

KID TRENDS REPORT

DISCLAIMER: The trends that the YTV Trend Huntaz comment on come from the word on the street, the Internet, and numerous 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.

MUSIC

A METAMORPHOSIS FOR HILARY

The hottest news on the music scene is the recent release of **Hilary Duff's CD *Metamorphosis*** – the album is at #1 having sold over a million copies and she's been dubbed by Rolling Stone Magazine as Teenager of the Year!

Now that she seems to be shedding her good girl image by dumping Lizzy McGuire, the show that launched her into stardom, it will be interesting to see if she goes the way of Britney and Christina...guess we'll just have to wait for her music videos to see how much she bares. We actually think she'll be more like the Olsen twins and stay squeaky clean for at least a couple more years.

SINGER, SONGWRITER, DESIGNER

Okay, so for the most part the following aren't *necessarily* songwriters, but the rising number of kid favourite musicians dabbling in design is crazy! Check out the latest to follow in J.Lo, P. Diddy and Jay Z's* footsteps:

Eve line: Fetish

Gwen Stefani line: L.A.M.B.

Hilary Duff line: Stuff by Hilary Duff **and** Little Dog Duff (her new line of canine clothing)

Eminem line: Shady Ltd.

Bow Wow line: Shago

Kylie Minogue line: Love Kylie

***Jay Z** line: Rocawear; **Jennifer Lopez** line: J.Lo; **P. Diddy** line: Sean John. And did you know that **Nelly** had a clothing line out even before he had a radio hit? His is called Vokal.

GROOVE TO THE VIDEO GAME

Soon you'll be able to find video game titles in the soundtrack aisle as more and more big name music artists are providing tunes for video game backgrounds. This is great news for the music industry as lots of kids will become interested in songs they might otherwise not have been exposed to and will hopefully buy the entire CD. Some games that hope to do just that include **Amplitude**, the rhythm-action game that allows players to become a DJ and mix more than 20 songs - both off and online. The range of artists used on the game covers many music genres, including hip-hop, rap, electronica and rock with bands like blink 182, P.O.D., Weezer, Quarashi, and David Bowie.

Disney's Extreme Skate Adventure includes music by Lil' Romeo, Smash Mouth, Reel Big Fish, Simple Plan and others.

No Doubt was featured in the game **Malice**, blink182 can be heard in the new **Madden NFL 2004**, and Good Charlotte is in the popular **Madden 2003**.

MOVIES

While this wasn't a great summer at the box office for movies in general, kids didn't make out too badly; and although they now have other things on their mind (other than the newest release), there are lots of good movies in the works.

THE REMAKE

Check out this list of upcoming movies that have been adapted from old skool TV shows and movies – for the record, we don't think that kids are the true target here, although they will tag along with their parents who will be very excited to introduce “lil' Jimmy” to their all time favourite childhood storylines...and it doesn't hurt that the actors are pretty cool:

Garfield – Bill Murray, Jennifer Love Hewitt, Breckin Meyer. June 2004

Starsky & Hutch – Ben Stiller, Snoop Dogg, Owen Wilson. March 2004

Wonder Woman – Script still being written

Dirty Dancing 2 “Havana Nights” – Starring the up and coming January Jones. February 2004

And already in theatres: **Freaky Friday** (Lindsay Lohan, Chad Michael Murray), **SWAT** (Colin Farrell, Samuel L. Jackson)

ONES TO WATCH

When **Lindsay Lohan**, from **Freaky Friday**, becomes the next big tween sensation we just want to go on record as saying WE KNEW IT! Her star power, charisma and “it” factor just pours off the screen. And then there's **January Jones** from **American Wedding**; she's awesome too! So move over Mary-Kate and make room Ashley cuz there are a couple new girls in town that deserve a little spotlight.

TELEVISION

Along with the cooler weather and the back-to-school blues comes a new season of television – perfectly timed for when kids are back into their old routines. Here are some TV trends for you junkies...

REALITY TV - THE NEXT LEVEL

Reality show's like **The Joe Schmo Show** and **Punk'd** are shaking up the reality genre as we know it; combining classic reality show elements with a few unique, off-beat twists:

The Joe Schmo Show - Matt Kennedy is "Joe Schmo" - the only non-actor in the house. He thinks he's a contestant on a reality show that let's you live the life of the super-rich;

ving with eight other contestants for a grand prize of \$100,000. Everyone else is an actor so you can just imagine what a fool they're gonna make outta this guy.

Punk'd - Also new this fall is Ashton Kutcher's **Punk'd**, where a team of co-conspirators orchestrate and execute elaborate pranks all on hidden camera. Those getting "punk'd" include Justin Timberlake, Kelly Osbourne, Pink, Frankie Muniz, Britney Spears, and a multitude of other A-listers. If kids love watching the average Joe getting caught doing dumb things, just imagine how excited they'll be to see their favourite celebrities getting 'punk'd'.

SCREEN SCENE

Video games and TV. They go together like...well Mario and Luigi. This year we've noted three series that combine kids and their video gaming habits. Examples include:

- **.hack//sign** – this cool Anime series has a lead character named Tsukasa, who's trapped in a game that he wants to leave, but can't.
- **Game On**, featuring Gina Gershon - set to debut either this fall or spring.
- **ZIXX Level One** coming to YTV sometime in 2004. Combining live action and animation, **ZIXX Level One** is a kid's sci-fi series chronicling the adventures of heroes who join forces to save the universe from evil in a third dimension labyrinth which operates like a game.

ON THE RADAR

Word on the street is that the creator of the super popular computer game, *The Sims*, is in the preliminary stages of developing a TV show. Will it fly with kids – or will they think it's a marketing scheme gone overboard??

VIDEO GAMES

Although the videogame filled days are over and kids are back to the books, there's always after school to get that thumb exercise in...here are some games on our radar...

CAMEOS

A big trend in videogames, aside from product placement, is the celebrity cameo appearance. Imagine playing your favourite game and all of a sudden a digi-star appears...oh the thrill!

Appearances include:

- **Christina Aguilera** and **Avril Lavigne** in *The Sims Superstar* (**Jon Bon Jovi**, **Freddi Prinze Jr.** and **Justin Timberlake** are in the development stages for the next one)
- **Nelly** in *NBA Street Volume 2*
- **P. Diddy** and **Eminem** are hashing out details - In Puffy's game, players sign musical acts to make money. Eminem was close to launching a game when the deal fell through last month; word on the street is that he hopes to get his Slim Shady persona into a game by 2004.

- Then there are your voice actors **Haley Joel Osment, Sean Astin, David Gallagher, Mandy Moore** and **Lance Bass** in *Kingdom Hearts*

In our opinion, you're not a true Hollywood A-lister until you've got your own clothing line *and* made your virtual PS2 appearance.

CUSTOMIZE IT!

The ability to personalize and add some of your own creativity to video games is becoming a huge gaming trend. Take the PlayStation 2 game ***Magic Pencil: The Quest for Color***. This recently released 3D adventure game allows players to draw and animate their own creatures, rather than choosing from a cast of existing characters. The drawing tool is easy enough for users of any age and skill level, and the further you progress in the game, the more options you earn to create larger, more complex characters.

Then there's **Tony Hawk's Underground (a.k.a. T.H.U.G.)** coming in October for the PlayStation 2 - which is all about livin' the skateboarding lifestyle. Players of this game get to play as themselves (can even upload digital photos of their own faces!). T.H.U.G. also takes the trend to a whole new level by letting players essentially create their own game. The options range from building your own skate park, to creating your own tricks and goals, to designing your own deck.

ONLINE SPORT ACTION

Console gamers haven't exactly warmed up to online gaming, but with the launch of **XSN Sports.com** Microsoft could have the bait they need to lure Xboxers online. This service allows gamers to create leagues, organize tournaments, track stats and communicate with each other online -- linking, for the first time ever, the Xbox video game system, Xbox Live service and personal computers. Sports gaming fans will be able to compete in their favourite sports like football, hockey, snowboarding, tennis, golf and basketball in a global online arena. With the NHL season around the corner and football season kicking off, it's the perfect time for Microsoft to get kids hooked on XSN and Xbox Live.

NEW CONSOLE ON THE BLOCK

Sony, Microsoft and Nintendo have dominated the console scene for years, but a fourth competitor is finally emerging. Enter **Phantom** by Infinium Labs. This broadband enabled system allows users to download games (to a console similar to a cable box) from a list of purchasable titles. As there are no game disks, distribution will include pre-loaded and streaming games, game subscriptions and e-purchasing options. In addition to games and music videos, assorted children's entertainment will eventually be offered as well. Keep an eye out for launch of this system mid-2004.

TOYS

Here are our thoughts on what kids are bringing to class for show and tell and the school yard for recess play...

FOR DA GURLZ

Mattel is releasing a new line of dolls called "**Flavas**." These hip-hopping dolls are positioned to compete with the ever popular "Bratz". Flavas come from the "hood" – they're multi-racial dolls that come with two-toned hair, "platinum" medallions, airbrushed clothing, dope kicks and graffiti-ed packaging. The set of six dolls have total attitude and are a real stretch from Barbie.

Another hot property for tween girls are **CLICKITS** from Lego. They intertwine fashion design and the whole do-it-yourself trend, helping girls create stylish items such as jewellery, room décor, picture frames, hair and fashion accessories.

WHO NEEDS THE BUS?

Razor USA, the company responsible for the scooter trend a while back, has taken their classic model and added electricity! We predict many a bike lanes being taken up by these bad boys and, yes, sadly, they have weight restrictions.