

You are receiving the YTV Take Note newsletter because we thought you'd want to know the latest on kid research, trends and more. If you wish to UNSUBSCRIBE (or SUBSCRIBE), please scroll down to the link at the bottom of this page.



SPRING 2004

### **SPECIAL MARCH BREAK ISSUE**

March Break is just around the corner and YTV will be traveling around the globe with travel & adventure themed movies and shows airing throughout the month. This issue of Take Note has the latest buzz on what's hot from around the world, plus our predictions on how kids will be keeping busy while school's out.

#### Television


##### **Dorama**

Anime cartoons and manga comics have made their mark on mainstream kid culture as a hugely popular form of entertainment - for example, on YTV numerous anime cartoon properties are present in the top 10 shows for boys (*Yu-Gi-Oh!*, *Dragon Ball*). And North American publishing giant, Random House, will be releasing a number of manga comics in spring 2004. **Manga** is a style of comic that traditionally uses black and white Japanese animation, simple lines and stylized features. Due to the popularity, entertainment company Tokyopop has introduced such non-Japanese titles as *SpongeBob SquarePants* and *Fairly Odd Parents* to manga lovers.

Next on the export list is Japanese live action TV drama, a.k.a. "**dorama.**" *The Power Rangers* is an example of a dorama that has already hit it big, but tons more titles are gaining momentum in hobby shops, comic book stores and fan conventions across the U.S. If the surge in popularity of anime is any indication, dorama should be huge. In fact, many of these shows are influenced heavily by anime, and vice versa. Anime properties like *Sailor Moon* have been turned into doramas while live action series like *Kikaider* have been turned into anime. There is also a dorama encyclopedia available at Chapters...for those of you that would like to be amongst the early adapters.

##### **East Meets West**

And the popularity of **anime is even influencing the way North American animations are made.** *Martin Mystery*, *Teen Titans* (both on YTV) and the new Kids WB hit *Xiaolin Showdown*, all contain the traditional North American animation that we are used to, but with a Japanese influence. *Teen Titans*, aside from looking like anime, also has a hit theme song by current J-Pop



sensations **PuffyAmiYumi**. *Martin Mystery* is currently using anime influences, not only in design of the series, but in the characterization of the characters, especially during comical moments. All in all it's looking like east meets west and the new trend could be a combination of designs.

**IT'S HIP TO BE SQUARE. Reading isn't for geeks. This March Break kids will be chillin' with their favourite book or magazine. FACT: 72% of girls and 63% of boys say they read as many as 3 or more magazines per month. Books are even more popular, with 87% of girls and 84% of boys reading as many as 3 or more books per month outside of school.\***

### Books

#### **What's a kid to do?**

When it comes to selecting a book to read, kids have little more than the cover to decide whether or not they'll like it. Enter a couple kids from the U.K. who sought to change that by setting up a website called **cool-reads.com**. The site gets an estimated 1 million hits a month from kids worldwide who want to read reviews on the latest teen and tween novels. We know kids love to give their opinion and that word of mouth is very important to them. This site turns any kid into a reviewer via the star rating system and the ability to send in written reviews. Companies are also taking this site seriously by logging on to see how their books are rating.

#### **Welcome Back Nancy!**

**Nancy Drew** is making a comeback. This March, four new paperbacks will be released starring the girl detective (who has now graduated from high school). While she's still solving mysteries, Nancy has been 'modernized' - she drives an environmentally-friendly car and uses computers. In addition, the books now include pop-culture references - to help today's readers connect. Not stopping with books, the Nancy Drew name has been licensed for apparel, video games, and bags. Oh, and a movie is also in the works. You go girl!

**EARN SOME COIN. Many tweens will use the time off school during March Break to earn some extra spending money, either through a part-time job or getting paid for work done around the house. FACT: The average tween girl in Canada works 4 hours per week; the average boy works slightly less at 3 hours per week.\***


### Toys

#### **Smell a Hit?**

Move over Hello Kitty, **Ocha-Ken** is on the scene. This stuffed canine character from Sega toys has ears and a tail made from tea leaves and emits the calming smell of green tea. Huge in Japan, this toy is being marketed not only as a cute collectible, but also as an aromatherapy stress reliever. Expect to see this pooch popping up over here - not only 'cause we're suckers for cute things from Japan, but also due to the emerging trend of tea being cool with youths.

#### **Stuff That Stinks**

This spring seriously guard your nose from any boy carrying a **Stink Blaster** because, well, they seriously stink! They may come with a containment unit, but with names like **Butt Breath Bob** and **B.O. Brian** you can imagine that the smells are potent and boys will be dying to share the shock value.



Girls, on the other hand, prefer delicious smelling toys like Strawberry Shortcake, so soon to hit the scene will be **Smelly Bellys** - a group of collectable, scented beanie toys. Each one comes in a plastic egg, so you don't know which one you're about to crack open - will it be **Camilla Vanilla, Jazz Jaffa** or perhaps **Supa Strawberry**? With over a million sold in the U.K. and Australia, we'd say these toys smell of success.

**GET MOVIN'.** In an over-scheduled world, March Break provides kids with a little extra free time to play sports with some friends. **FACT: Hockey is the #1 favourite sport for boys (30%) followed by soccer (20%) and basketball (9%). Soccer is #1 for girls (25%), basketball (16%) and swimming (10%) are second and third faves.\***

### Sports

#### **Winter Wonderactivities**

What better way to deal with the Canadian winter than hitting the slopes with the **PowderStick** by Riva. This inventive 2 in 1 winter toy can be used as a snowboard or a sled - for those not quite ready to hit the slopes in a vertical fashion. Expect to see these products hitting the local tobogganing hills soon.

**SHOP 'TIL YA DROP.** The mall is where many kids will be heading this March Break to shop, shop, shop. **FACT: The following are the top items boys and girls say they buy the most often with their own money...**

<b>Boys</b>		<b>Girls</b>
20%	<b>Food / Drinks</b>	37%
17%	<b>Games / Toys (non-electronic)</b>	11%
16%	<b>Video Games</b>	n/a
10%	<b>Clothes / Shoes</b>	37%
10%	<b>Candy</b>	9%
n/a	<b>Music (CDs, Tapes)</b>	7%

*\*Source: 2003 YTV Tween Report Wave 9 - This is the ninth consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of kids aged 9 to 14. Telephone interviews were conducted in June and July 2003 with over 1,000 youth and their parents. YTV commissioned ComQUEST Research to oversee the development of the questionnaire and conduct the survey.*

## **NEWS FROM SALES & CO-MARKETING**

**SITEKICK IS OUT OF THE BOX!**

Sitekick is a personal robot assistant that accompanies kids on YTV.com. It runs on "chips" that members collect and trade, turning YTV.com into a giant communal scavenger hunt. This past October saw the release of the first 6 chips, which told the story of how Sitekick was invented. **In March, Sitekick will be taken to a whole new level with the release of 40 new chips to collect and trade!**



**Your brand's customized chip could be anything you dream up - the possibilities are endless!** One chip might launch a game and another might allow members to mix music and listen to it while surfing! The chips can provide bonus contest entries, change the appearance of the Sitekick, or provide access into secret areas of YTV.com.

**Beginning in March, we will launch an extensive Sitekick awareness campaign. This will include TV commercials, Zone and Vortex interstitials, presence in Whoa magazine and much more!** YAP! members who kick start their Sitekick will receive a special gift chip.



Sitekick also offers true analytics. You will have the ability to understand and track brand interaction by age, gender and regional levels.

**Sitekick offers numerous sponsorship opportunities!** So contact Kimberley Auciello at [mailto:kauciello@corusent.com?Subject=Sitekick Opportunities](mailto:kauciello@corusent.com?Subject=Sitekick%20Opportunities) for more information or check it out at <http://www.ytv.com/sitekick/>

### **3 HAIRY THUMBS UP GOES AROUND THE WORLD**

Pack your passport for March Break because YTV is going around the world! Sponsorship packages are available for travel & adventure themed movies including phenomenal titles such as:

- **Sabrina Goes to Rome\***
- **Getting There: Sweet 16 And Licensed to Drive\*\***
- **When in Rome\*\***
- **Passport to Paris\*\***
- **Rugrats In Paris**
- **Sabrina Down Under\***



\*Starring Melissa Joan Hart

\*\*Starring Mary Kate & Ashley Olsen

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for opportunities to really reach kids and their families.

### **MARCH BREAK FREE VIEW ON DISCOVERY KIDS**

Catch the best of Discovery Kids from March 15th to 19th as we showcase great programs such as *Trading Spaces: Boys Vs Girls*, *Endurance*, *Operation Junkyard*, and many more. **Discovery**

**Kids will be available in an additional 2.3 million homes**, virtually doubling your brand's reach during this high viewing time period.

Contact Melissa Bell at [mailto:mbell@corusent.com?Subject=March Break Sponsorship Opportunities on DK](mailto:mbell@corusent.com?Subject=March%20Break%20Sponsorship%20Opportunities%20on%20DK) for more information on March Break sponsorship packages on Discovery Kids.

### **YTV CONTINUES TO DOMINATE TOP RATED KID PROGRAMMING**



The results are in on Fall 2003 performance and YTV programming continues to dominate! **YTV has 19 of the top 20 programs for Kids 2-11 measured against ALL networks (specialty and conventional)**. Perennial favourite, *SpongeBob SquarePants*, continues to dominate for virtually all demographics. Top performing new programs include *Chalk Zone*, *Rugrats All Grown Up*, and *Jacob Two Two*.

So contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for more information on how to include these top shows in your media buy.

### **WEIRD ON WHEELS CAN'T WAIT FOR SUMMER TO BEGIN**

YTV's *Weird on Wheels* will hit the streets again this summer with its usual 'in your face' cross country grass roots tour. Our custom vehicles are designed to connect your brand to YTV in a fun and memorable way while making a major impact on site with kids and their families.



**Leverage YTV's kid expertise with a *Weird on Wheels* promotion. This fabulous turnkey opportunity will be profiled on site, on-air, online and in print.**

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for details.

### **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 June for the next issue of Take Note for more findings from YTV.



Download a printable format [here](#).

If you wish to subscribe/unsubscribe to this newsletter, [follow this link](#).