



## In digital we trust: Urban Indian kids

Findings of Ormax Brand Trust Survey 2021 reveal that digital media brands have managed to earn the trust of urban Indian kids

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### Summary

- The Top 5 most-trusted media brands among Indian kids are all digital brands
- Three mobile games (Ludo King, Subway Surfers & Garena Free Fire) are a part of the Top 5 list
- Affinity towards digital media brands is particularly strong among boys and older kids

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In February 2021, Ormax Media released its new report titled Ormax Brand Trust Survey 2021: Media brands that Indian kids trust the most. The research, conducted among urban Indian kids in 10 cities, puts out a ranking of 44 media brands, based on the trust these brands enjoy among Indian kids.

