

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



## Fall 2007

### Kid Research

## Fall 2007 YTV Tween Report

[Print this page](#)

### This just in: *Kids feel Safe, Optimistic, and in Control*



YTV recently completed the 12th annual Tween Report, focusing on kids' attitudes, behaviours and influence. Here are just a few of the findings:

### Feeling Safe, not Sorry

With increasingly gruesome headlines flashing before our eyes, it's comforting to know that the majority of kids feel safe at home, in school and in their neighbourhoods.

- 93% of kids agree with the statement *"My neighbourhood is safe"* (49% agree a lot, 44% agree a little)
- 93% of kids say *"I feel safe in my school"* (46% agree a lot, 47% agree a little)
- 95% of kids say *"My parents can always keep me safe"* (66% agree a lot, 29% agree a little)

### "If you're happy and you know it..."

Relax, mom and dad, life is good! Today's generation of tweens appear to be happy, content, and optimistic about the future:

- 91% of kids believe they will go to University (59% agree a lot, 32% agree a little)
- 97% of kids say they *"have great friends"* (66% agree a lot, 31% agree a little)
- 96% of kids agree with the statement *"I believe I will have a good job"* (69% agree a lot, 28% agree a little)
- And 96% of kids say *"I am happy most of the time"* (59% agree a lot, 37% agree a little)

## Does School = Cool?

Think tweens are still hooked on Uggs, Pogs, and Aaron Carter? We asked kids to tell us what's *really* cool:

### Question: "What's Cool?"

Computers	76%
Laptops	71%
Ipod	69%
Digital Cameras	66%
Nintendo Wii	66%
Cell Phones	64%
Instant Messenger	52%
Playstation	52%
Gameboy	40%
Make Up	29%
Crocs	27%
Facebook	26%
Transformers	22%
Lego	22%
Webkins	21%
Firefly	13%
Anime	13%
Uggs	7%

However, kids maintain that you can't buy popularity—or even order it online! While only 9% of kids said *"being attractive"* is cool, 30% of kids said *"Not disappointing your parents"* is cool. Adding to those figures are the 48% of kids who said *"Pleasing your parents"* is cool—Score 1 for all the parents in the room! Having fun during the day is cool according to 59% of kids, but 66% of kids believe that *"Doing well in school"* is number one on their cool list.

## Kidfluence at Work (and in retail!)

Kids are in control when it comes to shopping. Perhaps it's not surprising that most kids (98%) influence their clothes and shoe purchases, or even that they influence which cereal and soft drinks their parents buy (97% & 82% *kid influence respectively*), but that "Kidfluence" extends to other categories too, from fast food to computers, and even the family car.

### Kidfluence on Computers

	Kids Aged 7-9	Parents of Kids Aged 7-9	Kids Aged 10-12	Parents of Kids Aged 10-12	Kids Aged 13-14	Parents of Kids Aged 13-14
<b>Computer Always</b>	3%	7%	6%	14%	14%	25%
<b>Computers Sometimes</b>	19%	34%	34%	48%	44%	52%
<b>Computers Never</b>	69%	60%	54%	39%	36%	23%

Please note that the parental values were determined by merging results of Major Influence (+75%) & A lot of influence (50%-75%) for Always and Some influence (50%) and Little influence (25%-50%) for sometimes, Almost no influence (less than 25%) was used for never

## Kidfluence on Fast Food Restaurants

	Kids Aged 7-9	Parents of Kids Aged 7-9	Kids Aged 10-12	Parents of Kids Aged 10-12	Kids Aged 13-14	Parents of Kids Aged 13-14
<b>Fast Food Restaurants Always</b>	40%	57%	47%	64%	46%	59%
<b>Fast Food Restaurants Sometimes</b>	56%	39%	48%	33%	48%	38%
<b>Fast Food Restaurants Never</b>	3%	5%	3%	3%	4%	4%

Please note that the parental values were determined by merging results of Major Influence (+75%) & A lot of influence (50%-75%) for Always and Some influence (50%) and Little influence (25%-50%) for sometimes, Almost no influence (less than 25%) was used for never

For more insight into kids lives and the influence they yield, contact Chris Arthur (416) 530-5176 for the full Tween Report presentation.

Source: 2007 Tween Report, YTV & Decode research. Methodology: An extensive online survey of over 1,000 Canadian children aged 7 – 14 and their parents. In field Sept 1st – 12th, 2007.

## Kid Trends

# Movies

[Print this page](#)

## You had to know it was coming...



In an effort to capitalize on the Zac Efron/ Vanessa Hudgens fever of late, *Showtime*, *Lionsgate*, and *Spitfire Pictures* are teaming up to produce a documentary on...what else? A high school musical. The documentary will follow three "real life" Southern Indiana high schools as students, teachers, and parents pour their money, time, and energy into producing a musical. Watch for plenty of drama to unfold...and we don't mean onstage. Pressure's on as the schools compete against each other for a chance to be admitted into the International Thespian Festival. No word on whether the East High Wildcats will be eligible to compete.

## Superhero



Craig Mazin, the mastermind behind super-spoof *Scary Movie* has finalized the cast of his new film *Superhero*, according to the *Hollywood Reporter*. The *Superhero* cast will include *Drake & Josh's* Drake Bell, *Aquamarine's* Sara Paxton, and Leslie Nielsen. *Superhero* will poke fun at the proliferation of spandex-clad superheroes and the audiences that love them. The movie is slated for a March release.

## Miscellaneous

---

### So Chill



The most exciting soft-drink phenomenon since **Crystal Pepsi** is making its way over to the UK. **Sprite Super Chilled** is rumored to be the newest, coolest development in beverage packaging. The freezing cold **Sprite** will come in a high-tech bottle that, when opened, creates ice cubes out of the drink. Brrrrrr-illiant!

## DVDs

---

### Harry Potter and the Order of the Phoenix



One of the biggest money-makers of the summer should make an even bigger splash on DVD when it arrives just in time for Christmas. *Harry Potter and the Order of the Phoenix* is scheduled for **DVD release December 11th, 2007** and there are enough bonus features to satisfy the most die-hard Potter fan on your Christmas list. The bonus materials include 17-minutes of unseen footage, a behind the scenes tour with actress Nat Tena (Nymphadora Tonks), a sneak peek at *Harry Potter 6*, and an A&E Documentary entitled *The Hidden Secrets of Harry Potter*. Also hitting stores the same day is a Harry Potter Limited Edition DVD Gift Set. The 12-disc set will be sold in a "collectible suitcase," and features two-disc editions of all five Potter

flicks.

[Click here](#) to see the complete YTV Kid Trend Report.

## News from Sales & Co-Marketing

# YTV Programming News

---

[Back to top](#) [Print this page](#)

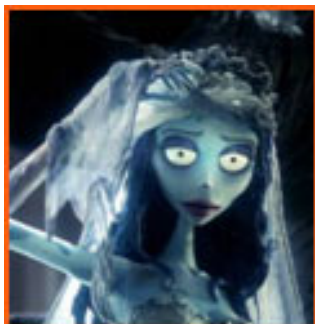
This year our Halloween programming will revolve around a coffin full of scare-tastic movies including **The Corpse Bride Exclusive a YTV Canadian Premiere** just in time for trick or treats!

Check out our terrific movie line-up below...

### **3 Hairy Thumbs Up – Saturdays and Sundays at 4pm**

Oct 20	Casper's Scare School
Oct 21	Beetlejuice
Oct 27	Casper A Spirited Beginning
Oct 28	<b>The Corpse Bride</b>
Nov 3	Fairly Odd Parents: Channel Chasers
Nov 10	Rugrats Go Wild
Nov 11	Racing Stripes
Nov 17	Jimmy Neutron The Movie
Nov 18	The Sandlot 2
Nov 24	Hook

### **ZAPX: Sundays at 6pm**



Oct 21	<b>The Corpse Bride - premiere</b>
Oct 28	The Wizard of Oz
Nov 4	<b>Fat Albert</b>
Nov 11	Because of Winn Dixie
Nov 18	<b>Kicking &amp; Screaming</b>

## Saturday Night Movies: Saturdays at 8pm

Oct 20	Addams Family Values
Oct 27	Teaching Mrs. Tingle
Nov 3	<b>Ferris Bueller's Day Off</b>
Nov 10	The Great Outdoors
Nov 17	Clueless
Nov 24	Planes, Trains and Automobiles

## Being Ian New Season Premieres

Ian Kelley is back with new episodes this October! In celebration, YTV be re-airing the **Being Ian one hour special** prior to the first new episode of the new season.

## SpongeBob SquarePants Atlantis Special



Check out the SpongeBob SquarePants Atlantis special **on YTV Tuesday, November 13th at 6pm!** As well, YTV will air four back-to-back episodes of SpongeBob SquarePants from 4-6pm.

## The Naked Brothers Band



On **November 19th at 6pm**, YTV's breakout hit, Naked Brothers Band enters their biggest competition, a battle of the bands with the rival band the L.A. Surfers. YTV will also lead into this event with 4 back-to back episodes of the Naked Brothers Band from 4-6pm.

## Coming Up In DECEMBER

This holiday season on YTV there's a stocking-load of specials and some feature movies, including **Christmas with the Kranks** and **Blizzard**.

## Coming Up JANUARY

It's never too early to plan for Back-to-School 2! Did you know that PVT's are amongst the highest levels in January? So to reach the youth market when important back-to-school decisions are being made, advertise your brand on YTV.

For more info on YTV Sponsorship packages (on-air, on-line) contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com).

## TREEHOUSE Programming News

[Back to top](#) [Print this page](#)



If you're the parent of a preschooler, you already know and trust Treehouse, the #1 network for kids 2-5. But did you know that Treehouse is also the **#1 specialty network watched by Moms of preschoolers?** And these **Moms are actively watching Treehouse** with their kids. We call it "Co-Viewing," and it's an important part of "family time" between parent and child.

**Treehouse is by far the leading specialty network for Moms.** What's more, TreehouseTV.com is the most-visited website for Moms of pre-schoolers. And TreehouseTV.com is the #1 website on all key measures, including unique visitors, monthly page views and minutes spent.

## Dress Up Week on Treehouse

This October, Treehouse celebrates Halloween again with **Dress Up Week**. From October 27-31 watch for the following specials including favorites like including Harry and His Bucket full of Dinosaurs, Are We There Yet?, Maggie and the Ferocious Beast, Dora the Explorer, Angelina Ballerina and Strawberry Shortcake.

## Happy Birthday Treehouse

In November, Treehouse is turning 10 years-old! Interested in honouring the occasion with a birthday candle on Treehouse's birthday cake? Just give us a call!

For more info on Treehouse Sales Sponsorship packages please contact Joanne Godel-Blatt at [info@treehousetv.com](mailto:info@treehousetv.com).

## Treehousetv.com is Redesigned



Treehousetv.com has just re-launched with a great new look and great content to boot! The new and improved Treehouse web



site provides parents with loads of resources and fun ideas to entertain their preschoolers.

In addition to the new visual style, treehousetv.com includes **show information, articles, crafts, recipes, travel ideas, party planning, books and online contests** targeted to parents. Social networking features, two "Treehouse Mom" and one "Treehouse Dad" blogs and parent message boards, allow parents to connect with each other, discuss shows and share parenting tips.

Together, parents and their preschoolers can watch their favorite Treehouse videos and play show-related games and activities. The new Treehouse web site now allows advertisers to get involved in more ways than ever before!



## Broadband Video – Growing Demand For On-Demand

With ore 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.

For more info on Treehousetv.com advertising and sponsorship opportunities contact [Frank.Duyvelshoff@corusent.com](mailto:Frank.Duyvelshoff@corusent.com)

## DISCOVERY KIDS

[Back to top](#) [Print this page](#)



## Bindi The Jungle Girl on Discovery Kids



Bindi Irwin is following in her Dad's footsteps with her debut of Bindi The Jungle Girl this month on Discovery Kids. Bindi's tree-house is constantly visited by all sorts of animals, such as her favourite cockatoo, Ocker, Peru the Iguana, or one of her many gorgeous snakes like Blackie, the black-headed python. The show is a combination of fun and adventure, and for the Irwin's, conservation has always been a family affair. This series carries the mission to educate young and old on the wonders of the

natural world.

## YTV WOW! Live Winter Events



YTV WOW! will be put on ice this winter! From December to March, in association with the Volvo Ski series, Canada's largest grassroots ski series, YTV WOW! will visit ski resorts in Quebec, Ontario, BC and Alberta. To take part in this unique brand experience, contact your Account Manager today.

## YTV Promotional Activity



Since when does 4=1? Since NOW!

Starting **October 15th in THE ZONE**, it's YTV and Hasbro's Net Jet 4 for 1 Contest featuring of course, Net Jet – the all new online gaming system that lets players build their game library instantly and safely within a secure site. Why 4 for 1? Because 1 key gets you 4 great games and not only that, filling out 1 entry

form will get you 4 entries EVERY TIME! Visitors to the ytv.com site will be able to see how this super cool gaming system works with the online demo and of course, our very own Carlos will be chatting it up on air as well. More information can be had with our very own Mr. Sock (AKA Game Guru Ryan) who will be featuring Net Jet in a special preview exclusively on YTV.

How's that for a high score?

## Are you ready to ROCK?

Hasbro and YTV are putting the power of rock into the palms of 100 lucky hands with the electrifying new **Rock Out Loud Contest!**

For the month of November we're celebrating the arrival of the all new Power Tour Electric Guitar by giving viewers a chance at winning one for them along with the Power Tour Amplifier. The excitement is then dialed up when one lucky winner scores a kickin' grand prize: a private guitar jam session with our very own AJ! Visitors to the ytv.com site can check out the guitar online with an interactive demo but don't stop the music! On **November 24, its Rock n Roll Day in Crunch** where AJ will be rockin' all morning with a very special musical lineup!

Turn it on. Turn it up. Rock out!

## YTV Dayparts: The ZONE, Crunch & ZAPX

Select windows remain in YTV's popular dayparts. For marketers interested in reaching kids and families with creativity and impact, contact your Account Manager today

For more info on Co-Marketing Sponsorships contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com)

## Tell Us How We're Doing

---

[Back to top](#) [Print this page](#)

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

---

[Back to top](#) [Print this page](#)

Watch out for the next issue of Take Note for more findings from YTV coming this spring.

Download a printable format [here](#).

**Unsubscribe** if you no longer wish to receive this email.

