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OCTOBER 2002

KID RESEARCH

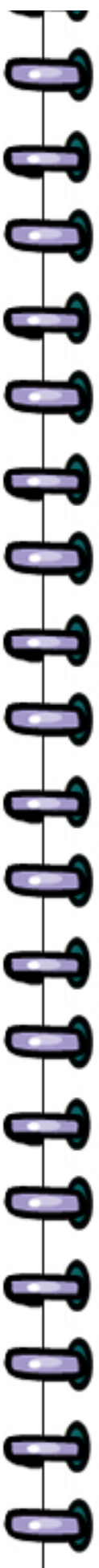
What is Kidfluence?

Kids influencing family purchases. In Canada, there are approximately 2.5 million tweens (aged 9 to 14), who in addition to spending \$1.7 billion of their own money, influence another \$20 billion in household purchases; big ticket items like cars, computers and family vacations.

Kidfluence in Household Purchases (Tweens vs Parents' Perception)

Canadian tweens wield an incredible amount of influence over household purchases. In our latest YTV Tween Report, we asked both tweens and their parents how much they influence purchases in the following categories. Note the difference in perception - surprisingly, in many categories, parents perceive their tweens' influence to be even greater than the tweens themselves.

	Tweens say they're asked	Parents say they ask tweens
	%	%
Snack food	91	95
Fast food restaurants	90	96
Clothing	89	94
Sports/running shoes	88	95
Soft drinks	88	81




Movies to buy	81	88
Household groceries	79	87
Sit-down restaurants	79	87
Games & toys	71	89
Stores where clothing is bought	71	78
Family trips	64	80
Video games	57	76
Home entertainment / electronic equipment	56	44
Batteries	53	39
Computer software	52	57
Toothpaste & mouthwash	49	59
Computer	45	40
Stores where household items are bought	39	37
Cameras & film	36	32
Pet food & accessories	30	30
Family car	17	29

Nagging 101: Highlights from a recent session with the YTV Kids Advisory Panel

Canadian kids are pretty shrewd. They respect the fact that they need to pick and choose what they are going to ask for. When a child is highly motivated to go after a certain product, they will elevate the strategies and tactics to accomplish their objectives enlisting the support of siblings, multiple tactics and timing.

The 10 types of Artful Influence: Quotes from Our YTV Kids Advisory Panel.

1. **The Negotiator:** "She just bought one because I said you don't have to give me allowance for a week because I have 2 dollars a week".
2. **The List:** "My mom has a grocery list and we just write in it what we want and if she thinks it's OK to buy, she'll get it"

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3. **The Salesman / Educator:** "When we needed to get a new computer, I'd call my dad to come into the TV room when commercials for Dell computers came on. It was a really good commercial for a really good computer."
 4. **The Bribe:** "We bribe our parents sometimes. We tell them if you buy us that, we'll give you \$10."
 5. **The Bug:** "I'm like, come on, this is the last thing. Come on, buy it. I just bug her until she finally says 'Okay! Fine!'"
 6. **The Gang Up:** "My brother helps me a lot. I'll say I want strawberries, my brother will start screaming 'I want strawberries' and my parents will say 'Yes!'"
 7. **The "Hope She Doesn't Notice":** "When we're grocery shopping I'll just pick up a Lunchables or Dunkaroos and throw them in the cart. Sometimes my mom won't notice until we get to the checkout, but often she'll say 'What's this?' and then puts it back on the shelf."
 8. **The Friend Endorsement:** "I'll say my friend's name, Gabriella, that she has the DVD and she's my best friend. I'll say Gabriella has one. Why can't we have one? That's not fair."
 9. **The Complainer:** "We use to have an old sports car and the seats were too hard. Then I had a new brother and I begged my parents to get a new car. I just kept complaining that I was too squished. That's how I got it!"
 10. **The Full Assault:** "You could probably do this. Get her in a really good mood and say 'I want this.' And say 'I'll pay for it'...then we go to the store and say 'I have to go to the washroom' and then SHE has to pay for it."

Take Our Kidfluence Quiz


Take our quiz and find out how savvy you are about what Canadian Tweens (age 9 to 14) want. The answers to the following questions are based on Wave 8 of the YTV Tween Report: Special Kidfluence Edition.

Q1. What percentage of tweens report that they learn about 'cool new products and brand names' from TV?

- a. 50%
- b. 75%
- c. 80%
- d. 90%

Q2. What percentage of parents report that their kids never ask for something after having seen it on TV.

- a. 5%

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- b. 7%
 - c. 10%
 - d. 20%

Q3. What category is mentioned by the most tweens as something they had requested from their parents:

- a. Clothing
- b. Snack food
- c. Toys
- d. Fast Food Restaurant

Q4. Games and toys tend to be requested more often by:

- a. Girls
- b. Boys

Q5. What percentage of parents acknowledge that if their tween specifically asked for it, they buy that specific brand or label even if it is more expensive?

- a. 70%
- b. 60%
- c. 50%
- d. 30%

Q6. Although most parents tend to claim that they do not give in to 'nagging', they do admit that some other tween strategies are effective. Which of the following nagging techniques are effective with parents:

- a. Tween getting better marks in schools
- b. Tween chipping in (or offering to) towards the cost of the desired item
- c. Tween doing extra household chores
- d. Tween claims the desired item is needed for school
- e. Tween threatens that his/ her life "is ruined" if desired item is not acquired.

Answers to Kidfluence Quiz


A1. (c) 80% of tweens report that they learn about 'cool new products and brand names' from TV.

A2. (b) Only 7% of parents report that their kids never ask for something after having seen it on TV.

A3. (d) Fast Food Restaurant was mentioned by the most tweens (89%) as something they had requested from their parents. McDonalds was the most commonly requested specific brand in this category (61%).

A4. (b) Games and toys tend to be requested more often by boys (79%) than girls (39%), with Nintendo (23%) overall and Playstation (21%) emerging as the principal specific brands.

A5. (a) 70% of parents acknowledge that they buy a specifically requested brand or label even if it is more expensive if their tween has asked for it.



A6. (all answers but 'e') Although parents report they do not give in to 'nagging' they do admit that getting better marks in school, chipping in (or offering to) towards the cost of the desired item, doing extra chores and claiming the item is needed for school are effective tween strategies for getting what they want.

Ranking:

6 points = Kid Expert

5 points = Kid Guru in the making

3-4 points = Student of Kid Research

0-2 points = Need to do your homework!

KID TRENDS

TOYS

Collectible mini figurines - Hot collectible figures resembling "Lego Men" are available in every theme imaginable (including TV-themed characters: Simpsons and Osbournes). Many, including **Bear-bricks**, are expensive limited editions. Collectors in Japan are all over them and we'll likely see these mini action figures reach popularity on these shores.

Transforming toys -- Easy enough for preschoolers, **Playskool Transformers** feature chunky parts for tiny hands. New arrival: **Robo Wheels** (joint venture between Bandai and Mattel) combine Japanese transforming robots and American toy cars.

Also on our radar:

- **Mommy & Me**

-- This company is on a mission to bring parents and their preschoolers closer together through products designed to bring the parent into the play experience. Expect to see new books, videos, and music titles targeted for release in Spring 2003.

FASHION

Gauchos -- named after the traditional Argentine cowboy, these short pants with wide legs are back from the 70s and popularized by the funky Princess of Darkness, Kelly Osbourne. Seen wearing them in numerous public appearances, not to mention in her video "Papa Don't Preach," Kelly has made them one of her signature looks. Available in every fabric imaginable: corduroy, velvet, denim, wool, and even leather. Girls will pair these pants with funky knee socks or boots in the cooler months or just go bare-legged.



Check it out!

- Short Bomber Jackets, that fall at the hip, are hitting it big with teens -- check out the vintage shops for satin, baseball-style, or look for them in leather -- aviator or motorcycle style.
- Old school mesh baseball caps -- most recognized on farmers and truckers, but also cool with sk8rs and b-boys.
- Celebs are jumping on the fragrance bandwagon. Michael Jordan and Cindy Crawford are just a few who have fragrances in their name. Add to the list "Glow by J.Lo" and soon to come, a new fragrance by Celine Dion.
- Patches and badges on clothing -- do it yourself! Kids are searching for original, cool badges at the local army surplus store, skateboard shop, and sew on.


MUSIC

Music makers bitten by the acting bug. A slew of movies are featuring rappers, which only goes to show how urban culture is becoming more and more mainstream. Here are just a few current and upcoming movies with rappers:

- Eve (who also appeared in *XXX*) and long-time actor/rapper Ice Cube appear in *Barbershop*.
- Nelly stars in the thriller movie, *Snipes*, which opened to limited release theatres in September.
- Not for the young, the documentary investigating the unsolved murders of rappers *Biggie & Tupac* was released September. Also features Snoop Dogg.
- *8-Mile* stars Eminem as a young rapper in Detroit; set for release in November.
- Ja Rule makes an encore appearance in the sequel to *The Fast & The Furious*, scheduled for release in June 2003.

TELEVISION

The show might be over, but the fanfare continues. . America has voted for its idol, Kelly Clarkson, but several *American Idol* finalists will see fame. Kelly, along with the judges and hosts of AI appeared on the season premiere of Mad TV; a 28-city tour featuring Kelly, Justin,



and the other eight finalists is scheduled to begin in October; Tamyra Gray in talks to join the cast of *Boston Public*; and rumour has it that a feature film is in the works starring the top ten finalists of the show. How's that for 15 minutes of fame?

Tween shows to watch for:

- *Jimmy Neutron* more CGI adventures with this little genius; adapted from the movie
- *Buffy the Vampire Slayer* heads into its seventh season. Could this be the last?
- *He-Man & The Masters of the Universe* -- A favourite 80s toy comes to life in the animated TV show
- *Birds Of Prey* -- based on the DC comic book of the same name, featuring female superheroes
- *JKX: The Jamie Kennedy Experiment* -- Sketch comedy with hidden cameras will result in big laughs
- *8 Simple Rules for Dating My Teenage Daughter* -- Stars John Ritter as a frustrated father trying to understand his teenage daughters
- *The Osbournes* -- Attracts huge audience numbers with the uncut version in Canada

VIDEO GAMES & THE NET


New in stores! Pokémon-e TCG (trading card game) are encoded with revolutionary dot code strips that are swiped into the new e-Reader attachment for Nintendo's **Game Boy Advance**. With a swipe of the card, mini video games, sound effects, graphics, or game play tips appear on the GBA screen.

MOVIES

Spirited Away-- This September, Walt Disney Studios released on North American shores the most successful film in the history of Japanese cinema, *Spirited Away*, which follows the adventures of a 10-year-old girl who discovers a secret world. Created by top animation director Miyazaki, this movie should appeal to anime lovers, and considering its focus on magic/fantasy, probably to Harry Potter fans too.

Stunts and tomfoolery -- Teenage boys just can't get enough of the hilarious, but painful stunts and gross gags seen on the cable show *Jackass* -- now coming to the big screen in October with the R-rated *Jackass: The Movie*. Guest appearances include musician Henry Rollins, music video and film director Spike Jonze, and skateboarding fiend, Tony Hawk. In a similar vein of frat boy antics, comes *Stealing Harvard* starring Canadian gagster Tom Green and indie-film actor Jason Lee.

To watch for:



Pinocchio--Written and directed by Roberto Benigni, this live-action classic about the boy who couldn't lie will reach North American audiences just in time for the holidays. If merchandise sales in Europe are any indication, the wooden dolls, baseball hats, t-shirts, etc. should be hot here too.

DISCLAIMER: Trends listed here are determined by the buzz from the street, the net, and various publications. YTV does not guarantee that all of the trend information in this report will actualize, but we have our ear to the ground and will keep you updated on what's hot.

NEWS FROM SALES & CO-MARKETING

YTV is Tops for Teens

YTV was the #1 station for teens throughout the 2002 broadcast year by a margin of 43% over Much Music, our closest competition.

Station	T12-17 AMA (000) - Average Minute Audience
YTV	11.0
Much Music	7
TSN	5
Teletoon	5
Comedy	3
Space	3

Source: NMR (Sept 3/01 - Dec 30/01)

Dark Corner Teen Programming Extended to Fridays

YTV is endeavouring to even further widen our teen margin by expanding the successful 'Dark Corner' block. This line up of scary programming anchored by ***Buffy the Vampire Slayer*** followed by ***Fear*** on Saturday night, now includes a Friday night block including ***Dead Last*** and ***Scariest Places on Earth***.

According to Teenpeople.com, ***Buffy the Vampire Slayer*** was the most missed show over the summer (44% of the votes compared with 38% for Friends, 13% for Smallville and 3% for Touched by an Angel). New episodes of ***Buffy the Vampire Slayer*** begin on YTV on September 28th.



Anime Programming Still Hot

Although we are only three weeks into the new fall season, the early Nielsen #'s rank **DragonBall Z** as YTV's **#1 teen program followed by Yu-Gi-Oh**. These programs are garnering an AMA of 90.0 and 64.0 respectively indicating that anime continues to be huge with the teen crowd. You can catch these programs weeknights on YTV at 7:30pm (*Yu-Gi-Oh*) and 8:00pm (*DragonBall Z*).

What Teens Like About...Jenny & Amanda

Everyone's favorite 90210 actress **Jenny Garth** is back with **Amanda Bynes** (Universal Picture's *Big Fat Liar*) in "**What I Like About You**" on YTV Fridays at 7:00pm. Co-star and cutie **Simon Rex** is also getting a lot of attention and will no doubt be a hit with the female teen audience!

YTV's Hit List Rankings (Fridays at 7:30pm)

It looks like Tween/Teen heartthrob **Aaron Carter** will top the **YTV Hit List** charts again this year - **he is currently #1 with his single "Summertime"**. Will his brother Nick (of Backstreet fame) challenge him with his solo single "Help Me"?

Speaking of going solo - NSYNC's front man **Justin Timberlake** recently debuted with his funky number "Like I love you" at **#30**. We expect this one to climb rapidly.

Avril Lavigne - the "Anti-Britney", holds the **#2 AND #3 spots** on the Hit List charts (among others) with "sk8er Boi" and "Complicated".

Christina Aguilera is back and she's not wearing much. "Dirty" is the first single off her new album "Stripped". If her outfit at the MTV Music Awards was a sneak preview to her 'new image', the name of her new single confirms it.

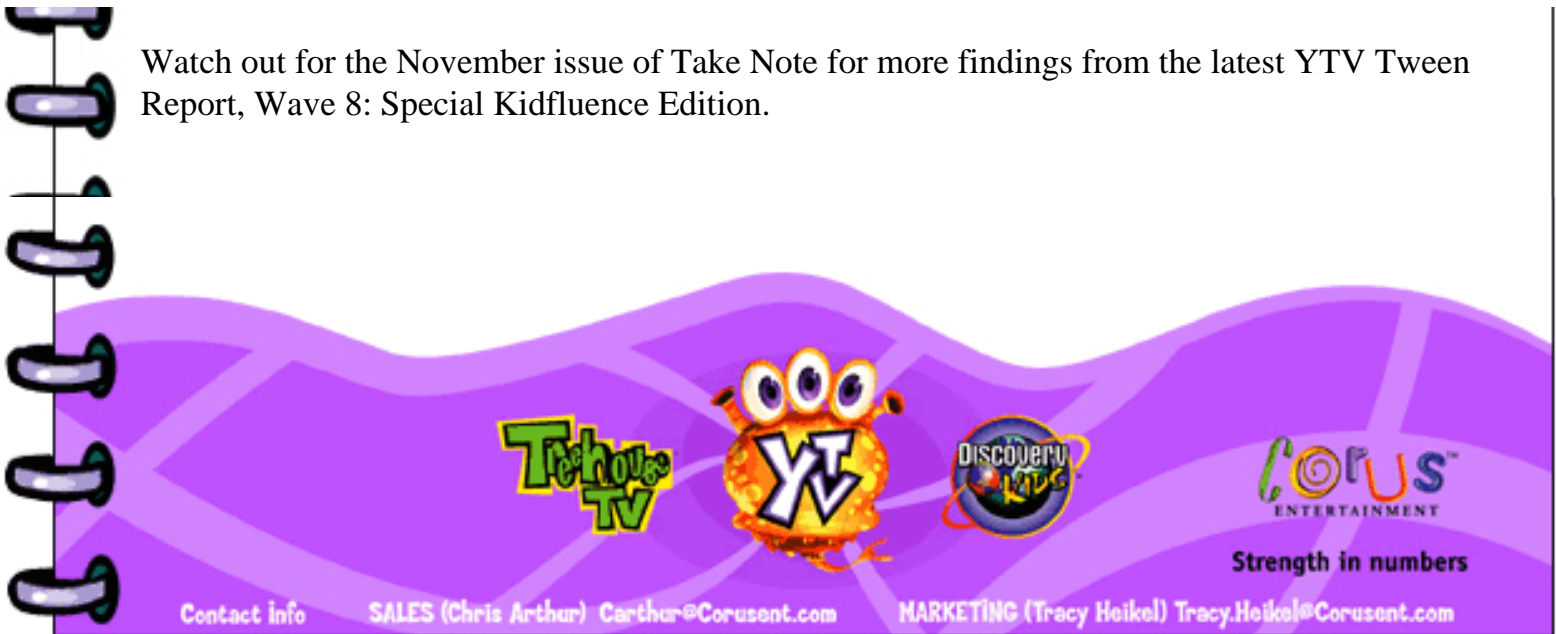
If you don't know who **Kelly Clarkson** is you are definitely not a teen. This 'American Idol' will for sure become a Canadian Idol in due time. Her first single is out and we are waiting for the video!

Contact Us

Contact your YTV rep for more information on how YTV can help deliver the teen demographic.

next newsletter

Watch out for the November issue of Take Note for more findings from the latest YTV Tween Report, Wave 8: Special Kidfluence Edition.



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