

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



September 2007

Kid Research

Highlights from the Latest YTV Brand Tracking Study

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On behalf of YTV, Ipsos-ASI conducted a Brand Tracking Study with 917 online interviews of kids 6-11 and their parents.

YTV is the FIRST TV Station Kids Turn On

YTV ranked #1 (both unaided & aided) as the first TV station kids turn on:

- When they come home from school
- And Saturday mornings

YTV Ranked #1 Compared to the Competition

YTV ranked #1 on ALL these popularity measures against ALL competitive stations:

- **Have the newest episodes of shows that you like.**
- **Have the most new shows that you like.**
- **The coolest.**
- **The most fun.**

How Kids Perceive YTV

- 2 out of 3 kids (64%) think YTV is for **"both boys & girls"**
- 52% think it's "more for boys"; 21% think it's "more for girls"
- More than half (60%) of all kids 6-11 said YTV is for **"kids our age"**

Parents on YTV

- YTV ranked #1 with parents as the **"TV station your child seems to like most"**.
- 80% of parents "strongly / somewhat approve" of their child watching YTV.
- When asked to think about the **TV shows parents watch with their own child**, almost one quarter of all parents (24%) mentioned SpongeBob SquarePants.

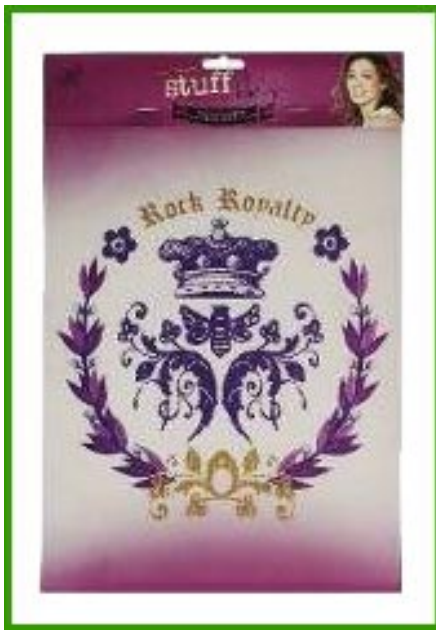
Source: This information was obtained from the YTV Brand Tracking Study conducted by Ipsos-ASI. 917 Online interviews were conducted the week of January 15, 2007 with a Canadian online panel. Interviewing was fully representative of English Canada excluding Quebec. Households with children 6-11 years old: (50% 6-8 yrs old, 50% 9-11 yrs old; 50% Boys, 50% Girls) All households had cable TV service or satellite service through a Canadian provider.

Kid Trends

Just in Time for Back to School

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Stuff by Hilary Duff DIY Fashion Crafts



If teen queen Hilary Duff has her way, it won't be long before buying accessories off the rack is Sew Yesterday. Duff has teamed up with arts & crafts retailer Michaels to introduce a DIY fashion collection. Stuff by Hilary Duff DIY Fashion Crafts will include more than 40 accessories and embellishments designed to complement Duff's back-to-school sportswear collection. Duff hopes that the new collection of charms, patches, and iron-on transfers will inspire girls to get creative with their own style and flaunt their artistic edge.

Disney Fragrances for Boys



Scheduled to hit stores this September, Disney is introducing a line of tween fragrances targeting four to eleven year-old boys. Kids who have always wanted to smell like Jack Sparrow will love the Pirates of the Caribbean branded fragrance. The Toy Story scent is the perfect back-to-school gift for boys who consistently steal Axe body spray from their older brothers. The affordable fragrances, available at Walmart, are expected to be a hit with tween boys who will love the



thought of dousing themselves in toilet water.

The Hills EmotiClips



With more and more kids communicating online, old school emoticons like :) and :(just don't cut it anymore. Telling that special someone how much you care (or not) is difficult over msn, so look for tweens to turn to MTV's *The Hills* EmotiClips. MTV's ad agency BaM have created this clever way for friends (and frienemies) to get their point across using video clips of Lauren, Heidi and Spencer. EmotiClips can be embedded, emailed and sent via cell phone to articulate hard-to-

express feelings in true Hollywood style.

[Click here](#) to see more YTV Kid Trend Reports

News from Sales & Co-Marketing

Programming News: Coming to YTV This Fall!

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The Naked Brothers Band



Real brothers. Real music. Not really naked. Already a huge hit for Nickelodeon in the U.S., this series chronicles the fame, friendship, temporary break-up and adolescence of the members of *The Naked Brothers Band*. The cameras track these charismatic rock stars - led by dreamy, sensitive singer-songwriter **Nat**, 11, and energetic, unabashedly adorable drummer **Alex**, eight.



The rockumentary follows Nat and Alex everywhere - from their concerts, rehearsals and even into their bunk beds - as they deal

with the extraordinary problems of being famous but also the normal troubles of growing up. The series features more than 18 celebrities' cameos including **Julianne Moore, Cyndi Lauper, and Uma Thurman**. The band performs original fun-loving pop tunes written by Nat and performed by The Naked Brothers Band.

YTV will ignite air guitarists everywhere when The Naked Brothers Band debuts in its regular timeslot on **Monday, September 10 at 5 p.m. ET/PT (r) Sundays at 11 a.m. ET/PT.**

STORM HAWKS

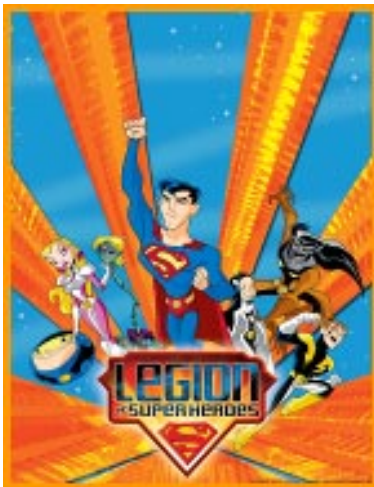


Welcome to Atmos - a no-cry zone, where high-flying, death-defying adventure is the order of business!

No Sky Knight squad was more legendary than the *Storm Hawks*, but they've disappeared and now five mismatched teens are taking up their gear, their name and their quest to fight the evil Cyclonis, Queen of Cyclonia.

This Canadian animated series will hit the schedule this fall in YTV's Saturday morning cartoon block, **CRUNCH** hosted by Ajay. With 52 half-hour episodes, Storm Hawks will debut with a one-hour special in its regular timeslot on **Saturday, September 8 at 10 a.m. ET/PT.**

LEGION OF SUPER HEROES



It's the 31st century and the young *Legion of Super Heroes* need help. Traveling back in time, the team brings Superman back to their 31st century world. The one glitch - the Superman they get is not the grown-up Man of Steel but a younger, less perfected teenage superhero. With the help of the young Superman, the group bands together and defends the rights of all free worlds and upholds the laws of the newly formed United Planets.

This animated series joins the schedule this fall in YTV's Saturday morning cartoon block, **CRUNCH** hosted by Ajay. With 13 half-hour episodes, Legion of Super Heroes debuts in its regular timeslot on **Saturday, September 8 at 11 a.m. ET/PT.**

Movie Madness This Fall on YTV

September:



ZAPX - Sundays at 6pm

- Sept 16 Ella Enchanted (PG)
- Sept 23 Looney Tunes: Back in Action (PG)
- Sept 30 **First Daughter (PG) - YTV Exclusive Canadian Premiere**

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



Saturday Night Movies - Saturdays @ 8pm

- Sept 15 Twins (PG)
- Sept 22 **Wayne's World (PG) - YTV Premiere**
- Sept 29 Wayne's World II (PG)

Special Movie Presentations

- Sept 28 Charolette's Web 2 (G)

October:

Halloween '07 on YTV will be better than ever!

Specials slated include:

3 Hairy Thumbs Up - Saturdays and Sundays at 4pm

- Oct 13 Sabrina in Friends Forever
- Oct 14 Alvin & Chipmunks Meet The Wolfman
- Oct 20 **Casper's Scare School-YTV Exclusive Canadian Premiere**

- Oct 21 Beetlejuice
- Oct 27 Casper A Spirited Beginning
- Oct 28 The Corpse Bride



ZAPX: Sundays at 6pm

- Oct 7 The Adventures of Shark Boy & Lava Girl (G)
- **YTV Exclusive Canadian Premiere**
- Oct 14 Son of the Mask - **YTV Exclusive Canadian Premiere**
- Oct 21 The Corpse Bride - **YTV Exclusive Canadian Premiere**
- Oct 28 The Wizard of Oz

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

TREEHOUSE Programming News:

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Halloween on Treehouse



Treehouse celebrates Halloween again this year with **Dress Up Week**. From October 27-31 watch for the following specials including favorites like including Harry and His Bucket full of Dinosaurs, Are We There Yet?, Maggie and the Ferocious Beast, Dora the Explorer, Angelina Ballerina and Strawberry Shortcake.

This November, guess who's turning 10? Interested in honoring the occasion with a birthday candle on Treehouse's cake... give us a call!

For more info on TREEHOUSE Halloween sponsorship packages contact [Joanne Godel-Blatt](#)

DISCOVERY KIDS Programming News:

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The Crocodile Hunter: Collision Course



To add a little extra bite to Bindi the Jungle Girl's Canadian Premiere on October 2nd, DK will air the movie *The Crocodile Hunter: Collision Course* showing on Saturday September 29th and Sunday September 30th.

Then, on Tuesday October 2nd, Bindi will follow in her Dad's footsteps with her debut *Bindi the Jungle Girl*. Bindi's tree-house is constantly visited by all sorts of animals, such as her favourite cockatoo, Ocker, Peru the Iguana, or one of her many gorgeous snakes like Blackie, the black-headed python. The show is a combination of fun and adventure, and for the Irwin's, conservation has always been a family affair. This series carries the mission to educate young and old on the wonders of the natural world.

For more info on DISCOVERY KIDS Sponsorship packages contact your [Account Manager](#).

Co-Marketing News:

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YTV WOW! will be put on ice this winter. From December to March, in



association with the Volvo Ski series, Canada's largest grassroots ski series, YTV WOW! will visit ski resorts in Quebec, Ontario, BC and Alberta. To take part in this unique brand experience, contact your Account Manager today.

Broadband Video – Growing Demand for On-Demand

With more kids watching more video, more frequently, Corus is excited to offer advertisers the ability to increase their reach of traditional television through YTV.com and TreehouseTV.com broadband video advertising. Corus Kids sites currently run over 750,000 video streams each month. **Broadband video on YTV.com and TreehouseTV.com provides advertisers a prosperous vehicle to extend their brand message to a young, clever and highly engaged audience** while nourishing a fun, imaginative and interactive user experience on Canada's leading websites for kids and tweens.

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

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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.

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

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