

The YTV Take Note newsletter covers the latest on kid research, trends and more. Click here to [SUBSCRIBE](#) or [UNSUBSCRIBE](#).



Summer 2006

SPECIAL HEALTHY ACTIVE LIVING ISSUE

This issue is packed with some great info: two new studies on Healthy Active Living, and the latest in food and lifestyle trends.

Kid Research

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2006 YTV Tween Report: Special Healthy Active Living Issue

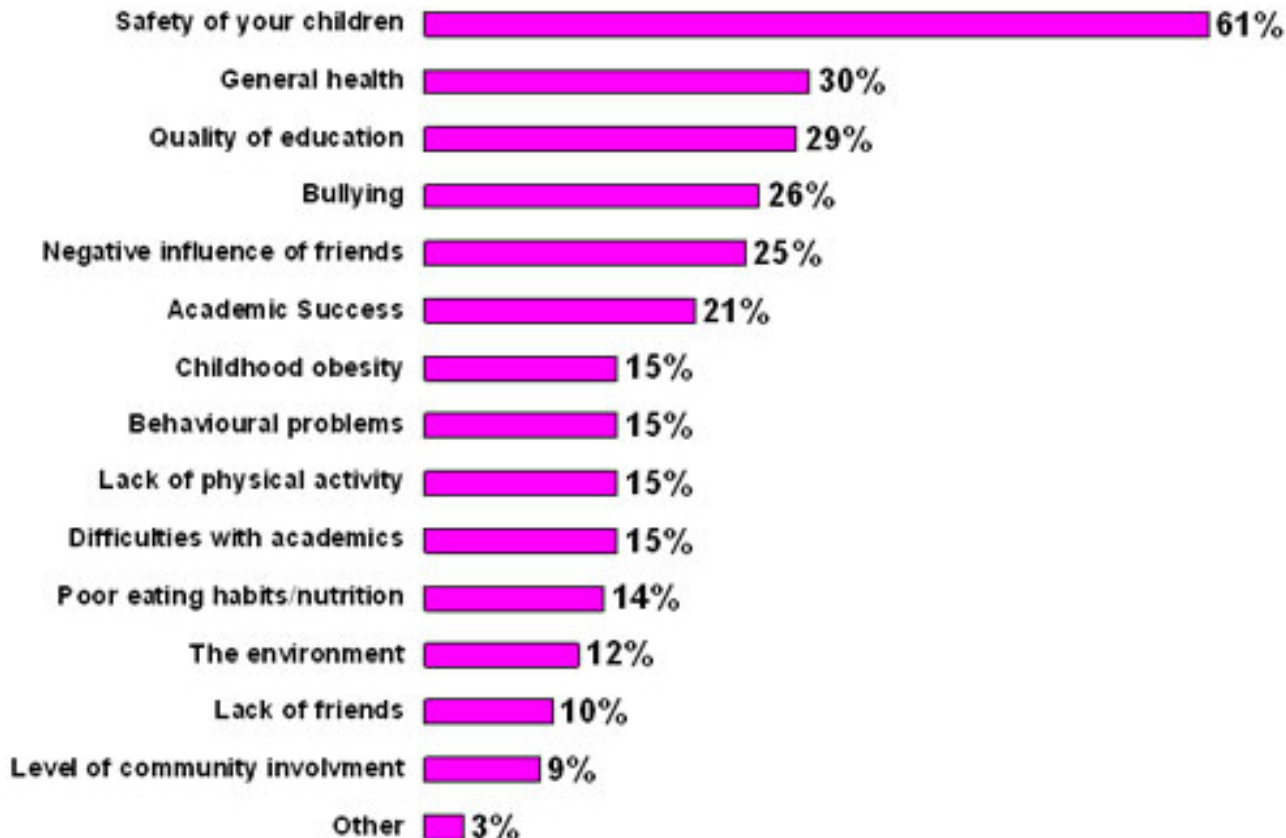
In the ever-changing kid-marketing arena, YTV is committed to ensuring that we, and our advertisers, remain relevant and responsible. So we commissioned a Special Healthy Active Living Edition of our highly credentialed study, the YTV Tween Report., which has uncovered some fascinating new insights on attitudes and practices of both parents and tweens towards active living and food-related choices.

Top Parental Concerns

Not surprisingly, the safety of their children is the #1 concern for parents. Childhood obesity ranks in the middle, after quality of education and bullying, but a bigger concern to Canadian parents than the environment.

Top Priority Issues Related to Children

Concerns and Worries about Children Aided 1st, 2nd, 3rd Place Rankings Combined



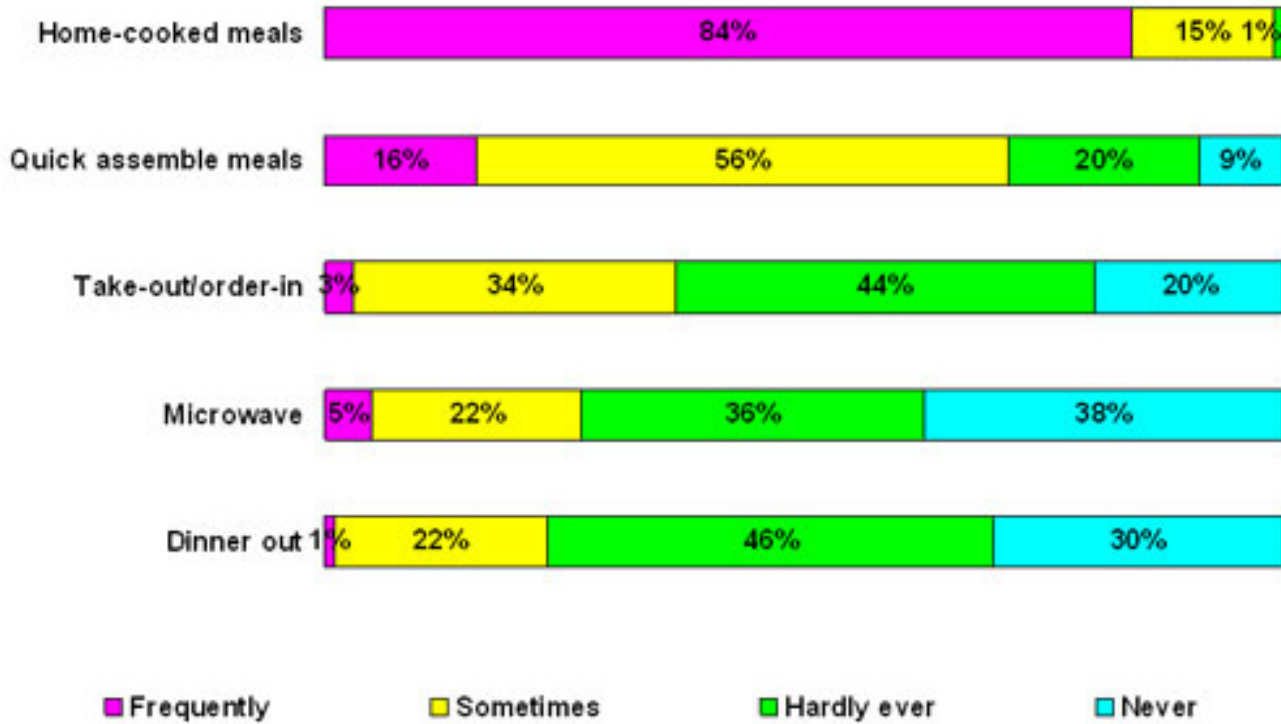
Base: Mothers of Tweens 7-12

Time Starved Moms Look For Convenient Meals

While home-cooked meals (including reheated leftovers) are the most frequent suppers, almost 3 in 4 moms say they use quick assemble meals "frequently" / "sometimes". Many of the parents referenced their "lack of time" or feelings that life was "just too rushed", hence the need for convenient meals.

Preparation of Dinners

Frequency of Different Meals



Base: Mothers of Tweens 7-12

Kids Spend More Time Doing "Non-Active" Activities

When you look at all the activities that kids participate in throughout a regular weekday (excluding school), the combined 'non-active' activities (homework, TV, video games, reading, internet) far outweigh the time spent doing 'active' activities (playing outside, playing inside with toys).

Distribution of Time Spent with Various Activities Week Day

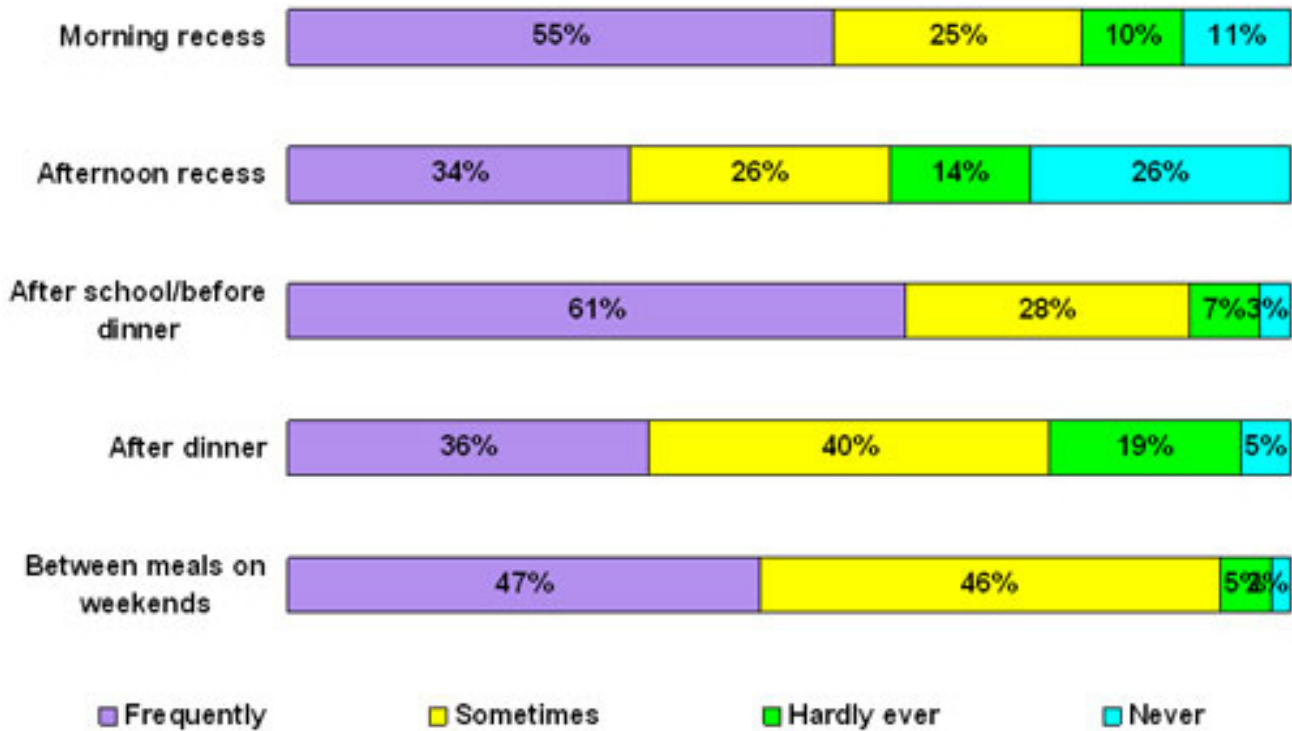
	Total %	Gender of Child		Age of Child	
		Male %	Female %	7-9 %	10-12 %
Playing outside	21	21	21	22	21
Watching TV	20	20	20	20	20
Playing inside with toys	14	14	14	16	11
Doing schoolwork	12	11	12	10	13
Reading books/magazines/comics	12	10	13	12	12
Playing videogames	11	14	8	11	11
On the internet	10	10	11	9	12
Total	100	100	100	100	100

Base: Tweens 7-12

Kids Are Snacking Often

In general kids seem to be eating healthy meals, but then *frequently* snacking in between. Even if all the snacks were healthy ones (which they're not), this habit can add up to a lot of extra calories throughout the day.

Frequency of Snacking at Different Times of Day



Base: Tweens 7-12

Perceived Body Image of Kids

While the majority of kids (59%), aged 7 to 12, are comfortable with their weight, 23% feel that they need to lose some weight and 18% describe themselves as "skinny". The younger kids, aged 7 to 9, are much more likely to be comfortable with their weight, compared to older kids, aged 10 to 12.

Parents Use Food as Rewards

Almost half of the kids in our study (46%) said they "frequently" or "sometimes" receive food treats in exchange for good behaviour. These "occasional rewards" include many brand name prepared snacks and desserts such as:

- Blizzards from DQ
- Boston Cream Donuts from Tim Horton's
- Pogo
- Chocolate (Oh Henry, Kinder Surprise)
- Fruit Gushers
- Dunkaroos

To see the complete 2006 YTV Tween Report contact your Account Manager or visit YTVmedia.com

**Source: 2006 YTV Tween Report: Special Healthy Active Living Edition. This is the twelfth consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of Canadian kids. A total of 1200 interviews were conducted in April 2006 with kids and their parents to examine the food and activity lifestyles of tweens age 7 to 12. YTV commissioned Solutions Research Group to oversee the development of the questionnaire and conduct the online surveys.*

What Kids Think About Healthy Eating: Insights from YTV's Kid Advisory Panel

In April 2006, YTV and HATCH Research met with 48 kids aged 9 to 12 as part of the ongoing "YTV SWAT Team" research initiative. We wanted to know what kids really think about healthy eating.

By the time kids hit Grades 4 - 6, they already know a lot about healthy food (Canada's Food Guide is part of the school curriculum). And in addition to what they learn in school, **moms use meal and snack times to talk about and reinforce 'good-for-you' eating with their kids.**

He Likes It, He Really Likes It

There was an incredible consistency across all the kids we interviewed. Most kids mentioned veggies, fruit and yogurt as their favourite healthy snacks. One thing that came across loud and clear is that **kids really like these healthy foods**, aside from knowing that they are good for them.

They'd be **reluctant to eat a way healthier snack that didn't taste quite as good**, because they already eat healthy snacks that they like the taste of.

Kids don't assume that healthy tastes bad, because they already like the taste of many healthy foods.

What Makes a Food "Healthy"?

From a kid perspective a healthy food has...

- "Not that much sugar"
- "A lot of vitamins and minerals"
- "Not a lot of calories"
- "Not salty"

Meals Are Healthy, Sometimes Snacks Are Treats

These kids seem to eat the healthiest foods at meals (breakfast, lunch, dinner). Their snacks during recess, after school, or after dinner are sometimes healthy, but are sometimes unhealthier "treats".

Eating Healthy Is Important Because...

Kids see value in both eating nutritious foods and being active. They view healthy eating as important because...

"When you grow up you might turn out a bit fat. That's not healthy for your body."

"If you don't [eat well] you have not much energy and can't be active."

Read the Label

Reading the label on food packaging is something many of the kids claimed to do and they did seem to know the types of things they were looking for: less fat, calories and sugar; more vitamins and minerals.

There was a very high awareness of "Trans Fat", mostly stemming from messages kids saw on packages, although few kids actually knew what it was, or even if trans fat is good or bad for you.

TV or Movie Characters Associated with Food

The kids said that TV or movie characters associated with food make the products a bit more interesting because

it would grab their attention. Although most kids did claim that that **wouldn't make them interested in a product they didn't think they'd like the taste of.**

Among some kids there was a bit of an assumption that products would be less healthy if a TV or movie character is used on the package. The kids see that the product is "using" the character to gain appeal.

Kid Trends

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FOOD

Happy Healthy Licenses

The ongoing debate as to who's to blame for childhood obesity continues. Thankfully, many kid marketers are being proactive, making changes to their products and / or messaging, and coming up with solutions to help kids make wise choices.

For instance, while licensed characters used to be reserved for sugary snacks, many companies are now using those same faces on healthy foods. For example, Grimmway Farms, Boskovich Farms and LGS Specialties feature *SpongeBob SquarePants*, *Lazy Town* and other popular characters on their veggie packages, and **Sesame Street** characters are in on the act with their **Healthy Habits for Life** initiative; Bert, Ernie, Elmo, and Grover have all started pushing vegetables and exercise, and even Cookie Monster is saying: "A cookie is a sometimes food". Sesame Workshops are also working with Sunkist to feature pints of strawberries and blueberries with Elmo and Cookie Monster on the labels this summer.

Disney Consumer Products are on a healthy kick, too. For more than a year now they've been in negotiations with a major food chain in the States to have Disney characters appearing on healthy foods like fruit, veggies, whole-grain pastas and juice. Disney has also announced that they will not be renewing some deals that place characters on "unhealthy" foods and they're pulling out of their deal to supply toys for the McDonald's Happy Meal!

Even license holders for unknown shows, like soon-to-YTV *Edgar & Ellen*, take the position that they will only court good-for-you food licensees. The creators have even been quoted as saying that the main characters will be "a force for good nutrition."

Kids will still be kids...

Not everyone is jumping on the healthy food bandwagon, however. Build-a-Bear Workshop, famous for their custom bear-making stores, knows that kids still love good ol' fashioned cookies, chicken nuggets and pizza...and eating with their hands. They've opened a café at their flagship store in New York called **Eat With Your Bear Hands Café**. True to its customization roots, kids can decorate cookies and eat mini hotdogs to their hearts content.

Speaking of good ol' fashioned 'not-so-great-for-you' food, candy & gross stuff are two things that will never lose their appeal with kids. **Gross-Out Candy** is a new line of "Fear Factor" treats featuring gummy eyeballs; frog's legs; gummy cheddar; pizza and crunchy larva candy.

Look out Starbucks

With pop consumption declining in North America, Coke has decided to dabble in the lucrative fancy coffee market. Apparently they're planning on opening a 4000-square-foot retail store in Yorkville (Toronto) as part of a test market. This decision falls on the heels of the release of **Coca-Cola Blak** a "sophisticated premium blend of Coca-Cola, natural flavours and coffee essence." It seems that Coke is going after that lucrative Starbucks customer, which includes kids at an alarming rate.

FITNESS

Yoga 4Kids

Yoga classes for kids. Yoga clothing for kids. And now, a yoga television show for kids. *YoMonkeys* teaches children the basics of yoga with 52 shorts distributed by 4Kids Entertainment. 4Kids is all over the trend in health-programming and this property nicely complements their recently launched "Healthy 4Kids" website that skools kids on the importance of eating well and exercising. Word on the street is that 4Kids plans to be aggressive with the licensing of this property, so expect to see lots of YoMonkeys merch in the future.

Youth Fitness Clubs

The days of malls and pool halls as the place to "hang" might be a thing of the past if **Fizz Ed's Fitness Club** has its way. Positioned as "the answer to youth fitness and wellness" for the 10-18 year-old set, Fizz Ed's has tonnes of kid-centric gym equipment, plus a homework lounge and Internet café. Currently there's only one location in Richmond Hill, but we imagine that places like Fizz Ed's will be popping up all over the place as kids' obesity concerns continue in this country.

Parkour "Urban running" Rogers commercial

You know that Rogers Wireless commercial for the MP3 phones, where the two groups of friends leap and bound their way through the city only to meet on top of two different buildings? Bet you didn't know that what they were doing was a new sport called Parkour, or "Urban running" as the cool kids call it. With upstart roots much like skateboarding, **Parkour** is the newest extreme sport to hit the scene. Often described as "treating man-made structures as a real-life playground," runners jump across buildings, use railings as ramps and lampposts as poll vaults. The sport is growing from an underground activity to a mainstream lifestyle sport as videogames, footwear companies and Rogers hop on the trend. Hot with boys 13-24 in Europe, Japan, Australia, Brazil and England-it's only a matter of time before kids are Parkouring everywhere.

Fighting obesity, one download at a time

For as little as \$.99 the gym-phobic can download **iTrain** to their MP3 player and workout in their living room with their very own audio trainer. There are 11 different 20-60 minute workout programs, like the iTeenTrain that includes hip hop and boxing workouts for teens. Each workout is created by a "team of Hollywood fitness experts," so if looking like someone off the pages of US Magazine is your goal, this could be just the ticket.

Step Right Up...

In an attempt to get kids active and put the fun back into fitness, there are some schools in America that offer different and dynamic programs like **CircusFit**, which is sponsored by Ringling Bros. and Barnum & Bailey for kids aged 6-12. The program deals with nutrition, setting fitness goals and aerobic activity as well as circus-inspired athletics like balancing and juggling.

McDonald's is also getting in on the act with **Passport to Play**, an in-school physical education learning program

designed to get kids in grades 3-5 more active during gym class. The program gets kids playing games from around the world, as well as learning about the culture and country where the activities originate. So far, there are 31,000 U.S. schools that will take part in the program. Each kid will receive a passport and stamps for each activity in which they participate.

FUN

Simon...For Active Kids

Picture the perfect marriage of a fitness-based high-tech "electronic" toy with some old-school charm. **The Wobble Deck** is a wooden balance board that lights up with colour combinations that kids memorize and hop back the sequence-like Simon for the feet. This device comes from Diggin-a new toyco that's all about putting an innovative spin on classic sports toys and making them cool again. Currently there are six items in their repertoire: the football that guarantees a spiral with every throw; the soccer set specifically for carpets and the super-punchy paddleball, to name a few. Diggin products are launching this month in The States and are expected to hit our shores in 2007.

Better Than Paintball

Another outdoor toy going up against the behemoths (videogames and computers) are **Dodge Discs**, which take boys love for tag and blend it with their penchant for shooting. With the tagline shoot 'em fast - dodge 'em faster, kids six and up can bombard each other with foam discs-and deflect using the trusty wrist shield. Far more fun, less painful than paint ball, and yet another excuse to send them outside.

Dance, Dance Barbie

Mattel gets girls up and dancing with the new technologically-enhanced "Let's Dance! Barbie." This \$100+ Barbie is programmed to follow a girl's dance moves, teach new moves and dance to music solo, inspiring girls to get active and dance along with her.

Get In Shape, Girl!

Choose your own adventure...literally! **Adventure Girls: Book One** is the first in a series for girls 7-12 that forces them to go outside and enjoy the outdoors. The book includes activities, handcrafts, recipes and other ideas to take girls on adventures outside the house, encouraging them to "run, jump, twirl, dig for worms, sing a song, climb a tree, take a walk, paint a picture, leap, stretch and fly." In much the same way that the Babysitters Club encouraged kids to start a "business," Adventure Girls might do the trick when it comes to getting girls off the couch or computer chair.

[Click here](#) to see the complete YTV Kid Trend Report including our video game expert's E3 (Electronic Entertainment Expo) review.

News from Sales & Co-Marketing

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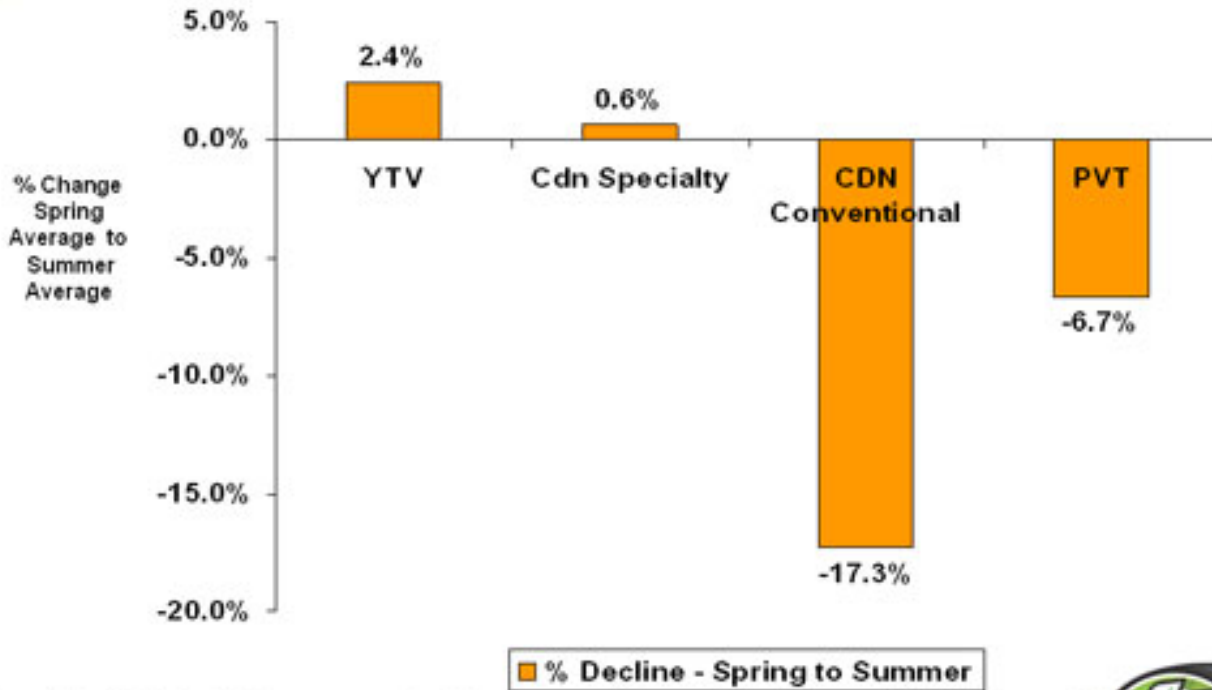
Summer TV Viewing

What's the buzz around summer drop-off? Well....the 3 year trend shows that overall, kids watch 6.7% less TV in

the summer, and 17% less Conventional TV. BUT, on the flip side, **kids watch more Specialty TV and even more YTV**. YTV is definitely the place to be when kids are tuning in all summer long!

What about adults? Summer drop off on YTV is significantly below the declines seen in other Specialty, Conventional and general PVTs vs. A18-49.

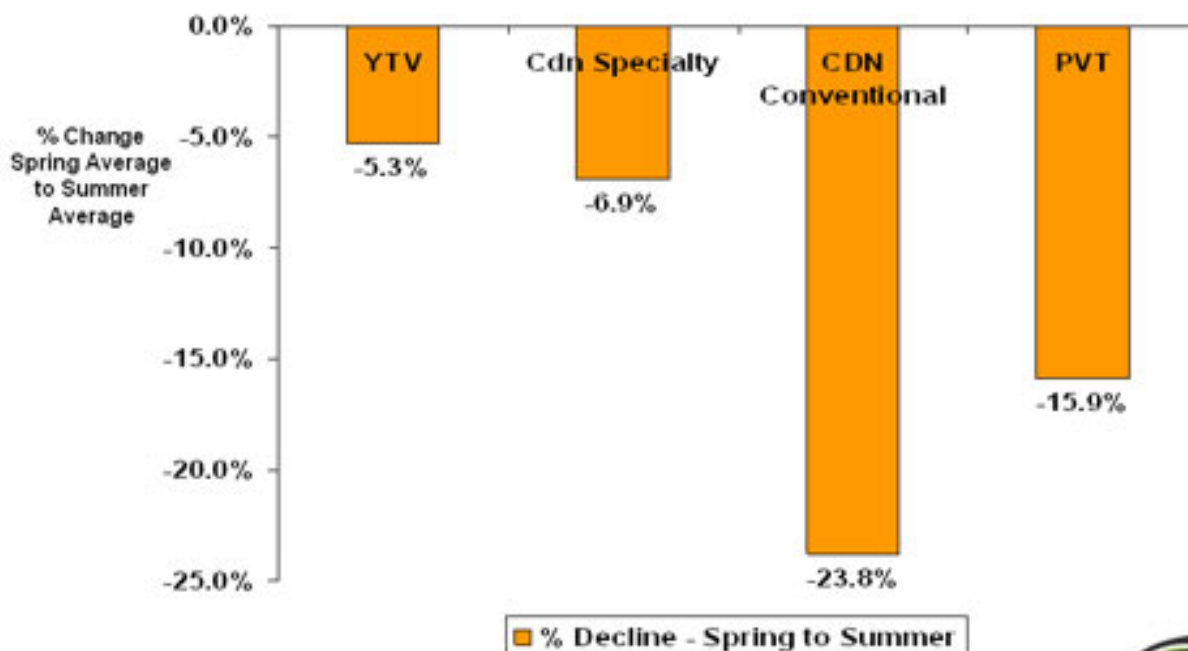
Summer Drop-Off Trending - Kids 2-11



Source: Nielsen Media Research – Season averages are based three year averages. Spring uses the broadcast year weeks 27-39 and Summer uses the broadcast year weeks 40-52. Broadcast years: 2002-03, 2003-04, 2004-05.



Summer Drop-Off Trending - Adults 18-49



Source: Nielsen Media Research – Season averages are based three year averages. Spring uses the broadcast year weeks 27-39 and Summer uses the broadcast year weeks 40-52. Broadcast years: 2002-03, 2003-04, 2004-05.



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Programming News

There is tonnes of HOT programming coming to YTV this summer. Contact your Account Manager for **brand or sponsorship opportunities** for any of these great programming events:

June 2006



- **Father's Day Specials** including the movie, Mrs. Doubtfire @ 6pm
- Crazy about that cat? From June 12-15, YTV will air **Garfield specials** daily.



- **Superhero Central** on YTV June 24 & 25th: The home of the best superhero programming, tune into YTV for a weekend of high-flying action and adventure. Watch for back-to-back Clark Kent in Superman and Superman II movies.

For more info on June Sponsorship packages contact your Account Manager or visit YTVmedia.com

July 2006



- In celebration of **Canada Day**, **YTV's Big BBQ Blowout** will be featuring an all-Canadian line-up of our top shows hosted by Cannucks Being Ian and Yvon of the Yukon.



- SNEAK PEAK of *Erky Perky*, a hilarious new show about two bickering, dimwitted bugs on the hunt for food in a very a clean kitchen.
- From July 3-9 in The Zone, Canada's #1 after school block, will feature an eye patch line-up of **Pirate themed shows**. Aye...it'll be something special!



- **Intergalactic Action** is slated for Saturday July 29th. Watch for space episodes of favourite Vortex shows and the preview of *Team Galaxy*.

- On July 31, tune into a **1 Hour Special of Unfabulous**, starring Emma Roberts.

• Look no further for great **Family Summer Movies** with 3 Hairy Thumbs Up, every Saturday and Sunday at 4pm. YTV will premiere *Aliens in the Wild West*. And some great Co-Viewing to end the weekend with ZAPX, YTV's Family Movie daypart hosted by Simon, Sundays at 6pm!

For more info on July Sponsorship packages contact your Account Manager or visit YTVmedia.com

August 2006



- Pokemon movies will air in 3 Hairy Thumbs Up Saturdays @ 4pm throughout August, including the premiere of the movie *Pokemon the Movie 6*.

- **Kids will get to vote** for their favourite movies to air on ZAPX, Sundays @ 6pm.
- The return of **Summer PhreakEnd** with spooky episodes of kids' favourite shows
- From August 28 - September 1, YTV will feature **Sneak Preview Week**. Catch 5 new shows, previewed for Fall 2006.
- In honour of Back-To-School, YTV's **The List** is back! YTV is compiling the top list of Must Have items for kids that make going back to school just a little bit easier. Secure your sponsorship today. Limited categories. Category exclusivity.

For more info on August Sponsorship packages contact your Account Manager or visit YTVmedia.com

Latest Research on Co-Viewing

Did you know? **Parents watching television with their kids, increases ad effectiveness!** Topline results from YTV's second phase of our Co-View study indicate that parents who watch television with their children are up to 3 times more likely to recall an ad (depending on the category) and have a more positive perception of the advertised brand versus non co-viewing parents. These results cross virtually every category and include travel & tourism, home electronics, dairy products, fast food, snack food & clothing.

For more info on Co-Viewing contact your Account Manager or visit YTVmedia.com

Treehouse Goes Pre-Historic



For eight weeks starting July 14th, Treehouse will air a Land Before Time movie EVERY Friday night at 6 p.m. including the **Canadian premiere of *Land Before Time XI: Invasion of the Tinysauruses***.

For more info on Treehouse Sponsorship packages contact your Account Manager or visit YTVmedia.com

Tell Us How We're Doing

Do you enjoy receiving the Take Note newsletter? We'd love to hear **your suggestions** on how to make this newsletter more useful to kid marketers.

Next Newsletter

Watch out in August for the next issue of Take Note for more findings from YTV.

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