

This is the 10th issue of the YTV Take Note newsletter. You are receiving this 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.



NOVEMBER 2003

TWEEN HO-HO-HOLIDAY ISSUE

With the holidays just around the corner, we thought we'd give you the latest buzz on what's hot with tweens and our predictions on what will be a big hit under the tree this year.

FACT: Approximately half of all tweens (59% of boys and 48% of girls) say they have a favourite toy. Lego is the #1 choice for boys and plush is tops with girls.*

Video games and electronics will be popular items this holiday season, but there are some staples that are always a sure hit with kids. Lego is the perfect example of a toy that makes it to the top of most kids' wish list. With **Lego Motor Movers**, kids use creativity to build motor-powered creatures or robots that can scale string or wire. Another hot building set for kids this season is **Clickits**. Mainly for girls, unless you have a boy who's an aspiring jewelry designer with a penchant for pink on your list.


Other Holiday Toy Recommendations:

- **Neopets Voice Activated Plush** (Thinkway Toys)
- **FurReal Friends** (Hasbro)
- **Bratz Formal Funk Runway Disco** (MGA Entertainment)
- **Beyblade R/C Launcher** (Hasbro)
- **Cranium Cadoo game** (Cranium)

FACT: Trading cards are one of the Top 10 favourite toys for boys.*

"I'll trade you mine if you trade me yours" is a phrase that's been heard throughout every schoolyard and neighbourhood block for centuries. While the trading phenomenon is not new (think marbles and Jacks) it is certainly hot with today's generation as there seems to be a **collectable / trading** aspect to almost every kid favourite.

THE KEY TO CARD COLLECTING



Upper Deck will be releasing a new game that adds a twist to classic card collecting. **BreaKey** is reminiscent of the card game War, but instead of playing with paper cards, you battle with plastic keys. Players challenge each other to a "Break Off" and the player with the strongest key wins their opponents' key, and the code hidden inside. Kids can then take this code and redeem it on the Internet for cool prizes.

Hot Collectables Include:

- **Yu-Gi-Oh! Trading Card Game Collectable Tin** (Upper Deck)
- **Beyblade trading cards** (out next month) - if they're into the spinning tops these cards are sure to be hit
- **Disney Treasures Collectable Cards** (Wizards of the Coast)
- **Neopets trading cards**
- **Mighty Beanz** (Spinmaster) - kind of like marbles, but they're elongated with animated attitudes

FACT: Over two thirds of all tweens (68% of girls and boys) have a favourite video game.*

Video games have come a long way since their early days in the mid-70s (remember Pong?). Today's games involve some kind of story, a serious challenge and beautiful graphics. Check out some of these hot holiday games for Christmas 2003...

Holiday Hit Video Game Recommendations:

- **For Girls: Barbie Horse Adventures** (X-Box), **Lizzie McGuire: On The Go** (GBA)
- **For Boys: NHL 2004** (PS2, Xbox, Gamecube), **Viewtiful Joe** (Nintendo)
- **For Everyone: Mario Kart: Double Dash!!** (Gamecube), **Nokia N-Gage** - a portable console that doubles as a cellphone (At \$449 CDN this baby's expensive!)

OFF DA HOOK

Between homework, soccer practice, music lessons and hangin' with friends there isn't always enough time for kids to get their game on. Enter **cellphone gaming**, the perfect way to get a 15 minute fix between activities. The games are simple but addictive and they're only going to get better. The latest phones can play popular versions of games like Tony Hawk Pro Skater, Tom Clancy's Splinter Cell and the much hyped XIII in full color.

Video games may lead the way, but electronics in general are a sure hit. Here are some recommended items...

Holiday Hit Electronics Recommendations:

- **VideoNow** (Hasbro)
- **YM Digital Diary** (JournalTek)
- **Bratz Electronic Funk Karaoke** (MGA Entertainment)
- **Spy Gear Spy Wrist Cam** (Wild Planet)



FACT: The #1 favourite activity for boys is playing video games; for girls it's reading or hearing a story.*

Books are enjoying mass popularity with kids these days, thanks in part, to the Harry Potter series. Here are some other titles popular kid titles...

Holiday Hit Book Recommendations:

- **Lemony Snicket Series Of Unfortunate Events, book 10 "The Slippery Slope"**
- **The Silverwing Saga Box Set**
- **The Redwall series: Loamhedge**
- **All American Girl**

FEED THE NEED TO SUCCEED

If you're someone that prefers to give educational gifts, books aren't the only route. Here are some items that the brainy kids are hankering for...

Quantum Pad (Leapfrog) - Kids can learn about space, science and geography with the touch of a magic pen.

Spa Science Kit (Scientific Explorer)

Star Theatre 2 (Uncle Milton) - Kids can turn their bedroom into a planetarium and learn all about the constellations.

FACT: 82% of tweens ask their parents to buy something they want because they've seen it advertised on TV.*

LICENSE TO THRILL

Kids' favourite TV characters will also be big hits under the tree. The hot licensed products this year are from some of YTV's hit shows including: SpongeBob SquarePants, Beyblade, Yu-Gi-Oh, Transformers Armada and others.

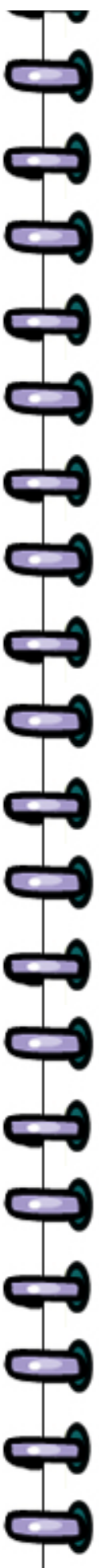
Holiday Hit Licensed Product Recommendations:

- **SpongeBob SquarePants CD Karaoke Machine** (Singing Machine)
- **Yu-Gi-Oh! Trading Card Game Collectible Tin** (Upper Deck)
- **Beyblade R/C Launcher** (Hasbro)
- **Barbie of Swan Lake Doll** (Mattel)
- **Transformers Armada 3D Trading Cards** (Fleer)

Be sure to watch the SpongeBob SquarePants Christmas episode 23 on Dec 22nd at 4pm and the Barbie of Swan Lake premiere on YTV, November 16th at 4pm.

Interested in reading the latest version of the YTV Kid Trend Report? Visit ytvmedia.com for the complete report.

**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.

ALL I WANT FOR CHRISTMAS IS...

We recently asked kids on Yabber.net, "**Do you already know what you REALLY want for Christmas this year? If yes, what is it?**" We got some really great responses, here's what they said...

Female, 14

"What I really want for Christmas this year is **Mario Kart: Double Dash!!** It's such a cool game. It's for the Nintendo Game Cube and you have 2 people in a kart at one time. 16 characters in all!! You can hook up 2 Game Cubes and 2 TV's and have 8 people racing at one time!! Soooo good!!! LOL! "

Male, 11

"**Anything Transformers** and some of those nifty **Beyblade RC Launchers.**"

Female, 13

"For Christmas? I want a bass guitar, a huge **Care Bear** and about 67576465456 pounds of chocolate! haha "

Female, 11

"I would like a **Gameboy Advanced SP**, some cool games for it, lots and lots of yummy chocolate and candy (not candy canes though, I don't really like the taste), some **books**, my own computer and a cool pair of earrings."

Female, 9

"I want a 'Password Journal' for Christmas!"

Male, 13

"What I really want...This could take a while, a porsche, \$1,000,000, a **PlayStation 2**, my own professional sports team, a WWE World Wrestling Entertainment Ironclad contract, a backyard skate park, a widescreen TV with digital cable, another computer, and I think you all get the idea."

Source: The information above was gathered from a recent poll conducted on Yabber.net. Yabber.net, the sister site to 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.

NEWS FROM SALES & CO-MARKETING

SITEKICK IS OUT OF THE BOX!

Sitekick, a personal robot assistant that will accompany kids on the site, is exclusive to kids who've signed-up for their free YTV.com membership. The SiteKick runs on chips that members will collect and trade, turning YTV.com into a giant communal scavenger hunt.

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.

YAP! Members who kickstart their Sitekick receive a gift chip. October saw the release of the first chip, which will be followed by a series of chips that tell the story of how the SiteKick was invented.

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

Sitekick offers numerous sponsorship opportunities! So contact Kimberley Auciello at kauciello@corusent.com for more information or check it out at www.ytv.com/sitekick

SPECIAL STUNT PROGRAMMING EVENTS IN 2004

Looking for special opportunities to reach your consumers in the New Year? YTV is the place to be with several exciting programming events available for sponsorship.

- **Dog Movies throughout January**
- **Teen Valentines Movies:** Clueless, Pretty in Pink, Sixteen Candles
- **Valentines Week:** An entire week of Valentines Day programming including: Charlie Brown Be My Valentine, Fairly Odd Parents and SpongeBob SquarePants Valentine's Day specials.

We'd love to tailor a programming stunt event for your brand. So contact your YTV sales representative or visit ytvmedia.com for details on how to get us working for you.

BACK TO SCHOOL 2

January is an exciting time to promote your brand on YTV. Kids and their families are establishing new habits as they start the New Year. Full-scale, customized opportunities are still available.

Contact your YTV sales representative or visit ytvmedia.com for more information.



HUGE AUDIENCE GROWTH FOR YTV

Due to the continuing success of proven favourites such as SpongeBob SquarePants, Fairly Odd Parents and Jimmy Neutron, as well as hot new programs including Rugrats All Grown Up, Chalk Zone and Dragonball GT, YTV's kids average minute audience has grown by over 30% vs. the same period last year.



Contact your YTV sales representative or visit ytvmedia.com for opportunities to really reach kids.

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 February for the Spring issue of Take Note for more findings from YTV.



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Strength in numbers

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