

This is the 6th issue of the YTV Take Note newsletter. You are receiving this newsletter because we thought you'd find it informative, or because you've subscribed to it. If you wish to UNSUBSCRIBE (or SUBSCRIBE), please scroll down to the link at the bottom of this page.



SUMMER 2003

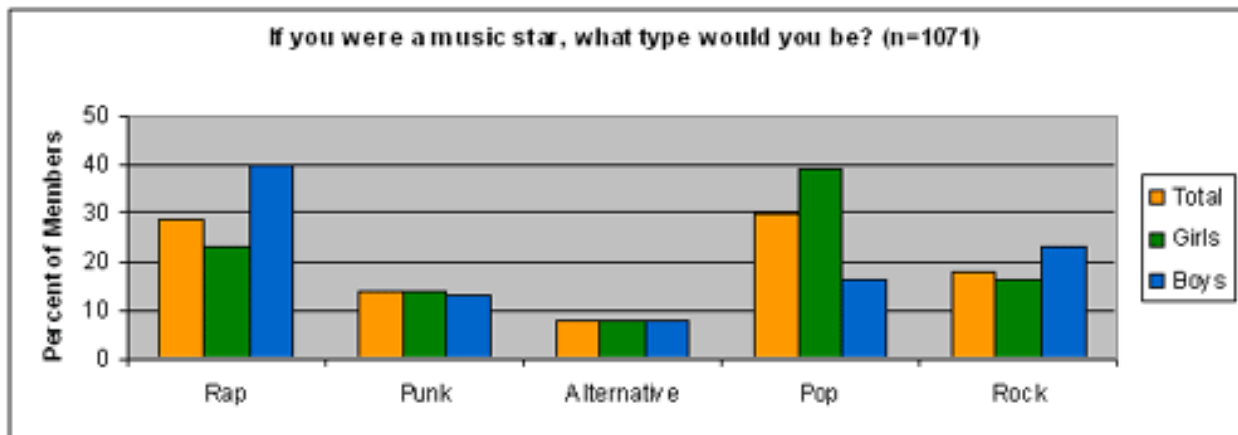
## KID RESEARCH

### Results from the latest Yabber.net polls

[Yabber.net](#), the sister site to [YTV.com](#), is an online community for Canadian kids, 8-15 years old. It provides kids with a safe interactive environment in which to share their views and opinions. The content of the following polls, conducted in March and April 2003, are user submitted, therefore truly reflects what is on kids' minds.

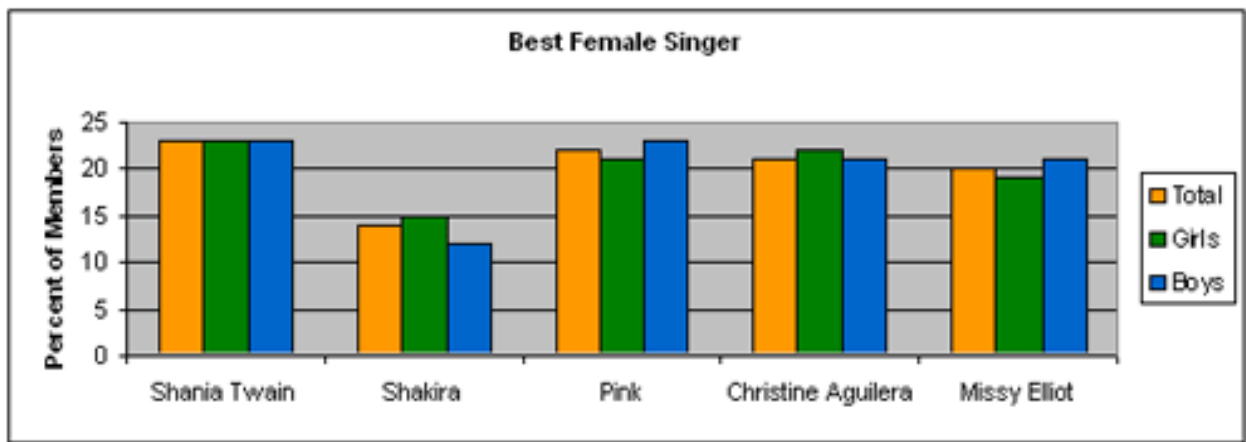
### BOYS WANNABE RAP STARS...GIRLS POP STARS

When asked, "**If you were a music star, what type would you be?**" the top answer for boys was Rap, with 40% and Pop for girls, with 39%.



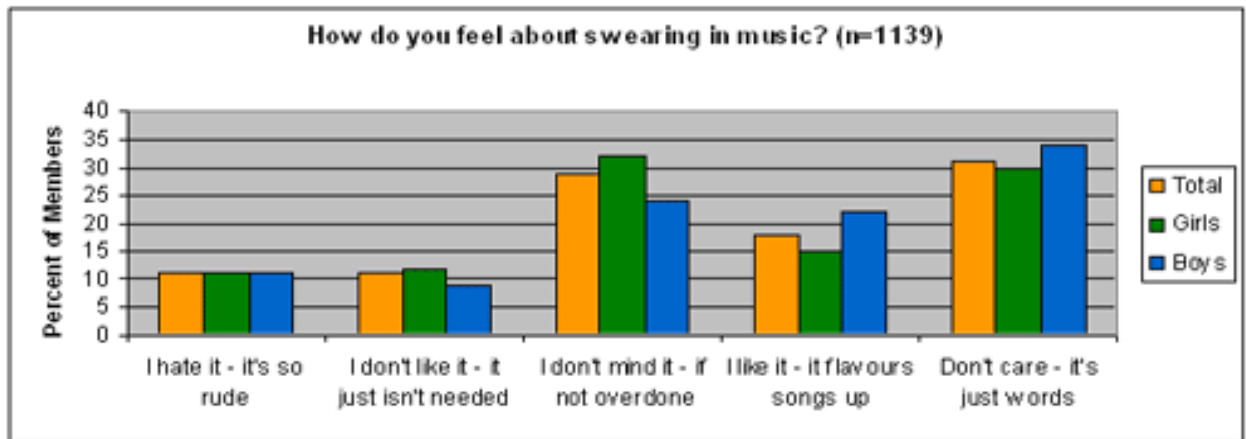
### AND THE BEST FEMALE SINGER GOES TO...SHANIA??!

Keep in mind the options for this survey were user-submitted, still we were surprised to find that the most common answer to the question "**Who's the Best Female Singer?**" was Shania Twain (24%). Of the 1,212 kids who responded, Shania was followed closely by Pink (22%), Christina Aguilera (21%) and Missy Elliott (20%). Shakira placed fifth with 13%.



### KIDS' GROWING VOCABULARIES - SWEARING IN MUSIC

Only about 20% of kids indicate that they dislike or hate swearing in music.



### COMIC BOOKS: KIDS CAN LOVE 'EM OR LEAVE 'EM

Kids are divided over comic book readership. When we asked, "Do you read comic books?":

- 26% said: "Yes, I love them!"
- 30% said: "Sometimes"
- 19% said "Used to but not anymore"
- 25% said: "No - I don't like them"

*Total respondents = 1,074*

### Highlights from recent YTV.com surveys

YTV utilizes online surveys to keep in-tune with kid perspectives. The following are highlights from recent YTV.com survey questions.

### COOL CONTEST PRIZES

Kids tell us they always enter contests with super cool prizing. So what is the coolest prize for a contest? A gaming system is the big winner for boys; while girls prefer the vacation route.

### Coollest Prizes

A Gaming System

### Male

**24.3%**

### Female

8.8%

A trip

10.4%

**20.3%**

Money / Gift Certificates

6.4%

10.6%

Toys

5.8%

2.7%

Movies / CDs

2.7%

6.4%

*Total respondents = 5,497*

### **OVERWHELMING MAJORITY OF KIDS LIKE ENTERING ONLINE SURVEYS**

When we asked, "**Do you like to answer online surveys such as the one you're answering right now?**":

- 60% answered: "Yes, I love to give my opinion"
- 26% answered: "Yes, but only if the topic interests me"
- 7% answered: "No, not if they're too long"
- 7% answered: "No, I'm not interested."

*Total respondents = 7,592*

### **TOP 5 RANKED FAVOURITE SURVEY TOPICS**

When we asked these same kids, "**If you answered yes, what survey topics are you interested in?**" the top 5 survey topics were:

1. TV / Movies - 66%
2. Music - 56%
3. Technology & Games - 54%
4. Sports - 40%
5. Food - 35%

*Total respondents = 6,262*

## **NEWS FROM SALES & CO-MARKETING**

### **YTV.com Breaking Traffic Records**

[YTV.com](http://YTV.com) reached more than **1 million unique monthly users** for the first time ever in March 2003. This most recent growth spurt has also resulted in a record number **48.6 million monthly page views**; which is 140% higher than the 20.2 million page views versus a year ago. Now more than ever, is a great time to leverage YTV.com's success via branded games and online promotions.

Talk to your [YTV rep](#) about exciting ways to make YTV.com part of your media mix.

### **You Outta Be In Pictures! Contest Winner To Appear As Animated Character in Yvon of the Yukon**

YTV's top Canadian show, Yvon of the Yukon is kicking off its third season this summer with a fantastic promotion throughout the month of July. The promotion, **Yvon's Big Knicker Snicker**, launches Canada Day with 3 new back-to-back episodes and will move into a stripped time block Monday to Thursday at 7:30pm. Money can't buy this prize as one lucky winner will be transported to Vancouver where they will be transformed into an animated character to appear on an upcoming episode.



Contact your [YTV rep](#) to find out how we can tailor a promotion for your brand to reach kids and their parents in this prime family viewing time period.

### **Integrate Your Brand Into Hit List and Girlz TV**



Who says summer programming is all about repeats? YTV will continue production on two of our in-house properties, **Hit List** and **Girlz TV** all summer long.

Both programs offer a fresh young point of view on current youth culture. Integrate your brand into the actual editorial of these lively programs for a great opportunity to break through to kids and tweens.



### **Hello Summer for Preschoolers**

Looking to get into the swing of summer? Contact us to find out about the Hello Summer opportunity anchored on our sister station, [Treehouse TV](#). Also supported throughout YTV's preschool programming, this special tribute to childhood & fun in the sun will thrill both caregivers & young children alike.

### **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 August for the next issue of Take Note for more findings from YTV.



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