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NOVEMBER 2002

KID RESEARCH

New TV Shows Kids Are Talking About - Results from the latest YTV 'S.W.A.T.' Kids Advisory Panel

The following information is taken from the latest session with the YTV Kids Advisory Panel. The resulting qualitative study is based on three live sessions with a combined total of 13 kids of varying backgrounds.

The YTV Kids Advisory Panel was asked about the following new shows on YTV:

Beyblade

There's no question the Beyblade toy is a huge hit. Comments such as "*It's SO POPULAR even our Principal has one*" and "*At recess EVERYONE on the playground is playing it*" were commonplace during the sessions.

Like the toy, the Beyblade TV show is proving to be a phenomenon. The show was praised by all the kids for having tons of action. However, the younger kids confessed that they did not understand the show's concept originally when it began airing, but said it is an acquired taste that you like more over time. "*When you see it more you like it better.*"

Jimmy Neutron

Kids thought Jimmy Neutron was a hilarious show and thought the inventions were fun to watch. They also appreciated that it's a kid, not an adult, who's the genius. However older girls expressed their disappointment that the feature character is a BOY!

SpongeBob SquarePants

Kids think SpongeBob SquarePants is a very funny show and applauded it for being "demented and weird". The biggest appeal is the nonsensical humour. "*There's no real point so it's good if you need a laugh*".

Jimmy Neutron, SpongeBob SquarePants, and Beyblade currently rank in the Top 10 of ALL

kids shows this fall (K2-11).

TWEEN FAVOURITES: Highlights from The YTV Tween Report, Wave 8, 2002: Special Kidfluence Edition

Note: Very small base size for Atlantic & Quebec.

Favourite Grocery Store (By Region)

- Loblaws (Ontario)
- Safeway (West)
- Sobey's (Atlantic)
- Maxi (Quebec)



Almost 8 in 10 tweens (higher in Quebec) report having a favourite grocery store.

Favourite Jean Store (By Region)

- Wal-Mart (Ontario, Atlantic, Quebec)
- Gap (West)

Seven in ten tweens report they have a favourite jean store, with 14% naming Wal-Mart, 11% Gap and 10% saying Stitches.

Having a favourite jean store is higher for girls, and among 13 to 14 year olds. 9-10 year olds are more likely to favour large department stores such as Wal-Mart or Zellers.

Favourite Clothing Store

- Wal-Mart (Ontario, Atlantic, Quebec)
- Gap (West)


About 8 in 10 tweens report they have a favourite clothing store, with 13% respectively naming Gap and Wal-Mart, and 12% saying Zellers.

Boys are more likely to indicate that they do not have a favourite clothing store.

Please Mom, get me a _____!!! : What Tweens Ask Their Parents to Buy

Tweens were read a list of 27 items and products and reported on which ones they had asked their parents to buy for them in the past six months or so.

- Almost all tweens (89%) reported having asked to be taken to a **fast food restaurant**. Most (82%) had asked for **clothing** for themselves, and 76% had asked for **sports/running shoes**.
- The most commonly mentioned 'food' items were **snacks** - 76% Potato or Corn Chips and 75% for Chocolate bars.

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- 65% said they had requested a **theme park visit**. Over half (55%) said that they had requested a vacation destination.
 - Just under a third (30%) have asked for a **cell phone**.

Favourite Brands Tweens Request

Information on the brands asked for by tweens (in the context of products requested from their parents) was collected on an unaided basis.

- Sixty-one percent of all tweens mentioned **McDonald's** as something they had asked for from their parents, making this the most commonly requested of all brands mentioned.
- **Pizza Pockets** (38%) and **Pizza Pops** (22%) had been quite widely requested on a specific basis, almost as much by girls as by boys.
- **Lay's chips** and **Lunchables** were each mentioned by about one third (32% and 31%, respectively) of tweens.
- For those tweens that indicated they requested these product categories, 19% mention **Energizer batteries** and 17% mention **Kodak film**.
- **Gap** (13%) and **Wal-Mart** (12%) were mentioned by tweens as the stores for buying clothes for themselves.
- **Nike** garnered the highest mention in the footwear category (33%) when tweens request a particular brand of footwear.

Top 3 Favourite Brands with Tweens (unaided brand mentions)

Favourite Potato chips or Corn chips

1. Lay's
2. Doritos
3. Hostess

Favourite Lunch Kits:

1. Lunchables
2. Schneiders
3. Others

Favourite Chocolate Bars

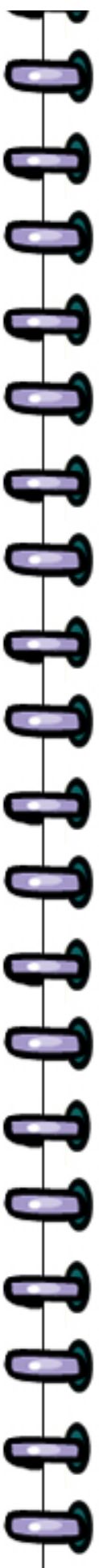
1. Mars
2. Snickers
3. Kit Kat

Favourite Yoghurt

1. Mini-Go
2. Danone / Petite Danone
3. Yoplait

Favourite Chocolate Chip Cookies

1. Mr. Christie's

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2. President's Choice
 3. Chips Ahoy

Favourite Soups

1. Campbell's
2. Lipton's Chicken Noodle
3. Mr. Noodles

Favourite Condiments

1. Heinz
2. French's
3. Miracle Whip

Favourite Fast Food Restaurants

1. McDonald's
2. KFC
3. Wendy's

Favourite Skincare Products

1. Oxy
2. Neutrogena
3. Biore

Note: More girls ask for products in the skincare category than boys

Favourite Cell Phones:

1. Nokia
2. Motorola
3. Fido

Favourite TV Sets:

1. Panasonic
2. Sony
3. RCA

KID TRENDS

TOYS

Who's the coolest parent around? The one who is able to get their hands on the hard-to-find toys of the season. Top collectibles include:

- **Yu-Gi-Oh** -- Trading cards and collector tins.
- **Marvel HeroClix** -- Collectable superhero mini figures; 150 figures in total.
- **Micro-Pets** -- Mini pets that respond to the sound of your voice. Ten different pets to collect.
- **Beyblade** -- These whirling toys are tops on every kid's list and extremely hard to find.



Also on the wish list:

- **Hamtaro** -- Check out the plethora of Hamtaro merchandise now on store shelves: new game release for Game Boy Colour, trading cards, books, home videos, plush, and more.
- **Bratz Funk 'n' Glow dolls** -- Limited edition dolls come with a light-up fiber optic jacket.
- **Leap Frog Learning System** -- Interactive reading aid for kids. Library includes books and cartridges that help to develop vocabulary, spelling, and grammar skills.

Ones to watch for:

- In January 2003, Mattel introduces **Justice League** toys developed after the TV series.
- A new series of **Teenage Mutant Ninja Turtles** toys and TV show launch early 2003, while video games will follow in the holiday season of 2003.

FASHION

Rock 'n' Tees

Teens are hunting down the coolest concert tees from rock bands of yesteryear, including The Who, Rolling Stones; metal bands: Metallica, Kiss, Ozzy; and grunge band, Nirvana. Girls have personalized the tees, altering the body shape and adding slashes for that *rawk* look.

The faux-hawk

The mini version of the Mohawk hairdo, seen on male celebs vying for some punk style, flew in and out so quickly, it's questionable whether or not the style will go down in hairdo history. Celebs who wore the do include: Ryan Phillippe, Chris Kirkpatrick from *NSYNC, and Kevin Richardson from Backstreet Boys. You can expect to see some kids mimic the look, but we're sure that if some über hip stars had joined in, kids would copy in droves.

MUSIC

Rockers Rejuvenated

Axl Rose is trying to make a comeback after almost a decade with his re-assembled band, **Guns N' Roses** (only original band member: Axl). Will kids fall for the aging rocker and his new album "Chinese Democracy"? Only the charts will tell.

But there's no doubt that the legendary, now-defunct **Nirvana** is gaining new fans with a chart-topping posthumous release and the upcoming book titled Journals, which features hand-written journal entries by Kurt Cobain.

Ketchup with the latest one hit wonder

Las Ketchup -- The Spanish trio of sisters took Europe by storm this summer with their novelty hit single titled "The Ketchup Song". Dubbed the new "Macarena", The Ketchup Song also has its own dance moves. The single has sold 2.5 million copies worldwide and it's expected to be a



hit on radio and dance floors in North America as well.

TELEVISION

Search for the ultimate star

Following in the footsteps of the hugely successful *American Idol*, *Canadian Idol* is set to air in 2003. Auditions will begin soon in search of the next "idol" and will take place in major cities across Canada. With all the hype surrounding the Idol property, there will most likely be a chart-topping hit, but as with Kelly Clarkson, the question of longevity still remains... Hey what ever happened to Sugar Jones?

TV tidbits

- Can't wait to watch Season 2 of *The Osbournes*? Expected airdate: early-November.
- Jamie Lynn Spears, the 11-year-old little sister of Britney, makes her entrance into stardom with her role in the comedy-variety show, *All That*.
- Sony Pictures Television produces a new *Stuart Little* television series to air on HBO Family in March.
- Mainframe Entertainment provides CGI-animation for MTV's *Spider-Man: The Animated Series*, tentatively set for April.
- Coming Spring 2003, a new Power Rangers series titled *Ninja Storm*.

VIDEO GAMES & THE NET

.Hack

In early-2003, anime fans will be able to get their hands on the much anticipated Bandai release **.Hack** (Dot Hack) -- a new action/fantasy RPG videogame for PS2. The single-player game simulates a multi-player online role playing game (MMORPG) and includes a DVD featuring original video animation that tells the side-story to the game's plot. Dot Hack will be released in four chapters. Rated T for teens.

The Pokémon Family Expansion

Game Boy Advance **Pokémon Ruby** and **Pokémon Sapphire** editions will be released in North America early-2003. These new editions allow two-on-two battle and introduce 100 new Pokémon characters, bringing the total to 351 Pokémon.

Lookout AOL!

Disney teams up with MSN to offer **Disney on MSN** -- a new family-friendly internet service. With a monthly subscription, users will have access to a dial-up connection with parental controls, a one-year subscription to *Disney Adventures Magazine*, and exclusive Disney content. MSN's new association with kid-friendly Disney properties, like Mickey Mouse and Winnie the Pooh, will likely lure AOL's mainstream audience.



MOVIES

Go Wild!

The Rugrats meet the Wild Thornberrys in *Rugrats Go Wild*, one in a series of Nickelodeon flicks based on their original TV series. Scheduled for release June 2003, half a year after the Christmas release of the *Wild Thornberrys Movie*.

Live-action

Watch for these live-action movie adaptations of animated cartoon properties:

- Anime fans are skeptical that *Akira*, one of the best-known manga (Japanese comic book), will make a successful adaptation to film. Script is currently in production.
- Twentieth Century Fox has acquired the rights to produce a live-action *Dragonball Z*. Anticipated release sometime around 2003-2004.
- Mike Myers plays the role of the *Cat In the Hat*, scheduled for release November 2003. The movie features characters from the original story, as well as new characters.
- Yet-to-be-titled, a martial arts version of *Snow White and the Seven Dwarves*, by Disney, is in the works. Disney is reported to be in negotiations with the choreographer from *Crouching Tiger, Hidden Dragon*.

Upcoming movies:

- *Santa vs. Snowman* is the first 3D animated holiday feature to play in IMAX theatres. Brought you by the creators of Jimmy Neutron. In theatres November 2002.
- MTV has exclusive rights to produce a movie on the personal saga of Shawn Fanning, creator of *Napster*. Coming 2003-2004.
- Filming begins this December on a *Lemony Snicket* movie, based on the popular children's book series. Jim Carrey will star as the evil Count Olaf.
- Music star Lil Romeo is slated to star in a teen hip hop film *Lil' Romeo and Lil' Juliet*, based on the classic Shakespeare play. Expected to go into production later this year, the movie will feature music and dance. Hip hop'ra is so pop'la.
- Drew Barrymore will play Dorothy's great-granddaughter in a new Wizard of Oz movie, *Surrender Dorothy*. No word yet on release date.
- Marvel Studios and Universal Pictures have inked deals on two more comics-to-movies projects: *Sub-Mariner* and *Prime*.

DISCLAIMER: Trends listed here are determined by the buzz from the street, the net, and various publications. YTV does not guarantee that all of the trend information in this report will actualize, but we have our ear to the ground and will keep you updated on what's hot.

NEWS FROM SALES & CO-MARKETING

Get into the Holiday Spirit with YTV

Want to associate your product or service with the Holidays? YTV is the place to be with 246 Holiday specials commencing week of November 25th and running throughout the holiday season. We have returning classics such as, *A Charlie Brown Christmas* and *Rudolph The Red Nosed Reindeer*, celebrating their 37th & 38th year on air, respectively. We're also carrying new special episodes of successful YTV programs such as *Hamtaro Merry Christmas* and *Patsy The Pirate presents the Spongebob Squarepants Christmas Special*.



For sponsorship packages including billboard, brand sell and on-line support, or simple holiday programming run of schedule brand sell, YTV is the place to be. Packages targeting kids & adults are still available. In addition, Treehouse & YTV Jr. holiday packages targeting pre-schoolers and their caregivers are also available.

Contact your representative for more details.

YTV Maintains Dominant Position With Top Rated Programs

Half way through the Fall 2002 season, YTV continues to be the dominant choice for kids with all of the Top 10 programs & most of the Top 20 programs. Jimmy Neutron (Sun. 9:30 AM) is our #1 program generating an AMA of 164.0M followed by SpongeBob SquarePants (Sun 10AM) with 155.0M AMA. The Top 20 Ranked kids programs in Canada include:

<u>Rank</u>	<u>Network</u>	<u>Program</u>
1	YTV	Jimmy Neutron
2	YTV	SpongeBob SquarePants
3	YTV	Detention
4	YTV	Hey Arnold
5	YTV	Fairly Odd Parents
6	YTV	Beyblade
7	YTV	Yu-Gi-Oh
8	YTV	Jackie Chan
9	YTV	Dexter's Laboratory
10	YTV	Rugrats
11	YTV	The New Woody Woodpecker
12	YTV	Dragonball Z
13	YTV	Static Shock
14	YTV	Two of a Kind
15	YTV	Mummy (tied)
15	Family	The Amanda Show (tied)
17	YTV	Powerpuff Girls
18	Family	Lizzie McGuire

19	TOON	Cinetoon
20	CBC	Arthur (tied)
20	YTV	Zeta Project (tied)

Source: Nielsen Media Research Sept. 2, 2002 through October 13, 2002 (6-week average) kid-targeted program rank.

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 for the December issue of Take Note for more findings from the latest YTV Tween Report, Wave 8: Special Kidfluence Edition.

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