

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.



KID RESEARCH

Kidfluence Highlights from the latest YTV Tween Report

Tweens continue to exert huge influence on their parents' household purchases, especially in the fashion, entertainment and food categories. But kidfluence is not just kids' "pester power", it works both ways. Even without tweens specifically asking their parents for items they see advertised on TV (which they frequently do), most parents say they buy products they know their tweens will like or want. Here are some highlights from Wave 10 of the YTV Tween Report...

Parents of Tweens (9 to 14) Say They Are More Likely to:

- Ask their child's opinion about products in categories such as: fashion, entertainment, food & beverages and restaurants.
- Ask their boys about their opinion when purchasing shoes.
- Ask their girls about their opinion when purchasing personal care items.

Frequency of Parents Who "Always Ask" their Child's Opinion When Purchasing Specific Products - Parents' Perception

72% of parents say they "always ask" their child's opinion when purchasing sports / running shoes.

Always ask	Total%	Gender of child		Age of child	
		Male	Female	9-11	12-14
Sports/running shoes	72	75	68	65	79
Clothing stores for child	51	46	57	40	62
Entertainment	34	34	35	31	38
Electronic equipment	33	30	36	32	34
Sports drinks	31	31	31	31	32
Snack food	28	28	28	27	29
Restaurants	25	25	26	26	24
Personal care items	20	17	24	12	28

Groceries	11	9	13	13	9
Electronic equipment	9	8	9	5	12
Stores for whole family	6	5	7	5	7
Bottled water	6	5	7	9	3
Batteries	5	5	6	5	5
Pet food	4	1	6	5	2
Cell phone	3	2	5	1	6

Base: Parents of Children Aged 9-14 (n=300)

Ask And Ye Shall Receive. Did you know?

- 78% of tweens "often" or "sometimes" ask their parents for products they've seen in commercials.
- And 58% of parents say they "often" or "sometimes" purchase an item their child asked for after seeing a commercial.
- **Co-Viewing is powerful.** 43% of parents say they are "more likely" to buy their child an item they see in an ad when they have Co-Viewed the commercial with that child.

Kidfluence: Tweens' vs. Parents' Perception

When we compare parental perception vs. tweens' perception on Kidfluence, it is not dissimilar. In fact in many instances, parents felt their kids' influence was greater than the kids themselves. For example, 90% of parents say they "always / sometimes" ask their child's opinion when purchasing snack food versus 89% of tweens.

Frequency of Parents Asking Child's Opinion When Purchasing Specific Products ("Always Ask" and "Sometimes Ask"):

Category	Tweens' Perception	Parents' Perception
Restaurants	95	92
Clothing Stores for child	90	83
Entertainment	83	*90
Sports/Running Shoes	93	92
Snack Food	89	*91
VHS/DVD Movies	84	*86
Juices	85	84
Sports Drinks	65	*68
Store for whole family	79	66
Personal Care Items	57	*62
Electronic Equipment	64	43
Groceries	81	80
Batteries	33	20
Bottled Water	33	24
Pet Food	26	14
Cell Phone	23	12

**In some cases parents feel that their tweens' influence is stronger than even the tweens' themselves perceive it to be.*

Source: 2004 YTV Annual Tween Report, tweens aged 9 to 14

This is the tenth consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of tweens aged 9 to 14. A total of 600 telephone interviews were conducted in August 2004 with youth and their parents. YTV commissioned Solutions Research Group to oversee the development of the questionnaire and conduct the survey. The survey results are accurate to ± 4.8 percentage points for the universe of parents or kids 9 -14, nineteen times out of twenty.

KID TRENDS

Music

To di For

P. Diddy might have "invented" the remix, but the **diPlayer** has perfected it. Thanks to London-based Digimpro, anyone can modify and customize their favourite song in a legit way. Moby's first single "Lift Me Up" comes with a diPlayer and users can edit the song with alternative vocals, guitar, drums and base tracks provided by Moby himself. This invention is great for artists who can now showcase even more musical creativity; for fans-who love everything about Moby, other than his voice; and for music labels-by offering more reasons to buy a single.

Heavy Metal Summer

Mullets!? Teased bangs!? Is heavy metal back? You betcha! Head bangers have been on hiatus, but this summer with bands like Motley Crue touring in comeback-style, a lot of tweens are taking notice and trading in their punk and alt-rock music for something a little heavier. And they're trading in their regular t-shirts for rock tees too - Metallica, Motley Crue, Rush, Pink Floyd, and more!

Movies

Everything's Coming Up Ferrell

Whether you're a fan of Will "More Cowbell" Ferrell or not is a matter of comedic taste, but there's no arguing that he's his own one man trend. Since the success of **Elf**, Ferrell has signed up to star in at least nine upcoming movies including three kid friendly features: **Elf 2**, **Curious George** and what we can only assume is another silly comedy **Talladega Nights** (set in the world of super speedway racing in Alabama). Following in the footsteps of Adam Sandler and Ben Stiller, Ferrell is the latest comedian to invade movieplexes in a big way.

We launched a poll on ytv.com for one week to find out which "funny man" kids like best...here are the results

Poll Name: Fave Funny Man

Which one of these guys is your fave funny man? (1822 responses)

Answer Choice	# of Votes	% of votes
Will Ferrell	151	8.29%
Jim Carey	902	49.51%
Adam Sandler	356	19.54%
Mike Myers	295	16.19%
Jimmy Fallon	41	2.25%
Ben Stiller	77	4.23%

Fashion

Fashion Bytes

- **Boho is back:** but this time around the look is flirtier and femme, rather than strangely hippy. The turquoise elements have been replaced with coral and it's more about mix n' match than the head-to-toe gypsy look.



- **Jean scene:** ripped and completely worn out is the denim du jour. And if you can score a pair with some paint or a perfectly placed stain, even better. Capris with a big ol' cuff at the bottom are hot on the summer scene.
- **Shoes:** Sigerson Morrison (creator of the kitten heeled flip flop) has pointed jelly flats for summer '05. Coloured and patterned cowboy boots make fashionable footwear as well as chunky espadrilles. Exotic beaded, jeweled or sequined thongs have replaced the beach flip flops of last summer.
- **Fruity:** Cherries, apples and strawberries are popping up on tonnes of clothing and accessories. How tasteful.
- **If it clashes it matches:** That's the motto for bold fashionistas. Mixing tons of bright colours and patterns is one hot look that used to be a no-no.
- **Gold and silver:** Designers have gone a little heavy on the metal over the last few seasons, but it still continues to reign supreme for shoes, belts and bags.
- **Oh boy:** Striped oxford shirts; cargo shorts; skater sneakers; track jackets; basketball warm-up jerseys and graphic t-shirts-or whatever happens to be clean is the look for most boys.
- **How charming:** Kitschy charms must be mentioned in every report just so that no one forgets how huge they are with girls right now.

Video Games

E3, the **Electronic Entertainment Expo**, has come and gone. The world's largest video game convention and trade show generates a Super Mario-sized helping of news and buzz for the gaming world, on both the commerce and fanhip sides of the coin. All three major players in the industry - Sony, Microsoft, and Nintendo - unveiled, to varying degrees, their newest consoles.

[Click here](#) to check out the full YTV Trend Report for the scoop from our resident video game expert.

Technology

Today's sophisticated kids want the tech toys that teens and adults have, but parents don't want to pay the price; so toy companies have come out with some pretty cool electronic equipment that should appeal to both...

Digital/Video Recorders

- Mattel has tweaked the classic video recorder with **The Vidster**, due out this summer. The \$99 digital video camera lets kids record and take digital photos-just like the mature versions, but with less memory. The Vidster includes on-camera editing and kits for special effects and music tracks.
- Oregon Scientific is coming out with **The Helmet Cam** this summer. It's a tube-shaped video/still camera that straps onto a sports helmet allowing skateboarders, snowboarders, etc to record their wicked moves-hands free!

Cell Phones



- **Tamagotchi goes mobile!** That loveable virtual pet can now be raised on a cellphone. The Tamagotchi phone will include mini games, a journal to record parenting endeavors and a facts feature to offer insight into your pet's personality. For those who are hesitant to take the step toward 'petthood', the mobile version of Tamagotchi is now resilient enough to withstand prolonged neglect.
- There's a new **Barbie Nokia 3587i cell phone** that features voice dialing, colour screen, stick-on face plates, exclusive wallpaper and ring tones. The phone keeps parents in control with numerous features including pay-as-you-go prepaid minutes and a tool that lists chores that must be completed to earn more airtime.

Digital Music

- Several companies have come out with cheaper MP3 players to compete with the iPod. If the ads are any indication, Sony's Walkman is clearly trying to target the kid/tween market and other companies like iRiver and Xtatik have cool looking models at a lower price point as well.

[CLICK HERE](#) to see the complete YTV KID TREND REPORT

DISCLAIMER: The trends that the YTV Trend Huntaz comment on come from the buzz on the street, mall, Internet, and numerous publications. YTV does not guarantee that all of the above information will come to fruition, but you can pretty much believe us as we are obsessed with this stuff.

NEWS FROM SALES & CO-MARKETING

DOES YOUR PRODUCT HAVE WHAT IT TAKES TO MAKE "THE TEN"?

In honour of back-to-school, YTV will compile a list of the top 10 must have items that make going back to school just a little bit easier for kids. Be sure to get YOUR product on this top 10 list fast - as only ten advertisers will make the cut, and we're offering category exclusivity!

- On-air billboards will showcase YOUR product while driving viewers to YTV.com to get the big picture via individual micro-sites.
- Turnkey billboard production of 10's and 5's plus website development and production.
- August 8 x 3wks
- \$15,700 (g) per advertiser

YTV is the place to be this August, with minimal audience drop off and great programming!!

Make YTV and "The Ten" part of your Back-to-School media buy. Contact your YTV sales representative or visit ytvmedia.com

YTV'S SUMMER PHREAK END

From 6pm August 20th until 9pm August 21st, YTV will be presenting Back-to-Back episodes and movies of the strange, mysterious and just plain icky!!



Highlighting this weekend are 4 BRAND NEW Back-to-Back episodes of the hit show, Danny Phantom.

Contact your YTV sales representative or visit ytvmedia.com and let us customize a package for you.

AND NOW SOMETHING COMPLETELY DIFFERENT FOR OUR ANIME FANS

InuYasha: The Castle Beyond The Looking Glass

Following YTV's successful airing of the first Inu Yasha movie in March, YTV will follow up with the second Inu Yasha movie: The Castle Beyond The Looking Glass. This highly anticipated movie will premiere in Bionix on Friday August 26th from 9pm - 11pm.

Sneak Preview of the New Pokemon Series: Pokemon Chronicles

Following the movie, Pokemon: Mewtwo Returns at 4pm on August 27th, YTV will give a sneak peek of the newest Pokemon series "Pokemon Chronicles" at 5:30pm. The new series focuses on the people "left behind" in the original Pokemon Journeys.

Let us customize a sponsorship package for you! Contact your YTV sales representative or visit ytvmedia.com



YTV.COM: FEELIN' HOT HOT HOT

Interactive is HOT, HOT, HOT this summer. Web advertising continues to grow in Canada. **Did you know that:**

- Web spending in Canada is up 5% to \$295 million
- Web currently represents 2% of media spending with a forecast to 8% by 2010.
- Studies indicate that TV and interactive are strong complements for effective reach.

- Web is effective. Research supports that web advertising maximizes awareness and increases purchase intent.

CHIPENDIUM THE LATEST ADDITION TO SITEKICK



"Chipendium" is a scorecard for Sitekick fans. It allows users to track the Chips they have collected. It's a little like the "Pokedex" for Pokemon... or for a more old school example, similar to the checklist baseball card collections. In addition to tracking Chips, the Chipendium also provides info on collected Chips. With close to 400 different Chips released (new Chips released each week!), and users only able to keep 20 Chips at a time, there will be even more searching and trading going on as users try to complete their Chipendium.

In the first week of being launched, the Chipendium received 250,000 Page Views. Sitekick currently averages a total of 2.7 million Page Views / week and is actively used by over 125,000 kids.

Let us customize an on-line sponsorship package for you! Contact your YTV sales representative or visit www.ytvmedia.com

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 August for the next issue of Take Note for more findings from YTV.



Contact Info



SALES (Chris Arthur) CArthur@Corusent.com



MARKETING (Tracy Heikel) Tracy.Heikel@Corusent.com



Strength in numbers

Download a printable format [here](#).

If you wish to subscribe/unsubscribe to this newsletter, [follow this link](#).

