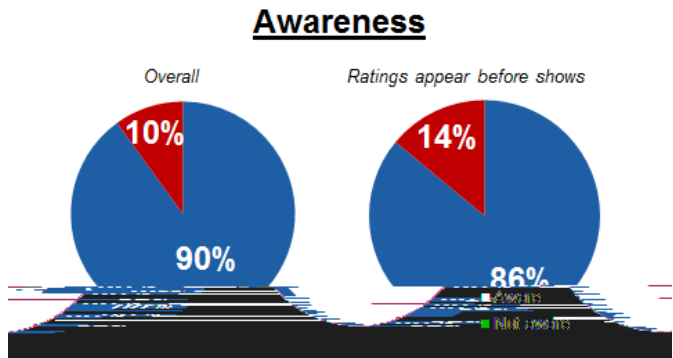


Key Findings from 2018 TV Ratings Research Among Parents

Overview:

Awareness of the TV ratings system remains high, and most parents continue to say they understand TV ratings.

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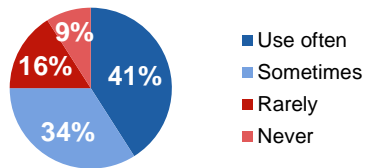
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The majority of parents have a favorable opinion of the TV ratings system. Nearly nine in 10 find the parental ratings for TV helpful, and their usage of the ratings system remains high.

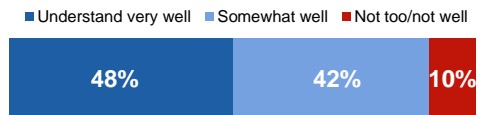
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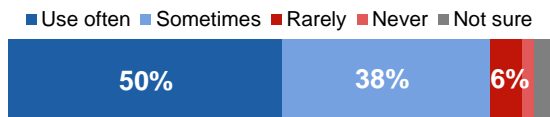
Usage



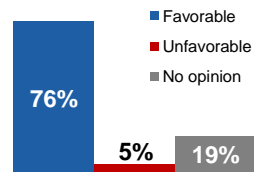
Understanding



Helpfulness



Favorability

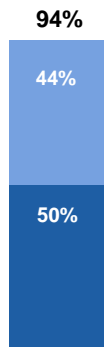


Parents continue to express near-unanimous satisfaction with the accuracy of ratings for TV shows overall, and only one in three recalls seeing a show in the past three months that they felt was rated inaccurately.

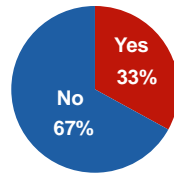
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Satisfaction with TV ratings

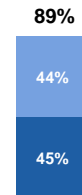
■ Somewhat satisfied
■ Very satisfied



Seen inaccurate rating



Satisfaction among seen inaccurate rating



Frequency of inaccurate ratings

■ Very frequent ■ Somewhat ■ Not very ■ Not at all ■ Not seen inaccurate ratings



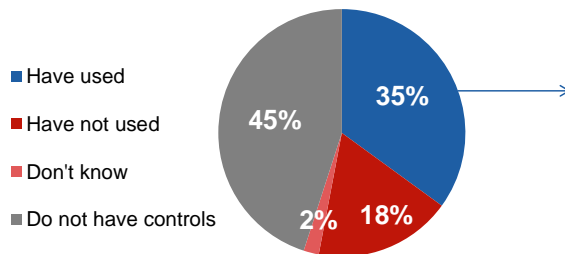
Usage of parental controls or a V-Chip has held steady at just over one in three parents, and virtually all parents who have used these controls have found them useful.

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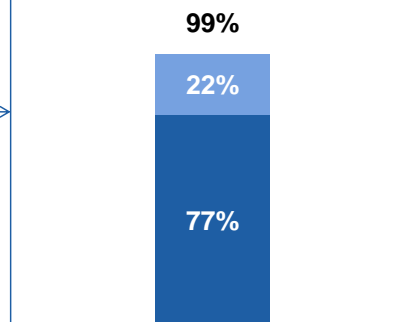
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Use of parental controls and/or V-Chip



Usefulness among 35% who have used

■ Somewhat useful ■ Very useful



Children's streaming of TV programming on a variety of devices continues to rise.

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