**YouTube Tops Charts With Gen Alpha, 26% Have VR**

YouTube will get attention from 97.3% of US children younger than 12 who watch digital video this year, eMarketer predicts, and Morning Consult reports that 26% of Generation Alpha members have virtual reality devices at home. GWI notes that games centered on exploration, adventure or creation appeal to Gen Alpha kids.

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[*https://www.emarketer.com/content/where-how-gen-alpha-consumes-content-youtube-netflix-roblox*](https://www.emarketer.com/content/where-how-gen-alpha-consumes-content-youtube-netflix-roblox)

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