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### **Duration and Practices of Television Viewing in Thai Infants and Toddlers**

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#### Abstract

**Background:** Television viewing is discouraged in infants; however, its magnitude and pattern in Thailand is still unknown.

**Material and Method:** Data on magnitude of TV viewing and viewing practices from 4,157 children in Prospective Cohort of Thai Children were obtained between 2001 and 2005.

**Results:** At 1, 2, 2.5, and 3 years of age, the percentage of children watching TV was 77%, 90%, 92%, and 95%, respectively. Viewing duration also increased with age from 10 minutes/day at 1 year to 60 minutes/day at 3 years. Bangkok children spent double the screen time than children in other provinces. The most popular programs were cartoons and entertainment while 4% to 7% watched children programs.

**Conclusion:** Most children in this cohort were exposed to TV by three years of age.

**Keywords:** Prospective Cohort of Thai Children, Infants, Media, Television

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