

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



## November 2006

### Holiday Technology Issue

This issue of Take Note has the latest tech toys this holiday season plus insights from a recent Technology survey on YTV.com.

## Kid Research

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### Technology Survey

In September 2006, YTV conducted a survey on YTV.com to find out what tweens owned, what they wanted, and how they use various technology-related devices. The results were compared to the same survey conducted earlier, in May 2005. Here are some highlights.

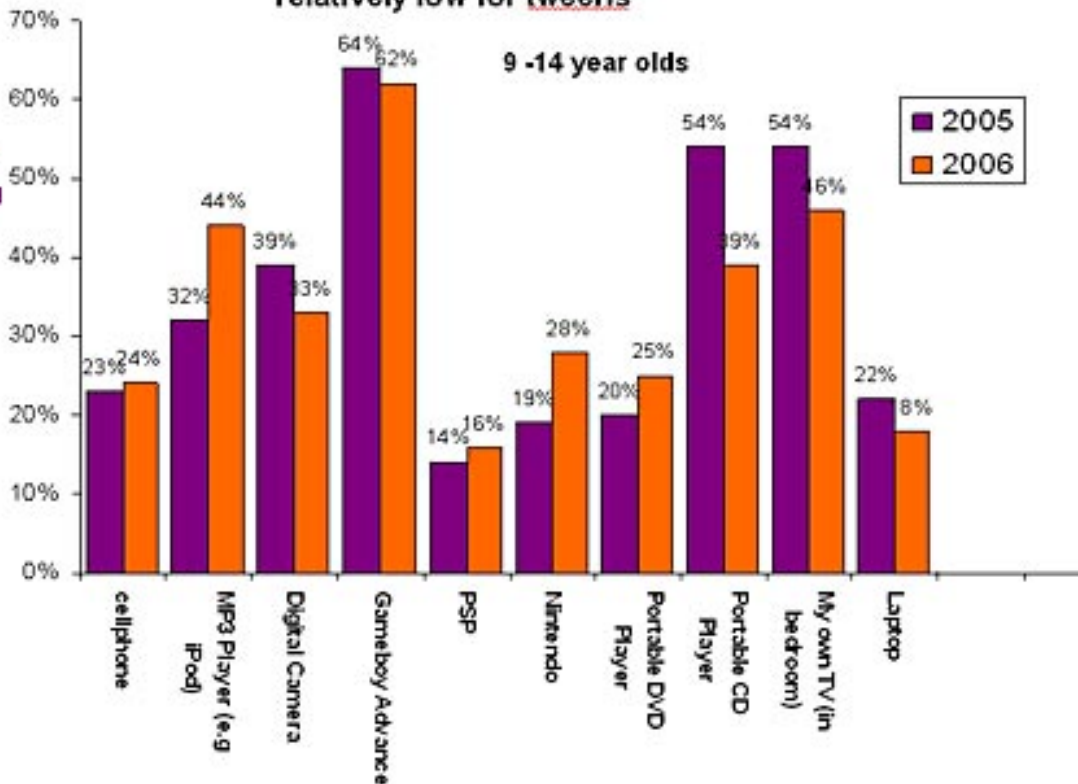
### A Holiday Gift Idea For Tweens

With the popularity of the iPod over the past year and a half, MP3 ownership among tweens has increased by an additional 12%, from 32% to 44%. (Not surprisingly, ownership of portable CD players has decreased by 27%). So that leaves 56% of tweens who probably have an MP3 player on their 'wish list' this holiday season.

# TECHNOLOGY OWNERSHIP

Penetration of non-gaming "gadgets" (e.g. cell phones) still relatively low for tweens

Q: Which of these do you own?



Source: YTV.com "Technology Survey", May 2005 & Sept 2006

## No Fair! We Have To Share

**24% of tweens surveyed said they own a cell phone** (static from last year). The primary reason for *not* owning a cell phone? 25% of tweens said their parents won't let them get one. Another 18% said that they don't own their own, but often use mom or dad's. Those that do have a cell phone say that it's the one thing they wouldn't leave home without.

**The majority of kids are still using a home phone to make plans with friends.** Only 10% of tweens say they "usually contact friends" using a cell phone, compared to 16% of kids who use e-mail.

**When making plans to go out with friends, how do you usually contact them? (Pick one)**

	K9-14
Regular home phone	53.7%
E-mail	16.3%
Cell Phone	9.8%
Instant Messaging	8.4%
Text messaging (on phone or pager)	2.1%
None of the above	9.7%

## More Than Just A Phone

Tweens may not be making plans via their cell phones, but they're doing lots of other things. Here's a list (in order of popularity) of things tweens say they have done with their cell phone:

**What have you done with your cell phone? (Check all that apply)**

1. Played games
2. Taken a picture
3. Downloaded a ring-tone
4. Sent a text message
5. Surfed the internet
6. Downloaded wallpaper
7. Entered a contest

The incidence of tweens doing all of these things are up substantially from last year: Twice as many tweens say they've taken a picture (in Sept 2006 compared to May 2005), and 50% more tweens have downloaded a ring-tone and sent a text-message.

## MP3 Players Rock!

Tweens are more likely to listen to music on an MP3 player than on anything else – beating out stereos, portable CD players and radio combined. Tweens are buying songs online, and that number has grown slightly from last year, however tweens are more likely to secure their songs the illegal way. Tweens are 3 times as likely to download songs for free as they are to buy songs online.

**I mostly listen to music on my (Pick one):**

	<b>K9-14</b>
MP3 player	31.4%
Computer	31.1%
Radio	12.2%
Portable CD Player	9.5%
TV	8.6%
Stereo (CD/Cassettes)	7.1%

*Source: This information was obtained from the Technology survey on YTV.com conducted in September 2006. A total of 1,071 respondents aged 9 to 14 participated in the survey; split by gender (31% boys & 69% girls).*

## KID TRENDS-New & Hot Tech Toys

## For The Engineer In All Of Us



The soon-to-be holiday hit **Lego Mindstorms NXT** is a "robotics toolset" that lets kids (10+) build and program robots! These kid created robots are controlled using the same Bluetooth technology found in cellphones, minus the airtime bill.

## Avoid Bad Hair Days

**Digi Makeover** from Radica Games, allows kids to scan a photo and use the TV to experiment with different looks. It includes special effects to sample different hairstyles, makeup, clothes and accessories.

**When it comes to technology, a downsized version of the real thing is nothing new.** But the market for these high tech toys is becoming smaller as tweens quickly move away from these scaled down versions as they hanker for the real McCoy. Toy manufactures are getting the "picture" and are starting to target younger and younger...

## Say Cheese!



Fisher Price's easy to use **Kid Tough Digital Camera** has an LCD screen and holds up to 60 pictures. No more messy fingerprints on mom's lens again!

## Gitty-Up!



**Butterscotch - My Furreal Friend Pony** by Hasbro is an interactive, life-sized miniature toy pony that uses sensors to respond to touch and sound—moving toward a child when its name is called, or going to sleep when the lights are off. This furry friend has moving eyes, ears and head, a soft fur coat and even a swishing tail.

## Digitally Satisfying The Pet Craving

Ganz **Webkins** are still going strong and **Tekno**, The Robotic Puppy, is back for another holiday season with even more life-like emotions and movements than before. The all new Tekno includes a "Robot Dog Communicator"- a wireless doohickey that actually translates Tekno's sounds into words. Kids will be able to understand exactly what their robot dog is "thinking" with a press of a button! If Tekno sounds too intimidating, give **iPet** a try. This Jakks Pacific virtual pet is different because it can be brought to life on the television screen, but the same in that if you ignore it will die.

## Viva Piñata Toys



Ready for 2007, Dynatech Action will be launching a Viva Piñata toy line to complement the exciting show on YTV. This new toy line will use an amazing new technology that will allow the TV show to communicate with the toys as well as other platforms like the Xbox 360, the console that holds the exclusive rights to the game.

[Click here](#) to see the complete YTV Kid Trend Report

## News from Sales & Co-Marketing

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### Holiday Hibernation



It's the holiday season and YTV has a festive holiday schedule lined-up! Some highlights this December include: **A Blast From Christmas Past** featuring classic specials from years past such as *A Charlie Brown Christmas*, *Rudolph The Red Nosed Reindeer*, and *A Flintstone Christmas*. And don't miss the other holiday specials on YTV including *Santa Claus is Coming to Town...* just to name a few.

For more info on YTV holiday sponsorship contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com).

## Ring In The New Year

On New Year's Day, YTV will air a *Viewer Top 20*. Viewers will be given the chance to see all their favorites in a day long marathon of the top twenty viewer rated shows.

For more info on *YTV Viewer Top 20* sponsorships contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com).

## Get Ready To Thumble!



This January, YTV will launch *TWF: Thumb Wrestling Federation!* TWF is all the rage and has taken off in the U.S. The TWF are 3 1/2 minute live action interstitials that play out like the WWE, the only difference being it's thumb wrestling! There are 24 distinct characters all vying for a chance to be the grand Thumb Wrestling Champion. Each character has a distinct personality and back stories (again much like professional wrestling) which are integrated into the competition.

For more info on *TWF: Thumb Wrestling Federation* sponsorships contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com).

## Take Back Saturday Morning!

*CRUNCH* is the new hosted cartoon block, Saturday mornings from 7am to 12pm, aimed at kids 6 to 12 years old. *CRUNCH* incites kids to "Take Back Saturday Morning" and liberate them from their regular school week, filled with homework, chores, appointments and serious parent negotiations. With his playful style, **host AJAY Fry** gets kids to just laugh and be a kid while enjoying their Saturday morning cartoons.

A breadth of integration opportunities are available *on-air* including hosted interstitials, contests, junkets, kid polls, and animated elements. *On-line* kids will be invited to submit their own artwork or writing, create mash ups, or shout outs to the other hosted blocks. On the web, through message boards, blogs and personalized YTV *CRUNCH* birthday jokes, kids will all unite in the name of fun. Long Live *CRUNCH!*

For more info on *CRUNCH* sponsorships contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com).

## YTV Street Squad



To meet the demands of our valued clients who want to reach and engage consumers in a unique brand experience, YTV will be hitting the streets with the **YTV STREET SQUAD**; a multi-city initiative that allows for a flexible and scaleable **sampling solution**. How different is this from YTV's *Weird on Wheels*? Think...smaller, flexible, sampling focused but designed to mimic the level of engagement and experiential activity



that W.O.W delivers.

For more info on YTV Street Squad contact your Account Manager or visit [YTVmedia.com](http://YTVmedia.com).

## Create Your Own World @ YTV.com

**YTV.com** introduces its newest offering... an **MMOG (massive multi-player on-line game)**... a computer game that enables hundreds of thousands of players to simultaneously interact in a game world they are connected to via the Internet. YTV's MMOG is an environment where kids can congregate to play games, to personalize their space and to interact with others. This MMOG combines the **play factor** of on-line gaming, the **self expression** of creating your own place and the **community aspects** of chat. Within **YTV.com** resides the MMOG, within the MMOG there are galaxies; within the galaxies there are planets.

Interested clients can get involved with YTV's MMOG by: developing a brand or product MMOG within YTV, sponsoring an in-galaxy component of a YTV Galaxy, or via IAB advertising creative development and placement.

For more info on YTV's MMOG [contact your Account Manager](#)

## 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.

## Take Note Correction

In the October issue of Take Note the order of the heading Girls/Boys in *The Coolest Costumes* section appeared in reverse.

## Next Newsletter

Watch out for the next issue of Take Note coming in February 2007 for more findings from YTV.

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