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SPRING 2003

KID RESEARCH

Highlights from the YTV Brand Tracking Study

The following highlights are taken from the 2002 YTV Brand Tracking Study conducted by Ipsos-ASI. This is the fifth consecutive year for this study, which tracks key popularity and image ratings for YTV and the competition among 6 to 11 year olds.

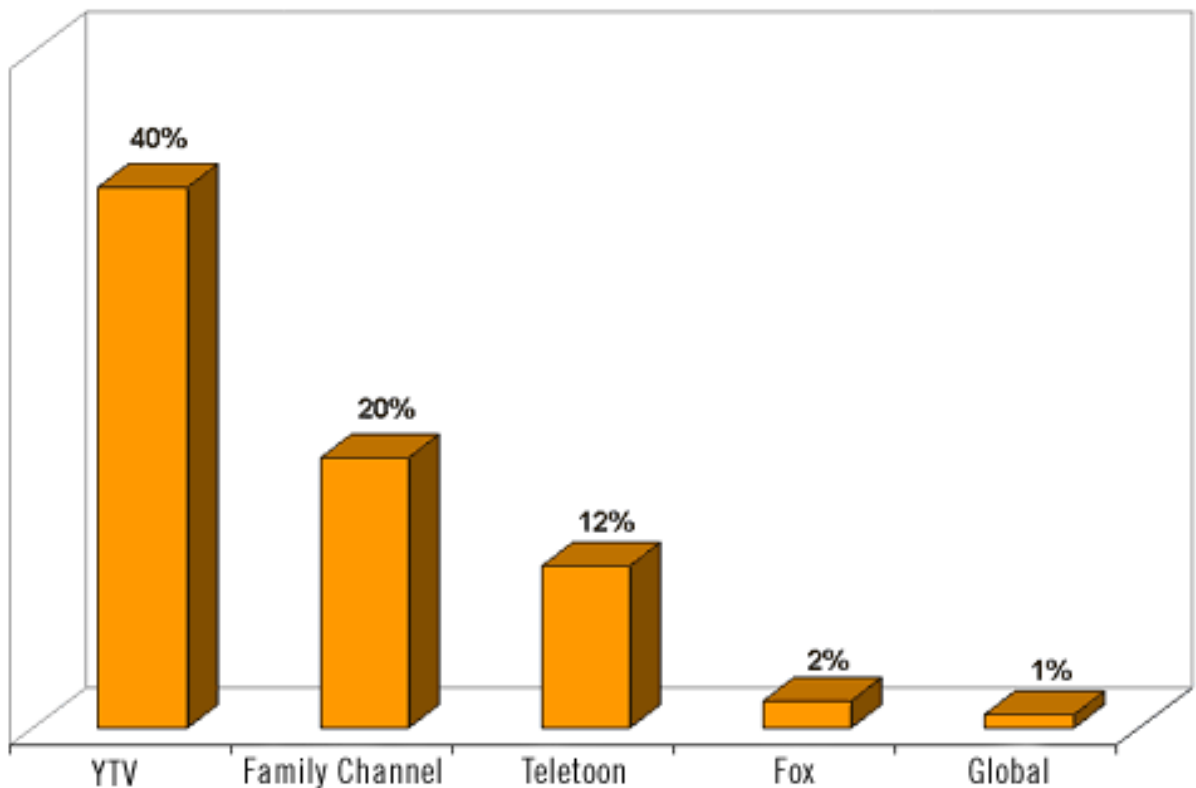
YTV Popularity Measure (kids 6-11)

YTV continues to be the most popular television station among 6-11 year olds, maintaining a very strong lead over the competition on the two key popularity measures "station most liked" and "favourite station".

- **40% of all kids mention YTV as the "STATION MOST LIKED"**
- **43% of all kids mention YTV as their "FAVOURITE STATION"**
- Popularity ratings for YTV are especially strong among boys, where the popularity gap between stations is even stronger.
- **One of the key popularity drivers for YTV continues to be a strong line-up of shows.** When asked why they like a particular station, kids tend to mention specific shows more often for YTV than for other stations. From the new fall line-up, **Beyblade** and **Yu-Gi Oh** get the most unaided mentions.

YTV is the "Station Most Liked" by Kids 6-11

Kids pick YTV as the "station most liked" 2:1 over nearest competitor



Source: Ipsos-ASI - YTV Brand Tracking Study 2002

YTV the First Station Turned On When Home After-School (kids 6-11)

YTV continues to sustain a significant lead in terms of after school viewing.

- Over a third (37%) of all kids claim that YTV is the first station they turn on after school.
- YTV maintains its strong leadership among boys. Just under half (46%) of all boys turn YTV on first.

YTV the First Station Turned On Saturday Mornings

YTV is also the leader in weekend viewing, with a quarter (28%) of all kids 6-11 turning it on first.

YTV is "The Coolest"

Kids continue to rate YTV as the "THE MOST FUN" and the "COOLEST" station, with the "THE BEST SHOWS". YTV is also voted to be most relevant to kids ("FOR KIDS YOUR AGE").

YTV.com More Popular Than Ever

YTV.com has always been popular with kids. This fall ytv.com launched a completely "new & improved" site, introducing major architectural and design changes. Continuously updated content and fresh web design keep kids coming back for more. Over the past 5 years both incidence and frequency of visiting ytv.com have been trending upwards.

- 57% of kids report ever-visiting ytv.com. Incidence is even higher among older kids (70%).

- 33% of all kids visit ytv.com at least a couple of times a month, and 20% of all kids visit at least once per week.

Source: Ipsos-ASI, YTV Brand Tracking Study, 2002. Conducted from November 19 to December 2nd, 2002. 251 live interviews with kids 6-8 years old (50%) and 9-11 years old (50%). Gender quotas were equal for boys and girls.

KID TRENDS

TOYS

Collectible Card Craze

This spring, Nickelodeon and Upper Deck are teaming up to release a series of trading cards featuring some of Nickelodeon's hottest properties including **SpongeBob SquarePants**, **Fairly Odd Parents**, and **Rocket Power**. If it's popular, you can bet there'll be trading cards to follow.

Imitation -- the highest form of flattery

Here's a company jumping on the battling Beyblade bandwagon -- **S.K.U.M.M.** (Super Kinetic Ultra Magnetic Men) -- targeted to tween boys. No, there's no television series to support the toy; however, they will launch with a four-part comic book series featuring characters that will be developed into action figures, complete with battling arena and accessories by X Concepts, the makers of Tech Deck.

They battle, keep score, and a whole lot more.

Tankbots by Zaptoys are the hottest thing in remote control toyland. These 4x6 inch futuristic looking tanks feature a built-in infrared laser tag system. Up to three tanks battle against the enemy using their infrared cannon while the scores and stats are recorded.

Preschoolers get their groove on

With so many instructional dancing tools available for tweens and teens (video games *Dance*, *Dance Revolution* and *Britney's Dance Beat*, plus the hip hop dance video by an NSYNC choreographer), it's about time pre-schoolers had their lesson too! Enter Sesame Street's Zoe, who shows those little ones how to shake that baby booty. This March, look for direct-to-video **Zoe's Dance Moves!** In the video Zoe learns about different styles of dancing from around the world, with special guest Paula Abdul as a dance teacher.


FASHION

From bustin rhymes to bustin designs...

Since plenty of music artists -- including P.Diddy, J. Lo, Chris Kirkpatrick, and Busta Rhymes -- have made a move into fashion design, why not add Eminem and Ice-T to the list? Late this summer, two new lines hit the shelves: Eminem's "Shady," a sportswear line that will reflect his personal style, and Ice-T's label "IceWear."

Watch for:

- Neon colours -- best enjoyed in small doses: on accessories like arm bands or belts and screen-printed on t-shirts -- right in line with the graffiti trend.

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- Asymmetrical off-the-shoulder shirts -- think Flashdance.
 - Avril has denounced the tie and praised camouflage. So it must be. Military still goes strong with cargo pants and army fatigues cut short below the knee; twill military-style jackets and blazers; camouflage prints and army colours -- khaki, olive, stone, etc.
 - Prep-school chic -- girls are still dressing like boys, layering on shirts, blazers, ties. Juxtaposing the masculine with the feminine, girls pair this look with a super-short mini.

MUSIC

Music CDs for Kids

Have you heard? Music label, Nettwerk Records, released "**For the Kids**," a compilation featuring Barenaked Ladies, Sarah McLachlan, and Canadian super-couple, Chantal & Raine Maida, singing their versions of popular kids' songs. Parents nationwide are thrilled about kids music performed by contemporary artists -- a refreshing change from Raffi.

A must-have for pop fans of all ages. Look for Volume 4 of **YTV's Big Fun Party Mix** -- featuring party anthems from Ashanti, Kylie Minogue, and *NSYNC, as well as bonus Beyblade video clip and stickers. Hitting the shelves March 4th.

30th annual American Music Awards

Hosted by the Osbournes, winners included:

- **Eminem**, who walked away with four awards (taking Fave Male Artist in the Pop/Rock and Hip-Hop R&B categories; and Fave Album in the same two categories) and he didn't even attend the show!
- **Ashanti** picked up Favourite New Artist in both the Pop/Rock and Hip-Hop/R&B categories.

T-shirt Envy

Setting trends beyond her infamous ties, **Avril's** Napanee Home Hardware t-shirt, seen in her January appearance on Saturday Night Live, has garnered huge interest from fans across North America. The hardware store in Avril's hometown has since been bombarded with calls from fans seeking to buy one just like it. *Also noteworthy:* This spring Avril headlines her own tour, supported by fellow Canadian punksters, Gob.

On the music radar:

- **Christina Aguilera** is everywhere and we'll only see more of her! (If that's possible) Word is she will tour with Justin Timberlake this summer and we hear she's looking to start an acting career in movies. Someone throw this girl a decent script!
- Step aside, Britney, because **Beyonce Knowles** is the new star of Pepsi. The Destiny's Child lead singer will star in a national Pepsi advertising campaign directed by Spike Lee.

TELEVISION



The first-ever reality movie

The grandmother of reality TV, **The Real World** makes its move to the big screen next summer. **The Real Spring Break** follows 12 college students on a wild vacation in Cancun.

Making waves:

- Japanese anime series **.hack//SIGN** (aka "dot hack") makes its way to American television this February. Set in the future, the story explores what happens when reality and virtual reality collide.
- UPN has partnered with **Will and Jada Pinkett Smith** to develop a new comedy series based loosely on their family life.
- New CGI series from Mainframe based on the hit comic book **Alien Legion** in development.

VIDEO GAMES & THE NET

Game Boy Advance SP

Big News! On March 23, Nintendo will release a re-designed version of its hand-held **Game Boy Advance**. The original Game Boy made its debut in 1989 and though it's gone through several transformations and enhancements over the years, this is the most compact, stylish one yet -- with a special illuminated, flip-screen and rechargeable battery. Now all kids are waiting for is a headphone jack. Sold in cobalt and platinum, this item is hot!

B-grade celebs make their video game debut

MTV's claymation TV series, **Celebrity Deathmatch**, is coming out later this year on all major video game consoles. Some of the celebrities featured in the game include: Shannon Doherty, Tommy Lee, Dennis Rodman, and Anna Nicole Smith.

Taking the gaming world by storm?


In December 2003, Infinium Labs Corp. expects to launch **Phantom**, the first broadband-only gaming console -- which promises to outperform Xbox, Sony PS2, Game Cube. With over 50,000 games to choose from, users will be able to subscribe to gaming packages, pay per play, and demo games. Targeted at serious gamers and high-end electronic consumers, Phantom is reported to be easy enough for kids to use independently. No doubt it will carry a hefty price tag and catch on slowly considering the low penetration of broadband gaming.

Video games for your cell phone

Bandai has partnered with Sprint to introduce a series of wireless games for Sprint's PCS Vision phone. The games are based on Bandai licenses including Gundam Space Assault, Snowboarding and Hare Hockey. When not *talking* on the phone, what better way is there to waste time?

MOVIES

Superheros strike back



It began with the unexpected blockbuster X-Men in 2000, and came to a full-out explosion in May 2002 with the release of Spiderman. If you thought the superhero trend was coming to a close, you should check those spidey senses. Spring 2003 brings with it a whole new wave of Superhero comebacks. Here are some highlights:

- **Daredevil** -- release date February 14; Ben Affleck and Jennifer Garner star in the story of a man whose senses become superhero-enhanced after being blinded by radioactive waste.
- **X-2 (X-Men 2)** -- release date May 2; brings back the original cast of X-Men.
- **Matrix Reloaded** -- release date May 15; the original cast plus Jada Pinkett Smith in another heavy fate induced adventure.
- **The Hulk** -- release date June 20. Everyone's favourite anger management patient comes to the big screen in this classic story of a geneticist's experiment that goes extremely wrong.

Future Superhero Movies to look for:


- **Lara Croft: Tomb Raider: The Cradle of Life** -- release date July 2003
- **Charlie's Angels 2: Full Throttle** -- release date July 2003
- **Terminator 3: The Rise of the Machines** -- release date July 2003
- **The Matrix Revolutions** -- release date December 2003
- **The Amazing Spider-Man** -- release date June 2004
- **Catwoman** -- release date 2004; starring Ashley Judd
- **Ironman** -- release date unknown
- **Superman** -- release date unknown
- **The A-Team** -- release date unknown

Make me laugh

2003 has started off with an unusually high amount of comedies with star-studded casts. Holiday success stories included Maid in Manhattan and Two Weeks Notice. More recently comedies such as Just Married, Kangaroo Jack, National Security, and A Guy Thing have ruled the box office. Here is a list of upcoming comedic releases to watch for:

- **How To Lose A Guy In 10 Days** -- release date February 7, stars Kate Hudson and Matthew McConaughey
- **Shanghai Knights** -- release date February 7; the sequel to Shanghai Noon
- **The Guest** -- release date February 28; starring Ashton Kutcher and Tara Reid
- **Bringing Down The House** -- release date March 7; starring Queen Lattifah, Steve Martin and Eugene Levy
- **Duplex** -- release date March 14; starring Drew Barrymore and Ben Stiller
- **A View From the Top** -- release date March 21; starring Gwyneth Paltrow
- **Anger Management** -- release date April 11; starring Jack Nicholson and Adam Sandler

Future Movies To Watch For:

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- **Agent Cody Banks** -- release date March 21, starring Frankie Muniz and Hilary Duff
 - **Pokemon 5** -- release date May 16
 - **Finding Nemo** -- release date May 30
 - **Pirates of the Caribbean** -- release date July; starring Johnny Depp and Orlando Bloom
 - **Harry Potter and the Prisoner of Azkaban** -- release date 2004
 - **Star Wars Episode III** -- release date 2005
 - **Spongebob Squarepants** -- release date unknown

MISCELLANEOUS

Adding character to the world of Instant Messaging

AOL and United Internet Technologies have introduced **Instant Messenger Buddies** -- a line of eight-inch tall plush Looney Tunes characters that can say up to 150 different pre-recorded phrases that come via instant messenger, from a friend, in their character voice. With limited content and the young feel of this product, we doubt it will really catch on with the savvy instant messengers of today.

Hip Hop Nation

The hip-hop culture is taking North America by storm. There's **Bust a Nursery Rhyme**, which is a CD of traditional nursery rhymes that have been put to an urban hip-hop beat. Then we have **Posse Pops**, a new line of ice cream created by rapper Ice-T that have flavour names with an urban appeal *and* include a positive message. And now the hip-hop culture is mackin' on potato chips. Universal Records have created **Rapsnacks**, plastering their artists' (Nelly, Master P, and Lil Romeo, among others) mugs right on da bag, yo.

Tongue Twisters

Listerine PocketPaks have proven their popularity with kids and teens, most likely due to ultra-strong flavour, dissolving novelty, and sleek packaging -- imagine the sensation once they actually taste yummy. Toyco Jakks Pacific makes a significant entry into the world of candy with **Tongue Tape**. Look for the flavoured tongue strips on toy shelves. Available soon in the basic package, as well as in necklace, zipper pull, and key chain ring packages.

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

Relaunch of ytvmedia.com in February

If you work within the kid marketing industry, you'll want to visit our newly launched YTV trade web site. For the latest information on kid research or kid trends you'll want to bookmark this site. Plus find out about YTV co-marketing opportunities throughout the year. [Click here to visit ytvmedia.com](http://ytvmedia.com).

March Break Promotions Sold Out...Sponsorship/Brand Sell Still Available

March Break continues to be among the hottest demand periods in the YTV promotional calendar. What brand would not want to be associated with this exciting time for kids? Although our promotional calendar is full, we can still develop special sponsorship opportunities & brand sell packages to air during this high reach period.



Digimon, The Movie: February 22nd

YTV's weekend movie timeblock, 3 Hairy Thumbs Up, will carry the exclusive launch of the block buster, *Digimon, The Movie* on Saturday February 22 (4-6PM).



No Creative? No worries.

Are you considering taking advantage of the huge discounts in targeting kids instead of moms, but don't have appropriate kid-targeted creative? Look no further than the kid experts at YTV's [Pester Productions](#). Our award winning production company will ensure that your creative will resonate with kids.

Love & Friendship on YTV: Feb 9th - 14th

YTV celebrates every occasion that's special to kids and this month it's Valentines' Day. YTV's schedule will be inundated with Valentines specials for the entire family from February 9th-14th. Be it kid, tween, teen or parent focused, YTV has specials for everyone such as:



- *Be My Valentine Charlie Brown* - a classic valentine special
- *A Charlie Brown Valentine* - an updated version of the beloved original
- *Billboard Dad* - starring The Olsen Twins who play matchmaker for their widowed dad.
- YTV's Hit List Valentine's Special
- ...and many more.

School's Almost Out...

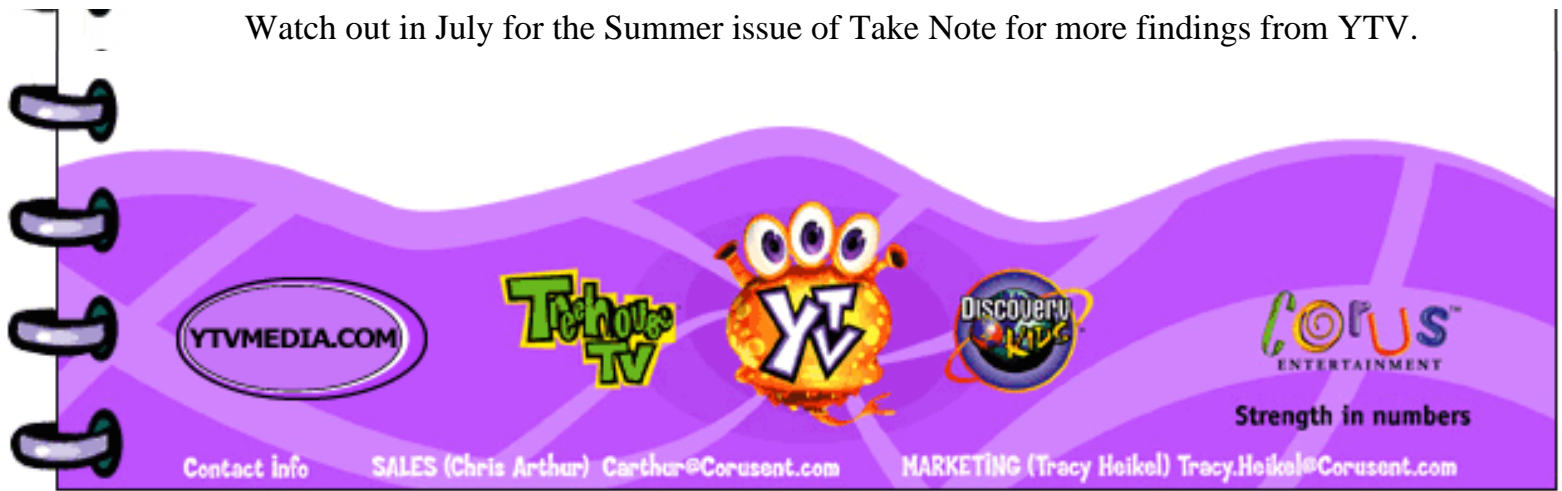
It may be the dead of winter, however it's not too early to start thinking about your promotional opportunities for Spring & Summer. We'd love to establish a 'School's Out' promotion for you. Give us a call to discuss your objectives.

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 July for the Summer issue of Take Note for more findings from YTV.



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