

You are receiving the YTV Take Note newsletter because we thought you'd want to know the latest on kid research, trends and more. If you wish to UNSUBSCRIBE (or SUBSCRIBE), please scroll down to the link at the bottom of this page.



August 2005

KID RESEARCH

Special Technology Issue

Technology has become so matter-of-fact to this generation of tweens, it's almost just another fashion accessory. No longer is it surprising to see a handheld game, CD player or cell phone in a kid's hand. Tweens love technology and can't imagine a world without it. **The following insights were taken from the latest technology survey on YTV.com. A total of 1,399 tweens aged 9 to 14 participated in this survey.**

Technology Ownership

A whopping 64% of tweens own a GameBoy Advance, but only 8% own a pager.

Technology	Ownership %
GameBoy Advance	64%
My Own TV (in my bedroom)	54%
Portable CD Player	54%
Digital Camera	39%
MP3 Player (iPod)	32%
Cell Phone	31%
Laptop	21%
Portable DVD player	20%
Nintendo DS	19%
PSP	14%
Pager	8%

Question: Which of these do you currently own? (Check all that apply)

Making Plans To Go Out With Friends

It may seem 'old fashioned' but the regular home phone is still the clear favourite when tweens are making plans to go out with friends. Only 8% of kids say they use their cell phone in this

situation.

Technology	%
Regular Home Phone	58.4%
E-mail	12.2%
Instant Messaging	11.7
Cell Phone	8.0%
Text Messaging (pager)	1.5%

Question: When making plans to go out with friends, how do you usually contact them? N = 1,399

Don't Leave Home Without It

Handheld gaming devices (39%) and cell phones (31%) are the top 2 items tweens say they wouldn't leave the house without.

Technology	%
Handheld Gaming Device (eg. GameBoy, PSP)	39%
Cell Phone	31%
MP3 Player (iPod)	13%
Portable CD Player	11%
Digital Camera	4%
Pager	1%

Question: What's the ONE thing you wouldn't leave the house without? n = 829

Music

Tweens are varied when it comes to how they listen to their music. 24% of tweens say they mostly listen to music on their portable CD player, followed closely by MP3 players (23%).

Technology	%
Portable CD Player	25%
MP3 Player	22%
TV	19%
Stereo (CD / Cassettes)	18%
Radio	16%

Question: I mostly listen to music on my: n = 1,379

I Want My MP3

Downloading songs online for free is the most common way for tweens to get music for their MP3 player (31%); only 7% of tweens said they purchased songs online.

Music Source	%
I download songs online for free	31%
From CDs I own	28%
I get my songs from friends	16%
I buy songs online	7%

Question: If you own an MP3 Player, how do you get your music? (Check all that apply).



Me and My Camera

Tweens say they usually take pictures with their digital camera (34%) versus only 15% with their regular (film) camera.

Usually Takes Pics With	%
My digital camera	34%
My parent's camera	25%
My regular (film) camera	15%
My cell phone	6%
I don't really take pictures	21%

Question: What do you usually take pictures with? n = 1,340

The Multi-Purpose Cell Phone

33% of tweens have played a game on their cell phone, however only 7% of tweens have entered a contest.

Done With Cell	%
Played games	33%
Downloaded a ring-tone	20%
Sent a text message	18%
Taken a picture	17%
Surfed the Internet	13%
Downloaded wallpaper	12%
Entered a contest	7%

Question: What have you done with your cell phone? (Check all that apply)

Source: "Tech Talk" survey on YTV.com. May 11 to 16, 2005. Total respondents aged 9 to 14 = 1,399.

KID TRENDS

The YTV Trend Huntaz are away at summer camp! To check out the Technology trends and other hot stuff from last month's YTV Kid Trend Report [click here](#).

NEWS FROM SALES & CO-MARKETING

ASK YOUR ACCOUNT MANAGER ABOUT THESE OPPORTUNITIES...

Sneaky Phreaky Peeky!

On Monday, September 5th YTV will give a sneak peek of some of our fabulous new fall shows (16 in total). Labour Day will be packed with back-to-back new shows and new episodes of fave returning shows like: SpongeBob Squarepants, Jimmy Neutron, Danny Phantom and more; all day from 12 noon to 10pm.

The Sneaky Phreaky Peeky line-up includes:

- Fairly OddParents
- **Catscratch (NEW!)**
- Jimmy Neutron
- My Life as a Teenage Robot
- Danny Phantom
- **Avatar (NEW!)**
- **D.I.C.E (NEW!)**
- **Mew Mew Power(NEW!)**
- **Hi Hi Puffy AmiYumi (NEW!)**
- All Grown Up
- Fairly OddParents
- Spongebob Squarepants
- Being Ian
- Martin Mystery
- **Unfabulous (NEW!)**
- 15/Love
- Spongebob Squarepants
- **Sabrina the Teenage Witch (NEW!)**
- Yvon of the Yukon
- **Fresh Prince of Bel Air (NEW!)**



K2-11 AMAs always spike on Labour Day!

Even with the chaos of a new school year, kids still find the time to tune into YTV. YTV viewership on Labour Day Monday spikes by 29% versus an average Monday*. YTV has the greatest share of purchasable ratings against K2-11 and our core audience, K6-11. YTV is simply THE place to be!

**Source: Labour Day Monday vs the following 16 week Mondays for Fall 2002, Fall 2003, and Fall 2004*

We have two Sneaky Phreaky Peeky sponsorships available. Packages include brand sell and customized sponsorship billboards.

Contact your Account Manager or visit ytvmedia.com and be the first to secure this fantastic opportunity - before they sneak away!

GREAT FAMILY MOVIES ON ZAPX

Pronounced ZA-Pics, ZAPX is YTV's newest **hosted daypart**. The ZAPX block features movies suitable for the entire family like: **The Brady Bunch Movie, A Walk to Remember, What A Girl Wants** and classics like **The Wizard of Oz** and hosted interstitials that tie it all together. ZAPX will air **every Sunday at 6pm** starting in October.

ZAPX will be a great opportunity to reach both kids and adults - movies on YTV are some of our strongest co-viewing programs. The YTV team is interested in innovating with our partners to create targeted branded content that entertains and informs. We can tie into web and promotion to create an even bigger bang! Kids and their parents love a good movie and YOUR brand can be a part of it.



Contact your Account Manager or visit ytvmedia.com to discuss how to get involved in brand integration and interaction with ZAPX.

A BIG OPPORTUNITY THAT DOESN'T COME AROUND OFTEN

We have a prime, pre-holiday season promotional window available in The Zone, which is as rare as a kid who's never heard of SpongeBob SquarePants!

The Zone, hosted by Sugar & Carlos, is Canada's #1 afterschool hosted daypart with YTV's top kid shows including: SpongeBob SquarePants, Fairly OddParents, Danny Phantom and more.

Integrate your brand's product, movie, video game or service into The Zone this November using branded content, entertaining vignettes, or relevant product reviews. There are oh so many options. Drive additional awareness with a deep micro-site on YTV.com.

The holidays are coming fast so don't delay!

Reach kids at this critical time of year. Contact your Account Manager or visit ytvmedia.com for more info.



Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? Are you finding the information useful? We'd love to hear your suggestions on how to make this newsletter more useful to kid marketers.

next newsletter

Watch out in September for a Special Back-to-School Fashion issue of Take Note.



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