

The YTV Take Note newsletter covers the latest on kid research, trends and more. Click here to [SUBSCRIBE](#) or [UNSUBSCRIBE](#).



Summer 2007

Kid Research

Summer Fun Survey

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In May 2007, YTV conducted a 'Summer Fun' survey on YTV.com to find out how kids plan to spend their time and what they are most looking forward to this summer. Over 1,100 boys and girls aged 6 to 14 responded, here are some highlights.

Schools Out

The majority (53%) of both boys and girls are excited about the end of school, but the girls seems to be most concerned about missing their friends over the holidays (49%) compared to boys (36%).

How excited are you about the end of school? (Pick one)

	Boys 6-14	Girls 6-14
I'm excited, but I will miss seeing all my friends at school.	36%	49%
I can't wait!	58%	45%
I'm somewhat excited	3%	5%
I don't want school to be over, summer is boring.	3%	1%

Fun for the Whole Family

When it comes to spending time with their families, going to amusement parks, water parks and family vacations top the list of activities kids most enjoy. Surprisingly, the majority of kids picked an activity not on our list, which begs the question, what activity DO they enjoy most?

In the summer I most enjoy this activity with my family: (Pick one)

	Kids 6-14
Other	51%
Going to an amusement or water park	17%
Going on vacation	13%
Going camping	7%
Bike riding	5%
Going to a cottage	3%
Enjoying picnics or barbecues	3%
Hiking	1%

Backyard BBQ

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Hamburgers & hotdogs have long been a staple of backyard BBQ's and over half (55%) of the kids we polled said they were their favourite summer BBQ food. 27% of girls selected watermelon as their second most favourite BBQ food, after hamburgers, compared to hotdogs which was the runner up with boys.

What's your favourite summer BBQ food? (Pick one)

	Girls 6-14	Boys 6-14
Hamburger	28%	39%
Watermelon	27%	9%
Hot dogs	20%	23%
Steak	13%	19%
None of the Above	7%	7%
Potato salad/baked potato	5%	3%

Read All About It

The most popular reading material with kids during the summer are novels (31%), beating out comic books, magazines, and short stories. Sadly, almost one quarter of the kids (23%) said they don't like to read. There is a preference for magazines over comic books for the older kids (12 to 14).

What do you most like to read in the summer? (Pick one)

	Kids 12-14	Kids 6-14
Novels	32%	31%
Comic Books	21%	23%
I don't like to read	21%	23%
Magazines	24%	19%
Short stories	2%	4%

Odd Jobs

As kids get older they are more likely to work for their summer spending money, either with odd jobs or even a part-time job. However, fewer girls (8%) said they will have a part-time summer job compared to boys (13%).

To earn spending money this summer I plan to: (Pick one)

	Kids 6-11	Kids 12-14	Girls 6-14	Boys 6-14
Relax and collect my allowance	34%	29%	30%	32%
None of the above	31%	23%	30%	28%
Work odd jobs here and there (eg. baby sit, mow lawns, walk dogs)	24%	30%	32%	26%
Work at a part-time summer job	11%	18%	8%	13%

Go Team!

Swimming lessons ranked highest (23%) for organized sports that kids plan to participate in this summer. Boys are more likely than girls to participate in martial arts soccer and baseball than girls. Girls are more likely than boys to participate in organized dance or volleyball.

During my summer break I plan to participate in the following organized sports or activities: (Pick all)

	Kids 6-14	Girls 6-14	Boys 6-14
Swimming lessons	23%	25%	22%
None of the above	22%	20%	24%
A soccer league	16%	13%	18%
Martial Arts lessons	11%	8%	13%
A baseball league	8%	5%	10%
Tennis lessons	7%	7%	7%
Dance lessons	7%	13%	2%
A volleyball league	6%	9%	4%

Source: This information was obtained from the Summer Fun survey on YTV.com conducted May 1-11, 2007. A total of 1,129 respondents aged 6 to 14 participated in the survey.

Kid Trends

Movies

More Than Meets The Eye

This summer, **Transformers**, Hasbro's 23-year-old toy brand, will be "transformed" into live action characters on the big screen as the Autobots and Decepticons bring their battle to Earth. Since its genesis these toys have had their own cartoon, comic books and an animated movie (that didn't do so well in theatres). But for fans of the franchise, this will be the first time they will see a "real life" transformer.

First Movie For The Last Airbender

In other movie news, **M. Night Shyamalan** will write, direct and produce a live action feature adaptation of the as seen on YTV animated series **Avatar: The Last Airbender**. Produced by Paramount and Nick Movies the picture will be the first in an Avatar trilogy with Shyamalan.

Music

Myspace For New Artists

Many artists today are getting "discovered" on the hype-machine (and somewhat recent record label) known as MySpace. Although it was created mainly as a network for friends, **MySpace** musician profiles are different in that artists are allowed to upload up to four MP3 songs. The uploader must have the rights to use the songs and thousands of unsigned musicians are using MySpace to post and sell music. **Gnarls Barkley** was one of the first now well-known artists to tap into this market by distributing his smash hit "Crazy" across the MySpace community and now a variety of up-and-comers are developing their MySpace pages and hitting "send". **Panic at the Disco** and **Lily Allen** are the most recent artists to thank MySpace for their success and we'll be keeping our ear to the Web for the next!

Sweet Sounding Bonus

Ticketmaster and **iTunes** have teamed up to offer customers a free song download for every concert ticket purchased on ticketmaster.com. In addition, iTunes customers who pre-order certain albums can buy tickets to that artist's concert before they go on sale to the public.

Television

Naked Brothers Band



(already on everyone's "to watch" list) is a mockumentary-reality-comedy show that harkens back to the Monkees of the 60's. Nat and Alex Wolff (sons of Polly Draper, of ThirtySomething fame) are two rock stars in their own band. The series follows their lives and wacky adventures along with their five best friends. Keep your eyes peeled for many celebrity cameos including Uma Thurman, Tony Shalhoub and Julianne Moore. The duo have already scored a modest hit on iTunes (US) with the song "Crazy Car" and the show continues to do well among the kid/tween demographic. They also charmed the pants off the adult audience with a mini set of songs at the recent Nickelodeon Upfronts.

El Tigre: The Adventures of Manny Rivera



is a series involving a 14-year-old Mexican super-hero. But he's no ordinary super-hero. Manny Rivera is a good kid who is just trying to make his way in life; however, when he spins his mystical belt buckle he turns into El Tigre! Superhero for all-or is that Supervillian? Although Manny just wants to do good, sometimes he uses his powers for the wrong reasons with the right intentions...just like any other 14-year-old trying to get through life. With stylish animation, El Tigre is looking to become the next big thing since the yellow sponge that Nick spawned.



Toys

Green Toys

In an effort to get kids used to thinking about the harmful effects of greenhouse gases and the diminishing supply of natural energy sources, several toy companies are incorporating alternative energy into their design. Both **OWI** and **Uncle Milton** are releasing robot toys that run on solar power and **Thames & Kosmos** offer kits for building a fuel cell car that operates on water & sunlight, or a solar-powered mini-house. **Dynatech** is also in on the action with toy cars that run on hydrogen power.

Even the Girlz with a passion for fashion are growing a social conscience by "going green" with a new line called **My Secret Garden**. Each **Bratz** doll comes packed in a recycled box, including real seeds and garden tools, and will offer proceeds of all sales to a charity aligned with environmental conservation.

Books

Bossy Bear Is Very Bossy

From the creator of Uglydolls (David Horvath) comes **Bossy Bear**, a crown-wearing blue bear who wants everything his way. NOW! The first product out of the gate will be a children's picture book (a first for Horvath) published by Disney's publishing company, Hyperion, this spring. Following shortly after will be 4" vinyl figurines by Toy2R that will be sold at specialty stores like Magic Pony and Kidrobot. Everything about Bossy Bear screams "hit" so we peg it to be the hero that takes vinyl toy figurines mainstream.

Misc

Move over George Foreman There's a new "fat-fighter" in the ring!

G.O.A.T. is a new line of snacks named after boxing great Muhammad Ali, or at least the acronym of his nickname, "the greatest of all time". Ali is hoping to knock out youth obesity with a line of low fat snacks that contain less than 150 calories per serving and are filled with vitamins and fiber. There are fruit bars, chips, and crunch mixes that come in flavours like Thrill-a Dill-a, Holy Guacamole and Who's the Mango. Sold in packets shaped like boxing gloves and punching bags, these snacks probably won't see any Canadian shelf time for a while.

Fashion

Fashion Bytes

- Wide-leg jeans

- Skinny pants (girls and boys)
- Shorts
- Body suits
- Airy- tent summer dresses (with short hems)
- Casual Tees with big, bold slogans ("Choose Life", anyone?)
- Jean Jumpers (and overalls!)
- Flats
- Prints on knapsacks and handbags
- Big chunky jewelry
- Suspenders
- Anything eyelet (esp. tops & skirts)

Video Games

Here are a few game terms that we picked up at this year's Game Developers' Conference that you will no doubt hear as the year wears on

Emergent Gameplay

This refers to anything players do with a game that the game designers didn't originally intend. Rich Habbo Hotel players frustrated with the lack of new content for "super-users" started buying up a lot of furniture and building mazes in their rooms. Players would form long line-ups for a chance to puzzle their way through a famous player's custom-build maze. One clever GalaXseeds player on TheBigRip.com started his own black market shop by "hiring" other players to stock goods and hang out in his Pod. Then he'd wait for players looking for a better deal than the usual 50% buyback price that in-game stores offered. In general, game designers are delighted with the ways in which players devise new and unexpected ways to use the software, but occasionally players flex their creative muscles too freely. In the beta test for Ultima Online, one mischievous player managed to assassinate the game's main character Lord British, who was played by one of the game designers and had come to make a simple speech!

User-Generated Content

User-Generated Content, or "Player-Created Content" as some humanitarian designers strove to term it, describes emergent gameplay that the developer allows for. Level editors fit into this category nicely. Developers will give players a tool so that they can design, perfect, and submit their own levels, enabling all other players to try them. The end result is that gamers actually build the game, saving developers a whole lot of work! Look for this trend in Sony's upcoming **LittleBigPlanet**, and the entirely player-created **Whirled** by the creators of Puzzle Pirates.

Micropayments

You probably already know about the handful of games making good use of micropayments, where players pay real money in small spurts to buy in-game items and privileges. Expect to see 2007 explode with the number of companies making use of this simple and profitable revenue stream. Heavy-hitting trailblazers like Nintendo and Microsoft have already proven that big money can be made in baby steps, with their additional downloadable content and casual games marketplaces. With the amount of "me too" buzz around the GDC convention floor, we'll surely see microtransactions absolutely everywhere by the end of the year.

[Click here](#) to see more YTV Kid Trend Reports

News from Sales & Co-Marketing

YTV Programming News

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Super Hero Saturday:

On June 9th, YTV will celebrate those who save humanity, reverse the world's rotation and make tights and capes look good. YTV will run an entire day of superhero programming with 24 hours of episodes, specials and movies.

Father's Day

Celebrate and salute Dad with YTV on Saturday June 17th as we air favourite programming starring YTV's favourite Dads.

Big Hair Day



On July 18th, YTV will broadcast a follicle-centric and musical lineup of episodes, specials and a special ZAPX Presentation movie of Amanda Bynes in the movie **What a Girl Wants** at 7pm.

XMAS in July

Ho Ho Ho. What could be better than celebrating Christmas twice a year?? Check out **Christmas in July** with specials from 4 - 8pm on Wednesday July 25th. In addition to a Zone lineup filled with all your favorites, check out the special Rudolph & Frosty's Christmas in July @ 6pm.

Dog Days of Summer

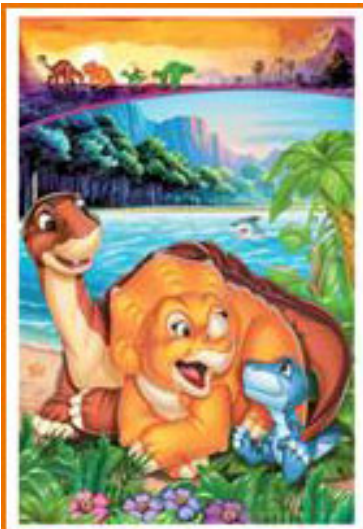


Every Sunday in 3 Hairy Thumbs Up cuddle up with your favourite pooch and tune-in to YTV's favorite St. Bernard, **Beethoven** and one talking alien dog in what we're coining **Dog Days of Summer**. For four straight weeks YTV will be barking up the right tree with woofy-themed movies!



TREEHOUSE Programming News

Summer-saurus Fridays



Summer-saurus Fridays are back and bigger than ever! **Every Friday night at 6pm between June 22nd to August 31st**, be sure to catch a **Land Before Time** movie. This summer Treehouse will be airing all eleven flicks! And on August 17th and 24th, watch for two Treehouse Premieres: **Land Before Time IX: Journey to the Big Water** and **Land Before Time X: The Great Longneck Migration**.

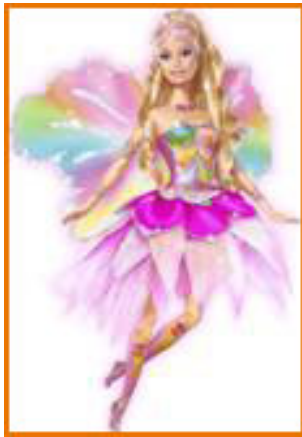
Hello Summer



Usher in the summer with a day devoted to the hottest episodes and specials Saturday, June 23. Break out the sun block as Treehouse brings our viewers five summer-themed Canadian premieres.

- **This is Emily Yeung: Farming Special** at 12 p.m. - Canadian Premiere
- **Dragon: Cat's Shady Shelter** at 12:45 p.m. - Canadian Premiere
- **Four Square: Wrapping/Summer/Vacation** at 3 p.m. - Canadian Premiere
- **Go Diego Go: African Safari** at 4:30 p.m. - Canadian Premiere
- **Bob the Builder: When Bob Became a Builder** at 6 p.m. - Canadian Premiere

Barbie Fairytopia: Magic of The Rainbow



Calling all girls, princesses and fairies..On Saturday July 14th, Treehouse will air **Barbie Fairytopia: Magic of the Rainbow at 6:00pm.**

Barbie will further establish the Fairytopia™ franchise by launching its third blockbuster movie-Magic of the Rainbow™! After completing her adventure under the sea in Mermadia™, Elina returns to the Enchanted Meadow to share her story. As Elina's friends gather to hear how she helped to save Mermadia, Azura calls upon Elina to perform the Dance of Spring - an annual event held at the Enchantress' Crystal Palace, and it is the most pivotal moment of any year. Unless it is done correctly, Fairytopia™ will

fall into a bitterly cold winter, ten years long.

For more info on YTV Sponsorship packages please contact Joanne Godel-Blatt at info@treehousetv.com

New Research from Co-View Study:

Research

What's the buzz around summer drop-off? Well, a three year average shows that while kid PVTs, but more significantly viewing of conventional TV both decline in the summer, kids actually watch more Specialty TV and even more YTV. YTV is definitely the place to be when kids are tuning in all summer long!

Please see the **attached** Summer Drop-off Trending charts.

YTV Co-Marketing News

Limited YTV co-promotion opportunities are still available. For details on available dates for daypart windows, please contact your Account Manager.

Not Just Weird Anymore

From humble beginnings

Corus developed its first successful experiential marketing program with the launch of the award winning **YTV WOW!...formerly known as "YTV Weird on Wheels"** in 1999. Corus has since developed and executed multiple infield programs predominately in the experiential and sampling genre's of Event Marketing.

We can handle anything you throw at us



To better service our clients, Corus has established a partnership with a leading Event Marketing company, **InField Marketing Group** who are experts in event execution. Together, with our combined creativity and highest standards for



which we set the bar, we will deliver turnkey solutions bringing your brand directly to your consumers at the grass roots level. Simply put, your brand message will be integrated On-air, On-line and On-site. One key message communicated over all mediums equals a greater brand experience.

Broadband Video - Growing Demand for On-Demand

With more kids watching more video, more frequently, Corus is excited to offer advertisers the ability to increase their reach of traditional television through YTV.com and TreehouseTV.com broadband video advertising. Corus Kids sites currently run over 750,000 video streams each month. **Broadband video on YTV.com and TreehouseTV.com provides advertisers a prosperous vehicle to extend their brand message to a young, clever and highly engaged audience** while nourishing a fun, imaginative and interactive user experience on Canada's leading websites for kids and tweens.

Recent Promotional Activity

YTV and Hasbro are celebrating the upcoming theatrical release of Transformers with a campaign that is definitely "More than Meets the Eye". Kicking it off is the **Robots in Disguise Contest** where viewers will tune in each week and watch as we transform a prize pack into something even bigger. In disguise himself, the Anime Master chats it up online June 21st at 7p ET and gets in on all the hype surrounding the summer blockbuster. Rounding it out on June 30th is a 6 hour event where we've got 8 back to back episodes followed immediately by the original Transformers movie! More than Meets the Eye? Most definitely! Transform and roll out!

For more info on Co-Marketing Sponsorships contact your Account Manager or visit YTVmedia.com.

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? 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.

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