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Spring 2007

Special Media Issue

This issue of Take Note has highlights of the latest trends in media plus insights from the recent Media Usage Study conducted by Solutions Research Group.

Kid Research

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Highlights from the latest Media Usage Study – Kids 7 to 12



As we all know, kids' media consumption is growing: In addition to traditional media (TV, radio, magazines) today's kids are spending time online, Instant Messaging, gaming, etc.

However, there is a common misconception that if kids are spending more time on the Internet, it must be at the expense of their TV watching, when in fact **time spent with the Internet is INCREMENTAL time**.

**According to Nielsen Media Research data
Time spent watching TV has remained constant over the past 15 years --
about 17 hours per week for kids 2 to 11.**

The Internet has seen strong growth and has emerged as the #2 medium with kids, while TV remains ubiquitous. The importance of the Internet grows as kids mature. However, it's worth noting that studies and press about kid's media usage could be talking about "youth" as old as 24 years of age. **Clearly the media habits of 8 to 10 year-olds are very different from those of a teenager or university student.**

To forestall any potential confusion about kids and their media habits, Corus Entertainment commissioned Solutions Research Group to look at the media usage of kids aged 7 to 12 years-old.

Here are some highlights:

Media Used Yesterday

92% of kids aged 7 to 12 years-old watched TV yesterday; 55% of kids used the Internet.

We want you to think about yesterday. Between the hours of 6 o'clock in the morning and 11 o'clock at night, did you...?

(multiple mentions)

| | |
|---------------------|-----|
| Watch TV | 92% |
| Use the Internet | 55% |
| Music (not radio) | 48% |
| Play video games | 45% |
| Listen to the radio | 40% |
| Watch a DVD | 28% |
| Use a cell phone | 10% |

Main Sources for Information

TV is the dominant media source for information among kids 7 to 12 years-old.

Other than friends and family, where are you most likely to find out about the following things?

| | TV | Radio | Websites | Personal Websites | Newspapers | Magazines | Other |
|-----------------------------------|-----|-------|----------|-------------------|------------|-----------|-------|
| New TV shows you want to watch | 91% | 1% | 3% | 0% | 1% | 2% | 3% |
| New music and groups | 44% | 35% | 9% | 2% | 1% | 5% | 5% |
| Clothes and fashion | 54% | 2% | 5% | 1% | 2% | 25% | 12% |
| Sports | 73% | 4% | 2% | 0% | 9% | 6% | 6% |
| Movies | 83% | 2% | 5% | 1% | 5% | 3% | 1% |
| News and gossip about celebrities | 56% | 4% | 5% | 1% | 4% | 24% | 6% |
| New Toys | 78% | 0% | 2% | 0% | 5% | 9% | 5% |
| Info for school assignments | 6% | 0% | 61% | 6% | 5% | 2% | 20% |
| New types of food and snacks | 83% | 1% | 1% | 0% | 2% | 6% | 8% |

The Advertising Advantage

For kids 7 to 12 years-old, television has the clear advantage in advertising. Kids think TV ads are the 'most noticeable', the 'most entertaining' and have the 'most information'.

Companies can advertise on TV, Radio, and on the Internet. Thinking of all three types of ads, please answer the following question by picking one of the three.

| | TV | Radio | Internet |
|--|-----|-------|----------|
| Where are you most likely to notice ads? | 96% | 2% | 2% |
| Which ads usually give you the most info? | 73% | 6% | 21% |
| Which ads are easiest to ignore? | 13% | 48% | 39% |
| Which ads do you usually dislike the most? | 20% | 38% | 42% |
| Which ads are usually the most entertaining? | 90% | 4% | 6% |

If you would like a copy of the Media Usage Study, please contact your YTV Account Manager or visit www.ytvmedia.com.

KID TRENDS

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Technology

Coming Zune

For years no other media player has come close to the ubiquitous popularity of the iPod—this MP3 player was not the first and some argue not the best on the market, but still, Apple's domination continues. And all this time Microsoft has been lying low, waiting for the right time to pounce into the portable media player market, and it seems that they've found their niche with the Zune. The focus of Zune's marketing is on socializing, with taglines like "Welcome to the social" and "We're all friends here" that target iPod's inability to share—where the iPod doesn't easily let it's owner show off their fabulous taste in music, the Zune allows you to wirelessly "Beam your beats" to friends. Once a song has been "shared" the receiver has three listens, or three days to decide if they want to buy it from the Zune Marketplace. This feature, along with 30GB of HDD, built-in FM, a 3-inch screen, WiFi and the basic music and entertainment capabilities (i.e. pictures and video playback) makes the Zune a definite threat. The only thing standing in its way is iPod loyalty and distribution, as Microsoft has yet to release any information on a release date for Canada, or any other country outside of the U.S. Which is why yet another iPod dominated holiday has come and gone.



M3P



Despite iPod's domination of the MP3 market, not too many kids can afford iPods. And like most adult electronics, a less expensive "kid" version is always available to satisfy the "need". The latest and greatest in-beTween gadget is Hasbro's **Massively Mini Media Player**. This handheld digital entertainment centre has a colour screen and enough memory to hold two hours of music, one hour of video or up to 1,200 digital photos, as well as a recordable built-in FM radio. There are two headphone jacks so friends can listen together and it's under \$100, making it the perfect product to get tweens ready for the real thing.

Putting iPod to the test

Coles Notes are soooo last millennium! Now, thanks to MP3 player popularity, students can download **NotePods**. These audio summaries of classic plays and novels come in quite handy when cramming for an exam or scrounging to write a paper. NotePods are written by college professors, performed by actors, and can be loaded onto any iPod or other mp3 player for only \$1.99 each. There is also a "Typical Test Question Blog," in the works, where students can post questions they've been asked and read others' questions and answers. NotePods currently offers over 50 popular titles like "The Hobbit" and "Hamlet," and there are many more in the works.

Comics

Comic book companies are getting into the user-generated content game by allowing their licensed characters to do some pretty cool things...

The **Marvel Ani-Movie Studio** allows kids to use Marvel artistry with their own collectible action figures to create a custom animated movie. Kids place the action figures on a chosen background screen and take a picture with a built-in digital camera. They then move the action figure slightly and take another shot, and continue until the "scene" is complete. Then you press a button, and voila! The individual shots come together making the

figure "move". Mini-movie-makers can edit their footage and add sound effects to their animations at will. So far Marvel has made Spider-Man, Hulk, Green Goblin and Dr. Doom available for movie-making magic.



Once again, Marvel is taking the lead with a new software program allowing users to make their own comic books with almost any digital image, including personal photos and screenshots from video games and movies. The program includes audio and animation capabilities, as well as more than 300 page templates and a plethora of fonts, colours and special effects. Virtual clip books can be made and all creations can be posted online. The latest Marvel Heroes edition includes Spider-Man, X-Men and Elektra.

Nickelodeon is also in on the action with **the Barnyard Comic Book Creator**, which is based on the Paramount and Nickelodeon Movie, Barnyard. The application allows kids to create Barnyard comics using scenes, characters, select lines and graphics from the movie and dragging and dropping images. The final projects can then be posted to a blog, emailed to friends or printed. What better way to promote a movie than to let kids create their own renditions!

Take the personalization and customization trend, add that to the comic book craze and the buzz about the new Spider-Man movie, and you've got the right time to release "**I am the Amazing Spider-Man**". This personalized DVD service allows kids to see themselves as Spider-Man. All a parent has to do is email a photo to kideo.com and the child's picture will be superimposed onto Spider-Man's body. Kids can see themselves shooting webs and fighting villains that speak the child's name in a 30-minute DVD for only \$40 USD.

Online

Constellation

Massively Multiplayer Online Games (MMOGs) are places where kids and tweens can explore new identities, get a taste of independence and practice adulthood by buying their own clothes, decorating their own rooms and caring for virtual pets that their real-life parents might never allow into the house (baby dragons and fire-breathing tigers come to mind). The challenge with many MMOGs is that they fall short when it comes to providing a safe space for our Internet-savvy kids. Even games that purport to cater to tweens and young children allow "free chat", where players can broadcast personal - and dangerous - details, such as their address and phone number. Some MMOGs do employ people to police players in-game, but by the time a problem is flagged and the moderator arrives, the damage is done. Much of this plays out while parents are completely unaware of the perils their children are facing online.

Currently the Television-Interactive arm of Corus Entertainment is working on a new network of MMOGs, built for kids aged 8-12 with their safety in mind. Players can safely chat, trade items, earn in-game money, customize their characters and decorate their rooms across a collection of integrated, fun-themed worlds. Each world enables the player to transfer money and experience points to the next, giving young gamers even more choice in how they'll play and grow their abilities. This unique approach sets the Corus MMOG network apart in a rapidly expanding genre, providing high-exposure opportunities for clients looking to reach kids and tweens where they are. All of this is accomplished in the most secure MMOG environment on the market. Expect the biggest thing in big games in early 2007.

Smells Like Teen Second Life



As Second Life grows in popularity with the public and marketers alike, a teen-specific site has been created for the 13 to 17 year-old set. This 3D virtual world is created by teens for teens where they can learn new skills, start a business and meet new people. **Teen Second Life** offers a safe, friendly, teen-only space where users can interact with teens from all over the world. Wonder how long it will take before the first Teen Second Life millionaire makes it onto the cover of Business Week...

Books

Literature Goes Online

Book publishers are finally getting hip to the fact that creating an enticing online experience will allow them to reach kids and tweens in a relevant new way. From online book sampling and MySpace pages where authors can connect with their "fans", to contests where teens are asked to help write and judge chapters from in-the-works books, kids are getting to experience the print medium in a whole new way. There are even "book videos" where authors promote their novels during a short, entertaining trailer. All of these personalized experiences are bound to capture the attention of the younger set, breathing new life into an age-old medium and hopefully, make them run out and buy lots of books.

Online

IM-ing...It's A Teen Thing

Teens are spending more time sending/reading instant messages than they do emails, according to an **AP-AOL Instant Messaging Trends Survey**. The survey, which looked at IM habits of 1,513 IM users (1,013 adults 19 + and 500 Teens 13 to 18 years), found that there is a gap between the two groups. 72% of teens that use IM report sending more IMs than emails, while 26% of adults said they do the same. Other findings from the survey include:

- 72% of teens who use instant messaging send more IMs than emails
- 26% of adults who use IM send more IMs than emails
- About 30% of teens can't imagine life without IM, more so teen girls than boys (36% vs. 23%) compared to 17% of adults
- Adults and teens aren't far apart when it comes to multitasking online while IM-ing. 63% of teens surveyed say they do homework and research online, while 53% adults are searching the web
- 53% of teens report using IM to get homework help, though only 9% have used IM to speak with a teacher or tutor.

- 39% of teens have sent IMs to people they have not met in person.
- Teens use IM to share files: 56% share photos, 33% share music and/or video

If you have someone to spy on at home, or you're just interested in getting hip to some IM slang, here are some commonly used acronyms:

np=no problem

ayt=are you there

PIR=parent in room

POS=parent over shoulder

PAW=parents are watching

BRB=be right back

IDK=I don't know

NMU=not much, you?

W/E=whatever

G2G=got to go

For kids who don't stick to a schedule!

Digital download-to-own is increasing in popularity and has moved beyond strictly music. Retail behemoth Wal-Mart recently launched a video downloading service in the U.S., where they account for about 40 percent of all DVD sales. With this online downloading service, there's little doubt that their movie dominance will continue, digital or otherwise. It's only a matter of time before they extend the service to the .ca...



Corus Entertainment is also in on the **download-to-own** act with the recently launched **Treehouse Direct**. Now parents can download Treehouse shows and watch them on their PC, a connected TV, or a compatible portable video player. Treehouse Direct eliminates the need for DVDs by giving parents the flexibility to search or browse a catalog of TV shows like Max & Ruby, Miss Spider's Sunny Patch Friends, Rolie Polie Olie, and This is Daniel Cook online.

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News from Sales & Co-Marketing

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POPCORN 'TIL YOU DROPCORN

It's Academy Awards time again which means it's time for YTV's very own Oscar celebration with a day long popcorn blowout of films that have been gold gilded by the Academy. Sound good? Well listen to this...this year the movies have a theme!

Each movie was nominated for Best Song or Best Sound! Check out this year's lineup in a special ZAPX presentation on **Sunday February 25th** including the **YTV Premiere** of Antonio Banderas in **The Mask of Zorro**:

12:00 – 2:00pm **Babe: Pig In The City** (Oscar nominee – Best Song "That'll Do")

2:00 – 4:00pm **Beethoven's 2nd** (Oscar nominee – Best Song "The Day I Fall In Love")

4:00 – 6:00pm **Karate Kid II** (Oscar nominee – Best Song “Glory of Love”)

6:00 – 8:30pm **The Mask of Zorro – YTV Premiere** (Oscar nominee – Best Effects; Best Sound)

For more info on Popcorn 'Til You Dropcorn sponsorships contact your Account Manager or visit YTVmedia.com.

VALENTINE'S DAY

Once again love is in the air and YTV has a five day extravaganza of programming from the bottom of our hearts. On **Sunday February 11th** the morning will be filled with back to back Valentine's Day Specials from 7am – 1pm that's sure to pluck viewer's heart strings.

For more info on Valentine's Day sponsorships contact your Account Manager or visit YTVmedia.com.

ZAPX FEBRUARY PREMIERES

This February, YTV will broadcast two brand new **YTV EXCLUSIVE CANADIAN PREMIERE** movies to debut in ZAPX: Stuart Little 3 and Thunderbirds.

Stuart Little 3



On **Sunday, February 4th**, 2006 check out ZAPX at 6pm for the premiere of Stuart Little 3! This time everyone's favorite talking mouse takes it to the woods!

Thunderbirds



On **Sunday February 18th** at 6pm fly away with the Thunderbirds in the live action remake of the beloved children's series. However, no 'Supermarionation'; was involved just Bill Paxton (close enough).

For more info on ZAPX sponsorships contact your Account Manager or visit YTVmedia.com.

Get Ready To Thumble!



In January, YTV launched **TWF: Thumb Wrestling Federation**. TWF is all the rage and has taken off in the U.S. The TWF segments are 3.5 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 characters also have back stories to them (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.

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 **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 the YTV Street Squad contact your Account Manager or visit YTVmedia.com.

Constellation

Corus Entertainment introduces its newest offering, a Massively Multiplayer Online Game (MMOG)--see the Trends section above for a further explanation of MMOGs. In fact, Constellation is a network of MMOGs where kids can meet to play games, personalize their space and safely interact with others. Constellation combines the play factor of online games, the self expression of creating a customized character and virtual space and the community aspects of chat.

Interested clients can get involved by: developing a brand or product within Constellation, sponsoring a component of an MMOG, or via IAB advertising creative development and placement.

For more info on Constellation contact your Account Manager or visit YTVmedia.com.

YTV Presents at Youth Power Canada Summit



Are you interested in understanding and/or communicating better with tweens? Then plan to check out the Youth Power Canada Summit in Toronto from February 26th - 28th.

Laura Baehr, VP, Kids Marketing, Corus Entertainment will be presenting our latest proprietary research conducted by Solutions Research Group on **kid's media usage** (K7-12). Her presentation is on Feb 28th @ 1:15pm.

We're pleased to offer 2-for-1 a discount on tickets to the Youth Power Canada Summit to our friends and colleagues. **Please enter code: KPCS** upon registration to receive this 2 for 1 discount. Offer good until Feb 7th, 2007.

For more information on Youth Power Canada and to download the full conference agenda please visit www.iqpc.com/na-11185-001 or call 1-800-882-8684.

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

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