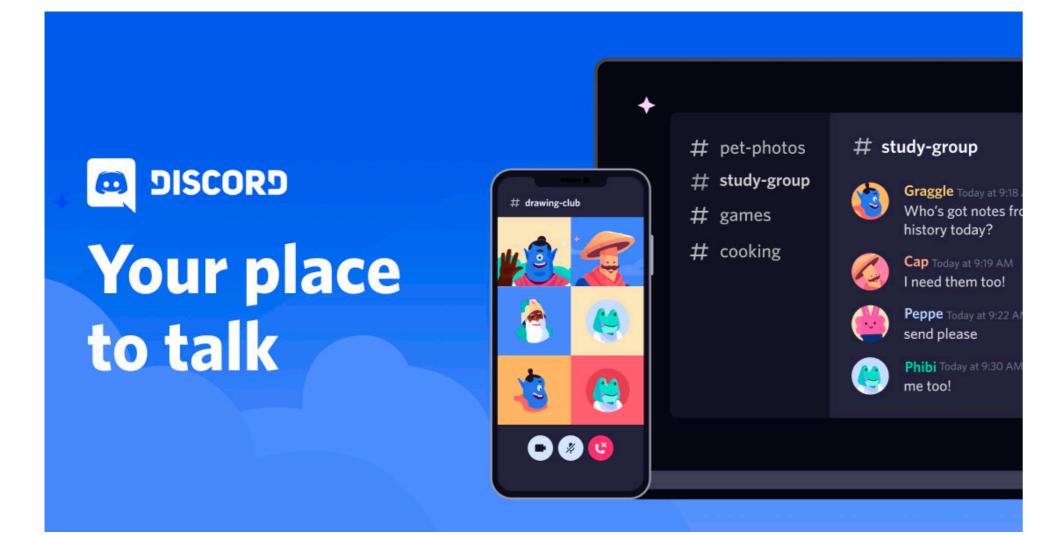
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Zadtelligence









HANGOUTS GO DIGITAL

In the past year, "hanging out with friends online", has become the most common answer to the question, "what are you doing today?", for millions of kids. These tech savvy youth have turned the games they play online into their unique versions of virtual gathering spaces replacing the mall, the playground and the backyard with fantasy worlds and planets they build themselves.

Despite parent's concerns about increased screen time many experts agree that, given the alternative of isolation and solitude, these social opportunities are important for kids.

Games like Fortnite, Roblox and Minecraft have quickly become the basement club house of this generation. Where once they hung out in front of the TV playing games, now they hang out together in game.

Discord is a communication and streaming platform with more than 250 million monthly users.

Kids use the robust chat and livestreaming capabilities of Discord to do everything from play Dungeons & Dragons to watching movies together.

"Discord is a great way to blow off some steam and play some games or watch a movie with friends," Kim said.

-The Accolade

Roblox is a platform with 150 million users where kids can both create and play millions of games.