

This is the 9th issue of the YTV Take Note newsletter. You are receiving this newsletter because we thought you'd find it informative, or because you've subscribed to it. If you wish to UNSUBSCRIBE (or SUBSCRIBE), please scroll down to the link at the bottom of this page.



OCTOBER 2003

## KID RESEARCH

### Highlights from recent pet polls on Yabber.net

Kids love animals. And a family pet can play a huge role in a kid's life. So we recently conducted a series of polls on Yabber.net to find out more about kids and their pets.

### FRIENDS FUR-EVER

- **Approximately 80% of all Canadian kids have a pet.**
- **Half of all kids (49%) say "my pet is definitely one of my best friends"**
- **The overwhelming majority of kids (81%) said they consider their pet to be a member of the family.**
- **There are currently 86,268 registered members on Yabber.net; on average each member has 2.5 pets.**
- **The most common pet is a dog (53% of kids with pets have one); an additional 35% of kids would like to own one but their parents won't let them.**
- **When asked what is their dog's fave type of food - the top 3 brands with kids were Kibbles 'N Bits, IAMS (various) and Purina Dog Chow.**
- **Cats are the second most common pets (47% of kids with pets have one). An additional 26% of kids said they would like a cat as a pet, but their parents won't let**

them. But not every kid is a cat-lover - 27% of kids say they don't like cats.

- When asked what is their cat's fave type of food - the top 3 brands with kids were IAMS (various), Friskies, and Purina Cat Chow.
- More exotic or unusual pets include snakes (6% of our yabber.net members have one), newts (4%), spiders (4%), rats (3%) and chinchillas (3%).

Source: The information above was gathered from recent polls conducted on [Yabber.net](http://Yabber.net).

*Yabber.net*, the sister site to [YTV.com](http://YTV.com), is an online community for Canadian kids, 8-15 years old that provides kids with a safe environment where they can interact with one another and share their views and opinions.

### **YABBER.NET MEMBERS SPEAK OUT ABOUT WHAT IS THE COOLEST PET? AND WHY?**

*"Cats are by far the coolest pet. Their feline intelligence is amazing."*

Female, Age 13

*"I think dogs are ONE of the coolest animals in the world, 2 other animals i think are the coolest are cats and hedgehogs....."*

Male, Age 12

*"Chinchillas, man!! I've ALWAYS wanted one!!!!!! And I'll never stop bugging my parents until I do get one. I bug them all the time. Why won't they just give up and get me one! ...they're the cutest thing in the entire world. I love how they curl up in a little ball. They're so cuddly and its so cool how they have to take bath's in dirt. They're the coolest!"*

Female, Age 14

*"Fish r creatures 2. Even if u cant pet it or play with it, it dosent meen u shood try 2 get rid of it! U shood still care 4 it as much as u care 4 other pets!"*

Male, Age 13

*"A pet rock. Cause they're just awesome pets! You don't have to feed them, walk them, clean up after them or anything. Just watch them."*


Female, Age 13

### **Highlights from a recent survey on YTV.com**

We also talked to kids on [YTV.com](http://YTV.com) and asked them some questions about feeding their pets. Here are some of the survey results.

### **MOST KIDS ARE RESPONSIBLE FOR FEEDING THEIR PETS**

Out of the kids polled who said they do own a pet...

- 
- **68% said "Yes, I'm responsible for feeding my pet daily MEALS"**
  - **14% said "I'm responsible for feeding my pet TREATS"**
  - Only 18% of kids said "No, my parents or older siblings are responsible for feeding our pet"

*Total respondents = 2,162*

### **KIDS THINK PET FOOD SHOULD KEEP THEIR PETS HEALTHY**

We wanted to know what kids thought was the most important attribute when it comes to their pet food. When we asked, "**What do you think is the #1 most important thing about pet food?**"...

- **59% said "Keeps your pet healthy"**
- 13% said "Gives your pet energy"
- 10% said "It's organic. Not made with any preservatives or artificial ingredients"
- 8% said "It's made for your pet's particular age (example puppy food)"
- 6% said "Your pet will love the taste"
- 4% said "Contains real meat or fish"

*Total respondents = 2,114*

*Source: The information above was gathered from a survey of Canadian kids aged 5 to 15 conducted on YTV.com in July 2003. 2,429 kids (equally divided by gender) participated in this 1-week poll.*

## **KID TRENDS**

### **KID TRENDS REPORT**

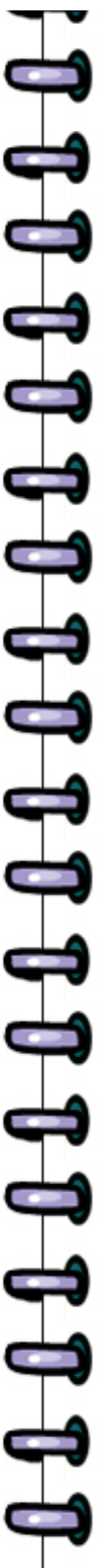
*DISCLAIMER: The trends that the YTV Trend Huntaz comment on come from the word on the street, the Internet, and numerous publications. YTV does not guarantee that all of the trend information in this report will actualize, but we have our ear to the ground and will keep you updated on what's hot.*

### **MUSIC**

#### **A METAMORPHOSIS FOR HILARY**

The hottest news on the music scene is the recent release of **Hilary Duff's CD *Metamorphosis*** - the album is at #1 having sold over a million copies and she's been dubbed by Rolling Stone Magazine as Teenager of the Year!

Now that she seems to be shedding her good girl image by dumping Lizzy McGuire, the show that launched her into stardom, it will be interesting to see if she goes the way of Britney and Christina...guess we'll just have to wait for her music videos to see how much she bares. We



actually think she'll be more like the Olsen twins and stay squeaky clean for at least a couple more years.

### **SINGER, SONGWRITER, DESIGNER**

Okay, so for the most part the following aren't *necessarily* songwriters, but the rising number of kid favourite musicians dabbling in design is crazy! Check out the latest to follow in J.Lo, P. Diddy and Jay Z's\* footsteps:

**Eve** line: Fetish

**Gwen Stefani** line: L.A.M.B.

**Hilary Duff** line: Stuff by Hilary Duff **and** Little Dog Duff (her new line of canine clothing)

**Eminem** line: Shady Ltd.

**Bow Wow** line: Shago

**Kylie Minogue** line: Love Kylie

\***Jay Z** line: Rocawear; **Jennifer Lopez** line: J.Lo; **P. Diddy** line: Sean John. And did you know that **Nelly** had a clothing line out even before he had a radio hit? His is called Vokal.

### **GROOVE TO THE VIDEO GAME**

Soon you'll be able to find video game titles in the soundtrack aisle as more and more big name music artists are providing tunes for video game backgrounds. This is great news for the music industry as lots of kids will become interested in songs they might otherwise not have been exposed to and will hopefully buy the entire CD. Some games that hope to do just that include **Amplitude**, the rhythm-action game that allows players to become a DJ and mix more than 20 songs - both off and online. The range of artists used on the game covers many music genres, including hip-hop, rap, electronica and rock with bands like blink 182, P.O.D., Weezer, Quarashi, and David Bowie. **Disney's Extreme Skate Adventure** includes music by Lil' Romeo, Smash Mouth, Reel Big Fish, Simple Plan and others. No Doubt was featured in the game **Malice**, blink182 can be heard in the new **Madden NFL 2004**, and Good Charlotte is in the popular **Madden 2003**.

### **MOVIES**

While this wasn't a great summer at the box office for movies in general, kids didn't make out too badly; and although they now have other things on their mind (other than the newest release), there are lots of good movies in the works.

### **THE REMAKE**

Check out this list of upcoming movies that have been adapted from old skool TV shows and movies - for the record, we don't think that kids are the true target here, although they will tag along with their parents who will be very excited to introduce "lil' Jimmy" to their all time favourite childhood storylines...and it doesn't hurt that the actors are pretty cool:

**Garfield** - Bill Murray, Jennifer Love Hewitt, Breckin Meyer. June 2004

**Starsky & Hutch** - Ben Stiller, Snoop Dogg, Owen Wilson. March 2004

**Wonder Woman** - Script still being written

**Dirty Dancing 2 "Havana Nights"** - Starring the up and coming January Jones. February 2004

And already in theatres: **Freaky Friday** (Lindsay Lohan, Chad Michael Murray), **SWAT** (Colin Farrell, Samuel L. Jackson)



## ONES TO WATCH

When **Lindsay Lohan**, from Freaky Friday, becomes the next big tween sensation we just want to go on record as saying WE KNEW IT! Her star power, charisma and "it" factor just pours off the screen. And then there's **January Jones** from American Wedding; she's awesome too! So move over Mary-Kate and make room Ashley cuz there are a couple new girls in town that deserve a little spotlight.

## TELEVISION

Along with the cooler weather and the back-to-school blues comes a new season of television - perfectly timed for when kids are back into their old routines. Here are some TV trends for you junkies...

### REALITY TV - THE NEXT LEVEL

Reality shows like **The Joe Schmo Show** and **Punk'd** are shaking up the reality genre as we know it; combining classic reality show elements with a few unique, off-beat twists.

**The Joe Schmo Show** - Matt Kennedy is "Joe Schmo" - the only non-actor in the house. He thinks he's a contestant on a reality show that let's you live the life of the super-rich; vying with eight other contestants for a grand prize of \$100,000. Everyone else is an actor so you can just imagine what a fool they're gonna make outta this guy.

**Punk'd** - Also new this fall is Ashton Kutcher's Punk'd, where a team of co-conspirators orchestrate and execute elaborate pranks all on hidden camera. Those getting "punk'd" include Justin Timberlake, Kelly Osbourne, Pink, Frankie Muniz, Britney Spears, and a multitude of other A-listers. If kids love watching the average Joe getting caught doing dumb things, just imagine how excited they'll be to see their favourite celebrities getting 'punk'd'.

## SCREEN SCENE


Video games and TV. They go together like...well Mario and Luigi. This year we've noted three series that combine kids and their video gaming habits. Examples include:

- **.hack//sign** - this cool Anime series has a lead character named Tsukasa, who's trapped in a game that he wants to leave, but can't.
- **Game On**, featuring Gina Gershon - set to debut either this fall or spring.
- **ZIXX Level One** coming to YTV sometime in 2004. Combining live action and animation, **ZIXX Level One** is a kid's sci-fi series chronicling the adventures of heroes who join forces to save the universe from evil in a third dimension labyrinth which operates like a game.

## VIDEO GAMES

Although the videogame filled days are over and kids are back to the books, there's always after school to get that thumb exercise in...here are some games on our radar...

## CAMEOS



A big trend in videogames, aside from product placement, is the celebrity cameo appearance. Imagine playing your favourite game and all of a sudden a digi-star appears...oh the thrill! Appearances include:

- **Christina Aguilera** and **Avril Lavigne** in *The Sims Superstar* (**Jon Bon Jovi**, **Freddi Prinze Jr.** and **Justin Timberlake** are in the development stages for the next one)
- **Nelly** in *NBA Street Volume 2*
- **P. Diddy** and **Eminem** are hashing out details - In Puffy's game, players sign musical acts to make money. Eminem was close to launching a game when the deal fell through last month; word on the street is that he hopes to get his Slim Shady persona into a game by 2004.
- Then there are your voice actors **Haley Joel Osment**, **Sean Astin**, **David Gallagher**, **Mandy Moore** and **Lance Bass** in *Kindom Hearts*

In our opinion, you're not a true Hollywood A-lister until you've got your own clothing line *and* made your virtual PS2 appearance.

### **CUSTOMIZE IT!**

The ability to personalize and add some of your own creativity to video games is becoming a huge gaming trend. Take the PlayStation 2 game *Magic Pengel: The Quest for Color*. This recently released 3D adventure game allows players to draw and animate their own creatures, rather than choosing from a cast of existing characters. The drawing tool is easy enough for users of any age and skill level, and the further you progress in the game, the more options you earn to create larger, more complex characters.

Then there's **Tony Hawk's Underground (a.k.a. T.H.U.G.)** coming in October for the PlayStation 2 - which is all about livin' the skateboarding lifestyle. Players of this game get to play as themselves (can even upload digital photos of their own faces!). T.H.U.G. also takes the trend to a whole new level by letting players essentially create their own game. The options range from building your own skate park, to creating your own tricks and goals, to designing your own deck.

### **ONLINE SPORT ACTION**

Console gamers haven't exactly warmed up to online gaming, but with the launch of **XSN Sports.com** Microsoft could have the bait they need to lure Xboxers online. This service allows gamers to create leagues, organize tournaments, track stats and communicate with each other online -- linking, for the first time ever, the Xbox video game system, Xbox Live service and personal computers. Sports gaming fans will be able to compete in their favourite sports like football, hockey, snowboarding, tennis, golf and basketball in a global online arena. With the NHL season around the corner and football season kicking off, it's the perfect time for Microsoft to get kids hooked on XSN and Xbox Live.

### **TOYS**

Here are our thoughts on what kids are bringing to class for show and tell and the school yard for recess play...

## FOR DA GURLZ

Mattel is releasing a new line of dolls called "**Flavas**." These hip-hopping dolls are positioned to compete with the ever popular "Bratz". Flavas come from the "hood" - they're multi-racial dolls that come with two-toned hair, "platinum" medallions, airbrushed clothing, dope kicks and graffiti-ed packaging. The set of six dolls have total attitude and are a real stretch from Barbie.

Another hot property for tween girls are **CLICKITS** from Lego. They intertwine fashion design and the whole do-it-yourself trend, helping girls create stylish items such as jewellery, room décor, picture frames, hair and fashion accessories.

## WHO NEEDS THE BUS?

**Razor USA**, the company responsible for the scooter trend a while back, has taken their classic model and added electricity! We predict many a bike lanes being taken up by these bad boys and, yes, sadly, they have weight restrictions.

## NEWS FROM SALES & CO-MARKETING

### YU-GI-OH SEASON III PREMIERE SPONSORSHIP OPPORTUNITY



On Friday, November 7th at 6pm the third season of Yu-Gi-Oh will premiere with a stunt event of **3 NEW back-to-back Yu-Gi-Oh episodes**. Yu-Gi-Oh is one of our top performers and this season Friday nights are going strong with a line-up of great anime shows.

**Sponsorship opportunities abound for this event!** So contact your YTV sales representative or visit [ytmmedia.com](http://ytmmedia.com) for details on how to break into the world of high-adventure of Yu-Gi-Oh!

### IT'S GETTING VERY FESTIVE AT YTV



YTV is *the* destination for holiday programming with 250 kid and family Christmas specials including the exclusive premiere of the CGI feature *Barbie of Swan Lake* and the new Jimmy Neutron Christmas special, *Holly Jolly Jimmy*.

New live action movies include *Call Me Claus* and *All I Want for Christmas*. New to YTV is the family classic, *A Year Without Santa Claus* plus returning favourites such as *Charlie Brown Christmas*, *A Flintstone Christmas*, and *Rudolph the Red Nose Reindeer*. Plus we'll have several more *very* special programs under the tree, but it's too soon to unwrap.



For more information contact your YTV sales representative or visit [ytmmedia.com](http://ytmmedia.com) for more details about advertising opportunities throughout the holidays.

## YTV: THE KID-MARKETING SOLUTIONS PROVIDER

YTV has grown into a full service kid marketing solutions provider, with many affordable options. Leverage our kid expertise to help grow your business.

We can help in the following areas:

- Full creative services specializing in kid targeted TV commercials, print advertising & web production
- Product placement and / or branded content within YTV produced programs
- Customized on-air & online promotions
- Sampling opportunities within the YTV environment (Weird on Wheels)
- Licensing opportunities

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for details on how to get us working for you.

### 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. [YTV Take Note Feedback](#)

### next newsletter

Watch out in November for the next issue of Take Note for more findings from YTV.



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Strength in numbers

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