

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.



November 2004

SPECIAL TV ISSUE

This issue of Take Note is all about TV (our favourite topic), plus some highlights of top programming on YTV. Did you know that according to Nielsen Media Research, Canadian kids aged 2 to 11 are spending 17.3 hours per week watching their favourite shows? If you want to know more about kids and their viewing habits, read on...

KID RESEARCH

Canadian Kids & TV: Did you know?

- Kids spend approximately 20% of their leisure time watching TV (about the same amount as listening to music or on the Internet).
- According to the YTV Tween report, 43% of Canadian boys and 31% of girls have a TV in their bedroom.
- The majority of tweens (52%) say that TV is their main source of new product and brand information.

Top Programming Genres for Kids

While boys do watch live action and some girls do indeed watch anime and sports, in general, the following programming genres are tops for boys & girls.

For Boys: Anime, Action Adventure, Sports, Superheros

For Girls: Live Action

For Both: Animation, Comedy, Reality TV

Top Shows for All Ages: Animation / Comedy

Not surprisingly, the most well-loved shows on YTV fall into the popular animated / comedy genre. Everyone, and we mean EVERYONE loves **SpongeBob SquarePants**. It's the #1 show on YTV with viewers aged: 2-11, 6-11, and 2+ (Source: Fall 2004 Nielsen data - 4 weeks). **Fairly OddParents** comes in a close second. Other popular shows with viewers of all ages include: **Jimmy Neutron**, **Teen Titans**, **All Grown Up**, and a new to YTV this fall, **Danny Phantom**.



Kids 2-11

SpongeBob SquarePants
 Fairly OddParents
 Teen Titans
 Jimmy Neutron
 Danny Phantom (New!)
 All Grown Up
 Powerpuff Girls
 My Life As a Teenage Robot
 Xiaolin Showdown (New!)
 3 Hairy Thumbs Up

Tweens 9-14

Fairly OddParents
 SpongeBob
 All Grown Up
 Danny Phantom
 Inu Yasha
 Justice League Unlmt
 DragonBall Z
 Jimmy Neutron
 Jacob Two Two
 Drake & Josh (New!)

Viewers 2+

SpongeBob SquarePants
 Fairly OddParents
 Jimmy Neutron
 Danny Phantom
 Teen Titans
 Inu Yasha
 All Grown Up
 Justice League Unlimited
 Powerpuff Girls
 3 Hairy Thumbs Up (movie timeblock)

Reality TV

Everyone knows about The Apprentice, The Bachelor and Survivor, but the content in these shows isn't always suitable for the younger crowd. Now there's a reality show on YTV and Discovery Kids that's just for them. **Spy Academy** is a reality game show / elite training ground for special agents (contestants) who hope to ultimately earn the title of "International Super Spy" and win awesome state-of-the-art high-tech prizes.

Anime-nia

5 years ago, you might not have known what Anime (Japanese animation) was, but today if you ask a teen what their favourite TV show is, chances are it's Anime. This Fall 5 out of the top 10 shows for Teens (12 - 17) on YTV are Anime including: **Inu Yasha**, **Witch Hunter Robin**, **Gundham Seed**, **DragonBall Z** and **DragonBall GT**; all these shows can be seen on YTV Friday nights in the new **Bionix** timeblock. See below for sponsorship opportunities.

Top Shows on YTV for Teens 12 - 17

1. Inu Yasha
2. Justice League Unlimited
3. Witch Hunter Robin
4. Gundam Seed
5. Fairly OddParents
6. DragonBall Z
7. Danny Phantom
8. Dragonball GT
9. All Grown Up
10. SpongeBob SquarePants

Source: Nielsen Media Research Fall 2004 (4 Weeks).

KID TRENDS


ANIME TRENDS

Since Anime is the hot genre in television with tweens and teens, we thought we'd give you a little Anime 101 on trends that it's inspiring. Read on...

Anime Movies

Anime continues to be a strong force in the entertainment world, increasingly influencing movie productions. Tokyopop Inc. has made indications that they are interested in turning some of their manga titles into features length films. For YTV fans, Dragon Ball Z is also in the process of getting the big screen treatment.

Dorama



The next hottest thing on the export list from Japan is Japanese live action TV drama, AKA "Dorama." The Power Rangers is an example of a Dorama that has already hit it big, but tonnes 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 get huge.

Manga Still Hot

Manga, a style of comic that traditionally uses black and white Japanese animation, has made its mark on mainstream kid culture as a hugely popular form of entertainment. So it's not surprising that publishing giant Random House released a number of Manga comics this Spring. Also, due to the popularity of these comics in the Western world, entertainment company Tokyopop has introduced Mangas based on non-Japanese shows like SpongeBob SquarePants and The Fairly OddParents.

YTV Anime Decoder

Not an anime otaku? That's cool; our resident **Anime Master** put together a list of commonly used words to get you up to speed...

Dojinshi: Fan produced items, usually fan drawn manga

Manga: Japanese word for comic book

Otaku: Mega fan of something, usually anime

Seiyuu: Japanese word for voice actor or actress

Sentai: a live action show with costumed heroes and villains (such as the Power Rangers)

Shoujo: Anime or manga aimed at young girls

Shounen: Anime or manga aimed at young boys

NEWS FROM SALES & CO-MARKETING

Crank Up Your Holidays With YTV.COM

With all the extra free time, holidays are kids' favourite time of the year, so take advantage of the many sponsorship opportunities on YTV.com, Canada's #1 website for kids!

Opportunities include:

- Product featured throughout YTV.com
- Sponsor Microsite
- Branded Games
- Holiday E-cards
- Dedicated Newsletter

Launching a new game this season? Sponsorship on YTV.com's popular site, **Gamepad**, during the holiday season will promote awareness and trial of new and existing products.

For more info contact Alison Evans at (416) 583-4138 or Alison.evans@corusent.com.

Treehouse TV Share: All Time High

Due to Treehouse TV's 'best of the best' program schedule it's by far the #1 Pre-school network for kids 2-5 years. With programs such as *Dora the Explorer*, *Blues Clues*, *Boohbah*, *Bear in the Big Blue House*, and *Max & Ruby*, Treehouse has a **27.5%** share of this demographic.

Network % share of kids 2-5

Treehouse TV	27.5
YTV	9.8
Teletoon	9.4
CBC	7.1
Family	5.8

Source: Nielsen Media Aug 30-Sept 26, 2004

For sponsorship & promotional opportunities on Treehouse TV, contact Joanne Godel at (416) 530-5184 or visit ytvmedia.com.

YTV's New Bionix Daypart: Top With Teens

If you are wondering what your teens are watching Friday nights between 9 & midnight, it's more likely to be YTV's Bionix versus any other station. This action packed daypart includes top teen properties including *Justice League*, *Gundam Seed*, *Inu Yasha*, and *Witch Hunter Robin*.

Network Teen AMA (000)

YTV	49.0
CTV	39.0
Teletoon	27.0
Comedy	20.0
Global (Nat'l)	19.0
Family	14.0

Contact your YTV sales representative or visit ytvmedia.com for more details on Bionix.

SpongeBob SquarePants Stunt Event: The Bikini Bottom Ballot

SpongeBob SquarePants is YTV's top performing program for the entire family. To coincide with the theatrical release of *SpongeBob: The Movie* (on November 19th), YTV is having a *SpongeBob SquarePants* viewers' choice marathon with B2B episodes from 7am to 12 noon on Sunday, November 14th. Plus we'll be airing Sugar & Carlos's favourite *SpongeBob* episodes in The Zone on Thursday, November 18th.

Contact your YTV sales representative or visit ytvmedia.com for opportunities to sponsor this event.

It's Beginning to Feel a lot like Christmas:

Join YTV for the most wonderful time of the year! Our schedule is overflowing with festive Holiday programming and great package opportunities as well.

Contact your YTV sales representative or visit ytvmedia.com for Holiday sponsorship opportunities.

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 December for the next issue of Take Note for more findings from YTV.



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Strength in numbers

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