content: interactive activities, videos, games and Network shows

The Adventure Kids Network conducted research on which childrens websites are visited and enjoyed the most, based off our research, the following two websites were chosen to which to base our analysis:

- Cartoon Network

- Nickelodeon

The focus of this report is to provide the Discovery Channel with the creative and innovative insight to include within their own website for the purpose of becoming more affable. We at the Adventure Kids Network are confident that our research and recommendations will be extraordinarily beneficial to the Discovery Channels goals to become more appealing to the youth.

Introduction

Childrens websites are not only important due to the content they provide, they are also significant in todays society due to the opportunity they provide to children to become advanced in technology.

The Discovery Channel was founded by John Hendricks in June 17, 1985 in Silver Spring, Maryland. Their mission is to satisfy curiosity and make a difference in people's lives by providing the highest-quality content, services, and products that entertain, engage, and enlighten.

In 2013, the Discovery Channel dominated ratings as top 5 cable network across the U.S. Then, in 2019, The networks ratings dropped to over the 150th TV network in America. The Discovery Channel looked into the website viewer demographics and the results caused them to contact the Adventure Kids Network.

The Discovery Channels viewer demographics showed that in the last six years, the total number of viewers over the age of 13 dropped by 93%. This caused a slight
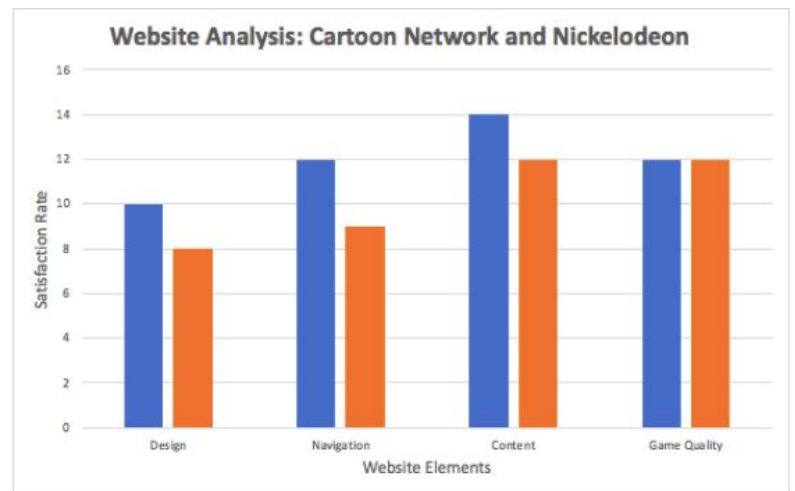
mission statement change to be made by The Discovery Channel network. The network now desires to satisfy curiosity and make a difference in childrens lives by providing the highest-quality content, services, and products that entertain, engage, and enlighten.

This report will elaborate on the issues faced by The Discovery Channel and recommended several strategies and changes to keep the website generating an increased amount of traffic from those of ages 13 and under.

As the focus of our analysis, we chose the websites of Cartoon Network and Nickelodeon. Each website was analyzed and rated based on the following criteria:

Overall Aesthetic Design: eye-catching colors, intriguing pictures and displays

Ease of Navigation: simple layout, simple vocabulary, easy accessibility

Quality of Content: interactive activities, videos, games and Network shows

A survey was conducted and given to children ages 6-9. Children were asked a series of questions to rank which website they liked best, along with ranking each websites accessibility. The results of these websites showed that Cartoon Network was ranked best in all areas.

Cartoon Network Website Analysis

The results found that Cartoonnetwork.com was significantly more appealing to children overall.

Cartoon Networks website homepage immediately displayed the Networks games based off of the popular shows and characters it had. The websites design included many bright and neon colors that appeal to children and enhance engagement in younger ages. We found that children enjoyed the colors and pictures from Cartoon Network's website because they were bigger and took up more space on the screen. The colors are also brighter. Immediately on the home page, the children were able to see a list of the Networks most popular characters sorted by pictures.

There were larger letters on icons and at the top menu bar of the homepage that made it easier for less comprehensive ages to view. Because the children could see the large pictures of characters and games, along with the large letters spelling out "Games" above them, the children knew right-a-way when asked where the games were. There is also a bar of options in the top with larger letters leading to the websites videos, more games, and applications. The children had no problem finding the 'videos' icon.

Since the games were presented so obviously to the children on Cartoon Network's website, they were immediately engaged when allowed to roam the website. They stated that they enjoyed the games and videos more than Nickelodeon's website and remained engaged the entire 5 minutes.
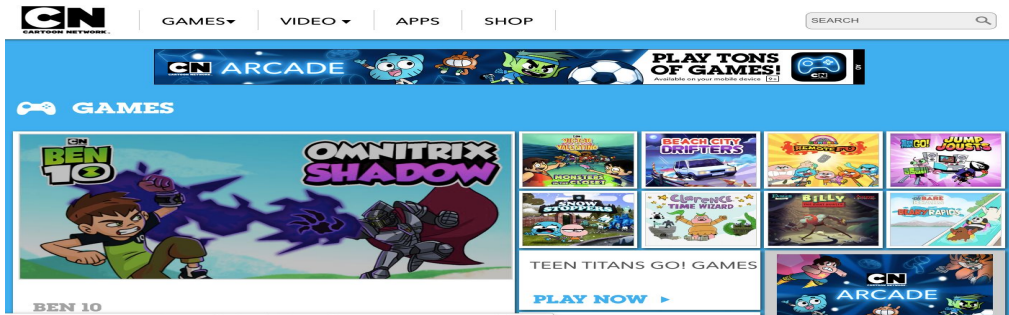
Nickelodeon Website Analysis

The least appealing of the two websites was Nick.com.

The overall design of the homepage at Nick.com is more on the bland side. There are not many pictures of their TV shows and characters. Colors were minimal, they stuck to their theme colors, purple and orange.

Children expressed that they liked this website the least because it didn't have as many pictures and they couldn't see all of the games right-a-way. Childrens websites should have eye-catching visuals, which Nickelodeon lacked.

On Nickelodeons website, children had to scroll down a bit to see content such as games, shows, and videos. Most children do not know right-a-way that they need to scroll up or down on a website and search for content, so having content close to the top of a websites homepage is beneficial. When asked to find all of the games, the children took more time to find them. The icon letters at the top bar were smaller, making them stand out amongst the other content, this made it more difficult for children to find their way around.

Quality of content: Because things were harder to find and not as aesthetically pleasing to the children, we believe that the games and videos were not as entertaining to the children. They spent less time on each game or clicked out of episodes and videos more frequently and some even asked if they could go back to

Cartoon Networks site.
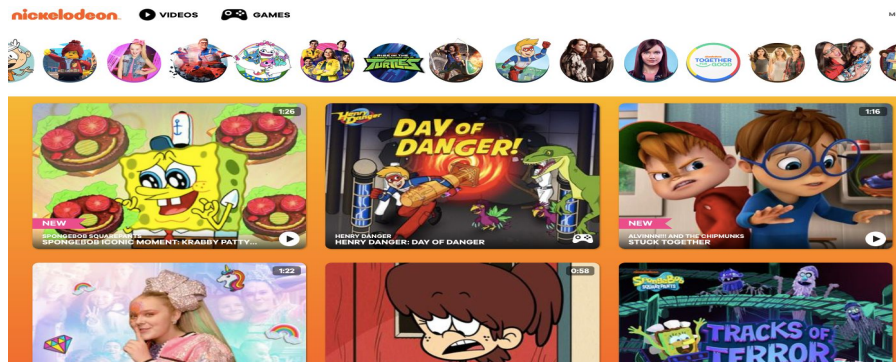
Conclusion

After our research experiment involving children ages 6-9 years old, we have concluded that the website design, ease of navigation, and quality of content on Cartoonnetwork.com is a better example of a 'kid friendly' website to present to the Discovery Channel. The website was more entertaining and had longer viewing time because it presented content through pictures, games, and many bright colors. It also displayed icons and letters larger than most websites, so that they would stand out and be easier for children to navigate their way around the website.

Recommendations

After our research experiment involving children ages 6-9 years old, we have concluded that the website design, ease of navigation, and quality of content on Cartoonnetwork.com is a better example a website that appeals to younger/adolescent ages. This is the website we chose to present to the Discovery Channel. The website was more entertaining and had longer viewing time because it presented content through pictures, games, and many bright colors. It also displayed icons and letters larger than most websites, so that they would stand out and be easier for those with literacy restrictions to navigate their way around the website.

We recommend that the Discovery Channel incorporate the following:

- Additional imagery, larger fronts
- A large menu bar with large text, in bright colors. Incorporating "click here" icons as well as "scroll down" icons will increase navigation for this age group as well.

In addition to increasing ease of navigation and overall aesthetic and design, we recommend that the Discovery Channel includes:

- Include interactive activities to their website, such as: games that children can play and contest, keep them engaged and will increase websites viewing time and returning rates. The Discovery Channel should also include short clips of content regarding characters and animals, as well as full TV episodes for children to watch in a mobile setting.

Appendix A: Cartoon Network and Nickelodeon Website Survey

With a target audience of children ages 6-9, our team created survey questions to accommodate their literacy level.

The website looked nice and the colors and design were pleasing .

      Agree   Neutral   Disagree

The website was easy to use.

      Agree   Neutral   Disagree

The website had all the information I was looking for.

      Agree   Neutral   Disagree

The website had fun games.

      Agree   Neutral   Disagree

Appendix B: Cartoon Network and Nickelodeon Website Survey Results

5,000 surveys were distributed and 1,000 were returned with the following results

	Agree	Neutral	Disagree
Design	505	305	190
Navigation	435	205	360
Information	535	200	255
Games	605	315	80

Appendix C: Discovery Website Survey

With a target audience of children ages 6-9, our team created survey questions to accommodate their literacy level.

The website looked nice and the colors and design were pleasing .

    Agree   Neutral   Disagree

The website was easy to use.

    Agree   Neutral   Disagree

The website had all the information I was looking for.

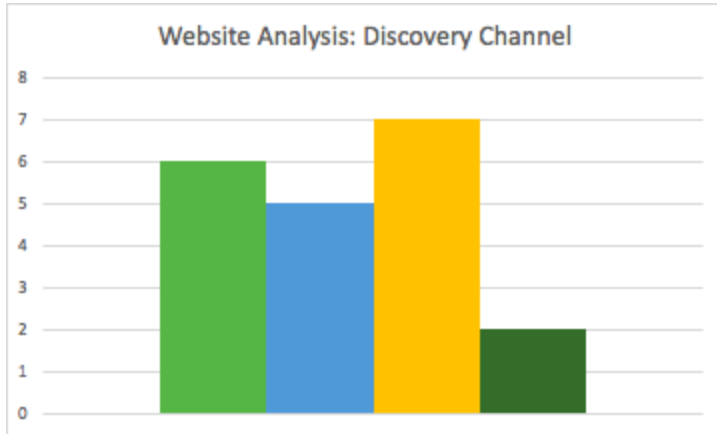   Agree   Neutral   Disagree

The website had fun games.

    Agree   Neutral   Disagree

Appendix D: Discovery Website Survey Results

5,000 surveys were distributed and 1,000 were returned with the following results

	Agree	Neutral	Disagree
Design	305	305	190
Navigation	235	205	355
Information	335	200	260
Games	505	315	155