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January 2005

### YTV Tween Report: Special Co-Viewing Edition

This issue of Take Note is all about the power of **"Co-Viewing" which is, moms and their kids watching TV together**. YTV (a big believer in kidfluence) intuitively knew that Co-Viewing was powerful, but we wanted to quantify it. And so we did. The latest YTV Tween Report is an **exhaustive study conducted by the Solutions Research Group** that confirms that mom really is watching with her kids, and she's more likely to recall commercials and buy advertised products than non-co-viewing moms. So if you're an advertiser who's currently **targeting moms**, read on to learn more...

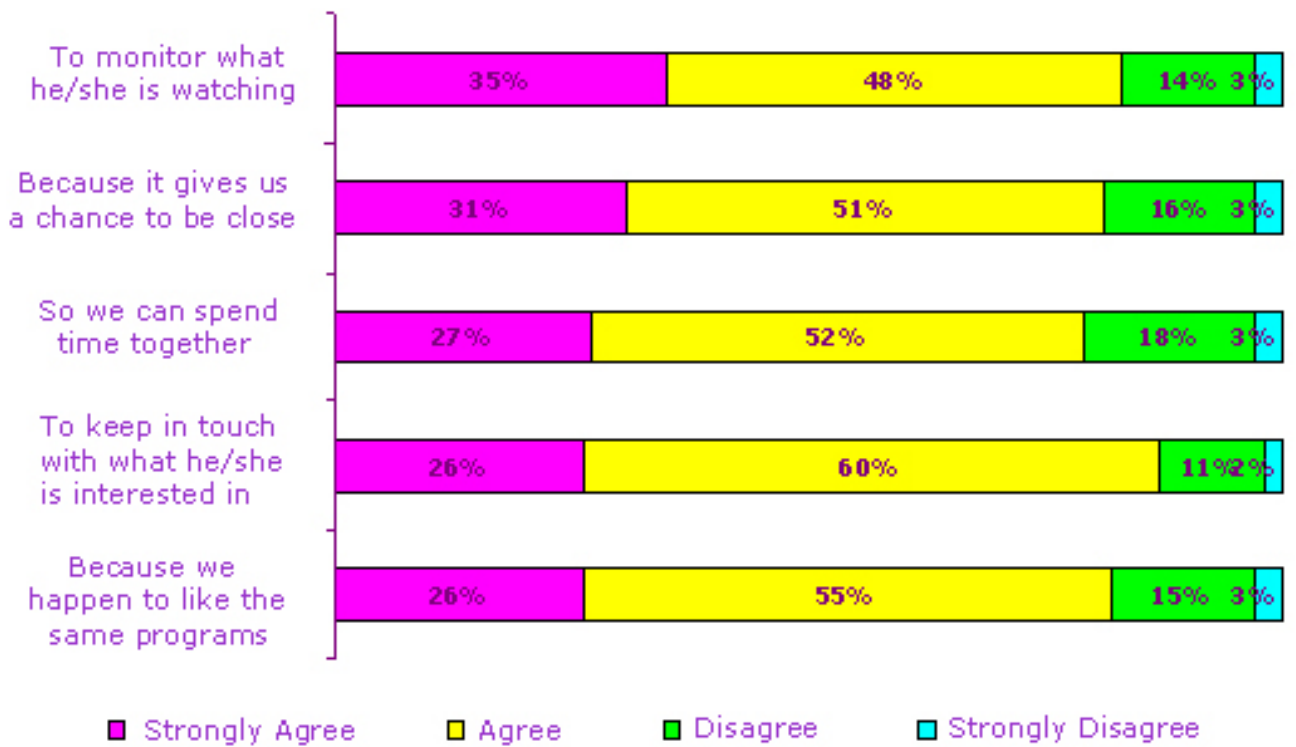
### TV TIME = FAMILY TIME

This new generation of moms works full-time and still hasn't given up much of the household responsibilities; leaving mom time-starved and feeling like there's just not enough hours in the day for "family time".

- According to W Network's 2004 Her Report, if Women had 2 extra hours in the day, spending time with their kids is their #1 choice.
- And according to the 2004 YTV Tween Report, both moms & kids agree that watching TV together is quality family time. It's a chance to snuggle, relax and just be together.

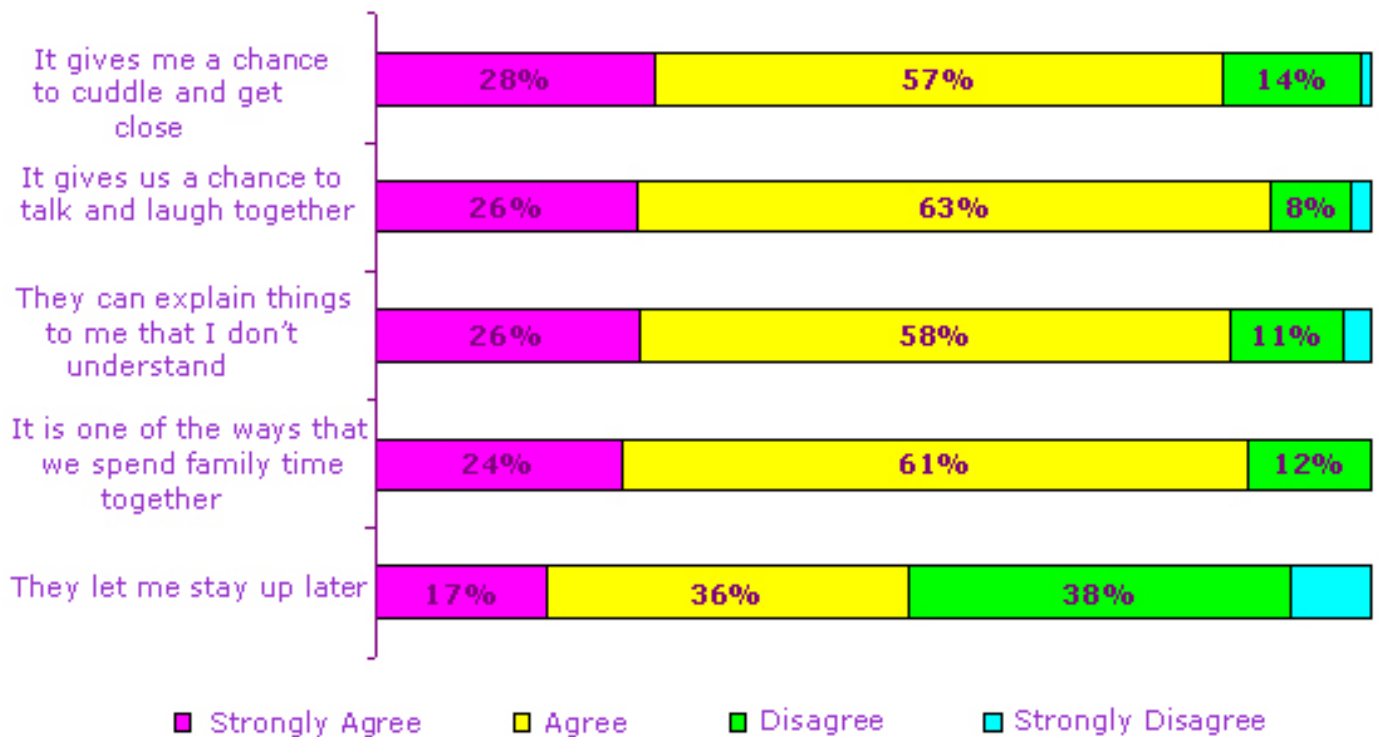
### Why Parents Watch TV With Their Kids

Keeping in touch with what their kids are interested in, is the #1 reason parents watch TV with their kids.



### Why Kids Watch TV With Their Parents

A chance to talk and laugh together is the #1 reason kids say they watch TV with their parents.



### Co-Viewing is Powerful. Did you know?

- Mom's control 85% of household spending = \$1.6 Trillion / year in Canada.\*
- Tweens (kids 9 to 14) influence \$20 Billion of that each year (we call it Kidfluence)

*\*Source: Maria Bailey "Marketing to Moms"*

**Co-Viewing is powerful because:**  
Advertisers can reach the  
**PURCHASER** (mom) + **INFLUENCER** (kid)  
at the same time.

## CO-VIEWING & COMMERCIAL RE-CALL

- 58% of parents report purchasing items that their child has asked for after seeing the commercial with their kids.
- 43% of parents report being more likely to buy an item if they have seen the commercial with their child.

## Co-Viewing = An Interactive Environment

When mom & kids watch TV together, there is lots of dialogue about programming AND advertising.

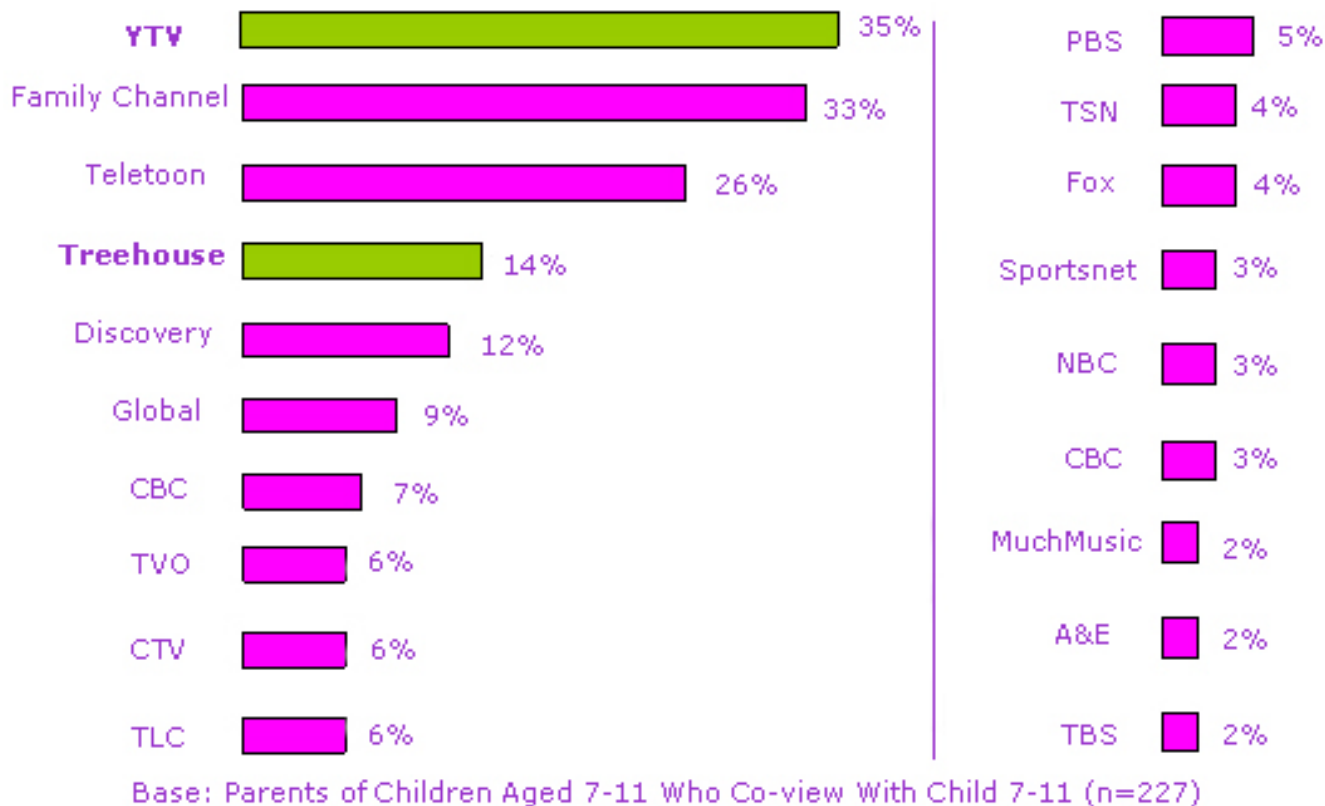
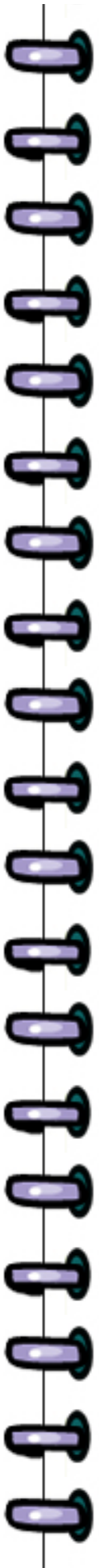
- 80% of parents talk about programming and 60% talk about advertising during Co-Viewing sessions.
- Co-Viewing parents are 32% "more likely" to watch advertising and 60% "more likely" to recall commercials.

## CO-VIEWING & YTV

How much Co-Viewing is going on? LOTS!

- 43% of parents report at least half of their TV viewing time is spent with their kids.
- Only 9% of parents and 7% of kids report no Co-Viewing.

## YTV is the Most Commonly Co-Viewed Channel Among Parents & Their Kids



If you'd like to view the entire YTV Co-Viewing presentation, please call Chris Arthur at (416) 530-5176.

*\*This is the tenth consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of kids. 804 telephone interviews were conducted in September 2004 with kids aged 7 to 14 and their parents. An additional 16 focus groups were conducted in Calgary and Edmonton, plus 11 in-home visits to observe families watching television during self-identified Co-Viewing times. YTV commissioned Solutions Research Group to oversee the development of the questionnaire and conduct all three phases of the study.*

## KID TRENDS

### Toys

#### TV At The Helm Of The Household

Interacting with the television set is nothing new. Video game lovers have been doing it for decades, but now there's some console competition from the toy industry.

DVD Games continue to thrive with **Scene It Disney** and **SpongeBob SquarePants Fact or Fishy** testing kids' pop culture expertise.

**InteracTV DVD-Based Learning Systems**--favourite TV characters like Dora and SpongeBob quiz young kids on numbers and animals.

It used to be that watching your favourite show passively then playing with the licensed toys after was enough. But these days show producers and toy manufacturers are working together to have kids interact with the content at the same time. There's the **Batwave TV-activated Batmobile** that reacts with lights and sound when held in front of the TV during an episode of *The Batman*. And even Barbie comes with a DVD tie-in--the latest being *Princess and the Pauper* and *Fairytopia* coming this spring.

## Fashion

### Fashion Bytes

- **Pencil skirts and tutus** (a la Avril Lavigne) are big, although girls will still be wearing their minis - pairing them with tights or pants during the colder months.
- **Hippie chic** (again!)- Frye boots; coloured corduroy pants; suede bags; fringe jackets; patchwork anything; and antiqued floral patterns.
- **Sequins** - the more glam the better! Our fave is the elasticized sequin waist-cincher belt.
- **Fooler shirts** - casual kids will continue to wear their graphic T with a long sleeved shirt underneath.
- **Mix n' match** - tweed, fur, stripes, floral, plaids and even tie-dye - the sky is the limit with what can be paired together. And since the Olsen twins are doing it, expect millions to follow.

### It's a Wrap!

Even the most fundamental fashionistas have probably taken note of the fact that the poncho is the new pashmina. One cool thing about this trend is that kids are crocheting their own. Recently, Lycos reported a 375% increase in poncho pattern web searches and with the huge DIY craze, it's no surprise. This and the fact that ponchos offer a welcome cover-up to the belly barring look, make it our favourite massively trendy item this fall.

### Peak of the Geek

Thanks to the movie Napoleon Dynamite, Outkast's Andre 3000 and the technological revolution, nerdy is the new cool (kind of). Truth is when it comes to fashion, kids are trying to look classically uncool, with cardigans, elbow-pad blazers, broaches, capelets and other formerly matronly items, making tweens look like they just raided their grandparent's closet. On a related note, **UGG** footwear have come out with an outerwear line.

## Electronics

### Plead Or Need?

If a member of your bankroll has been trying to convince you that an iPod, cellphone, digital camera or PDA are essential, they're not necessarily making it up. As more and more tweens pack them, these gadgets have become the ultimate "me too" accessory. However, these high tech toys are not just hip to have, in many cases they're also being put to good educational use. Gone are the days of paper to record homework due dates, school club schedules and notes. Today's kids live their lives electronically and want to keep it organized the same way.

### Why The Hang Up?

Not surprisingly, the number of kids that want a cell phone exceeds the number that own one. According to a recent YTV.com poll, 30% of kids 6-18 have their own cell phone or easy access to one, while 60% want one.

Most wireless companies have ad campaigns that feature fancy phones - so these kids are being targeted hard - some ads even mention their convenient offer of having the charges go directly to mom or dad's bill.

There are 101 reasons why kids would want their own cell phone: Ring tones, wallpaper and games naturally appeal to kids, but here are a few more reasons why kids clamoring for cell phones will only increase...

### 1) Lifeblog

Many mobile-savvy youngsters collect large amounts of information on their phones - text messages,

pictures and even video - so Nokia came up with "Lifeblog", a PC program that scrapbooks information and releases space on the cell phone.

## 2) Concerts

The first live concert was recently broadcast over a mobile phone system to promote DJ Tiesto's new album "Just Be." The company responsible, A-Stream, claims they are the first worldwide company with the ability to stream high-quality concerts at a low bandwidth. So in the long run owning a cellphone could save money on concert tickets, and allow kids to see and hear cool concerts no matter where they live.

## 3) Multiplayer gaming

Cell phone gaming just keeps advancing and soon kids will be able to play against each other to win prizes in contests and tournaments. The service has launched on various services throughout the U.S., so that means us northerners can't be too far behind.

*DISCLAIMER: The trends that the YTV Trend Huntaz comment on come from the buzz on the street, the mall, the Internet, and numerous publications. YTV does not guarantee that all of the above information will come to fruition, but you can pretty much believe us as we are obsessed with this stuff*

## NEWS FROM SALES & CO-MARKETING

### Sponsorship Opportunities That Deliver the Whole Family

YTV has oodles of programming sponsorship & promotional opportunities that deliver the entire family.

### The Harlem Globetrotters Canadian Tour

YTV has a Spring 2005 (March-April) sponsorship/promotion opportunity that will create an association between your product and the **Harlem Globetrotters Canadian Tour!** This co-branded alliance with an historical kid / family brand has recognition value and significant grassroots marketing opportunities. You can further drive product awareness and trial via on-site sampling and signage, and complimentary overlay promotion.

**YOUR PRODUCT + HARLEM GLOBETROTTERS = WHOLESOME FAMILY ENTERTAINMENT THAT SUPPORTS A HEALTHY ACTIVE LIFESTYLE!**

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for more details on this 'slam dunk' opportunity.

### Popcorn Til You Dropcorn

On Sunday February 27th from 12 noon to 6:30pm, we will celebrate the Oscars by airing 3 back-to-back Academy Award Nominated & Winning movies:

- 12pm - **Jimmy Neutron, Boy Genius** (Nominated for Best Animated Feature 2002)
- 2pm - **The Muppet Movie** (Nominated for Best Original Song and Best Adaptation Score in 1980)
- 4pm - **The Wizard Of Oz** (Nominated for Best Art Direction, Best Cinematography, Best Effects, Best Picture - Won Best Original Score and Best Song - Over The Rainbow - 1939)

In addition to these blockbuster movies, we have lots of special 'movie themed' episodes of various co-view favourites all morning long.

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for more details on these sponsorship opportunities.

### Smallville: Every Superhero Has A Beginning

Season 1 of Warner Brother's hit show, **Smallville**, will be airing on YTV. The hunkalicious Tom Welling stars as the young superhero, Clark Kent, and Canadian actress, Kristen Kreuk, as his gal pal Lana Lang. Smallville launches on YTV on **Saturday, March 5th** with much fanfare including a full day of special superhero programming and the Superman movies.

Other live action programs which are sure to delight the entire family include: **15/Love** (Mondays 7pm), **Dark Oracle** (Saturdays 7:30pm), and the **Gilmore Girls** (Sunday 7pm).

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for more details on Smallville.

### YTV Tween Report: Special Co-View Edition

As mentioned earlier, YTV has just compiled the results of the 10th annual YTV Tween Report: Special Co-Viewing Edition and if you currently target moms, you'll want to learn more about the benefits of a co-view audience. **Did you know that parents watching TV with their kids are 60% more likely to recall commercials during their last viewing occasion than non co-viewers?**

Contact your YTV sales representative or visit [ytvmedia.com](http://ytvmedia.com) for insights into the benefits of a co-view audience.

### Tell Us How We're Doing

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

[YTV Take Note Feedback](#)

## next newsletter

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



Contact Info



SALES (Chris Arthur) [Carthur@Corusent.com](mailto:Carthur@Corusent.com)



MARKETING (Tracy Heikel) [Tracy.Heikel@Corusent.com](mailto:Tracy.Heikel@Corusent.com)



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