

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



October 2005

A New Look For YTV...and Take Note

In celebration of our new branding (post 6pm) on YTV, we've updated Take Note to reflect the new on-air look. This new branding still has the inner-child and playfulness that is YTV, but is meant to appeal not just to kids, but mom and dad too; as the whole family is watching YTV in the evenings.

Kid Research

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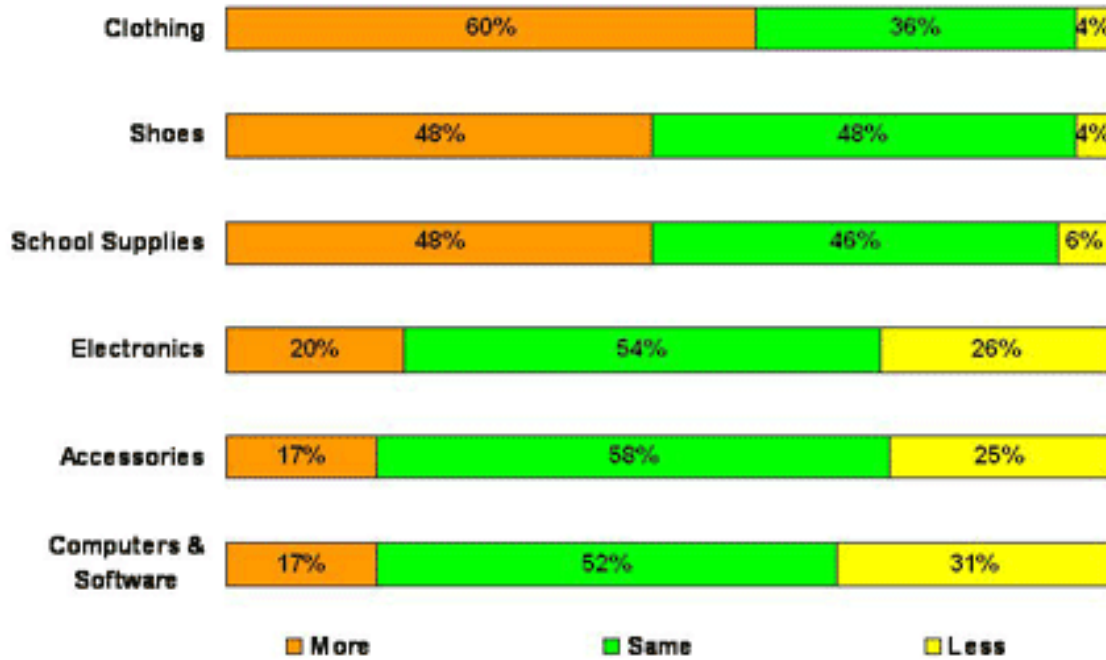
BACK TO SCHOOL SPENDING STRONG IN 2005; PARENTS SPENDING MORE THIS YEAR ON CLOTHES, SHOES AND BACK-TO-SCHOOL SUPPLIES



With school just starting, Canadian children and their families are wrapping up some serious back-to-school shopping. According to early findings released from the YTV Tween Report 2005*, Canadian parents with children aged 9 to 14 are spending **over \$800 million on back-to-school clothing and supplies this year**. This figure represents an average of **\$316 per child**.

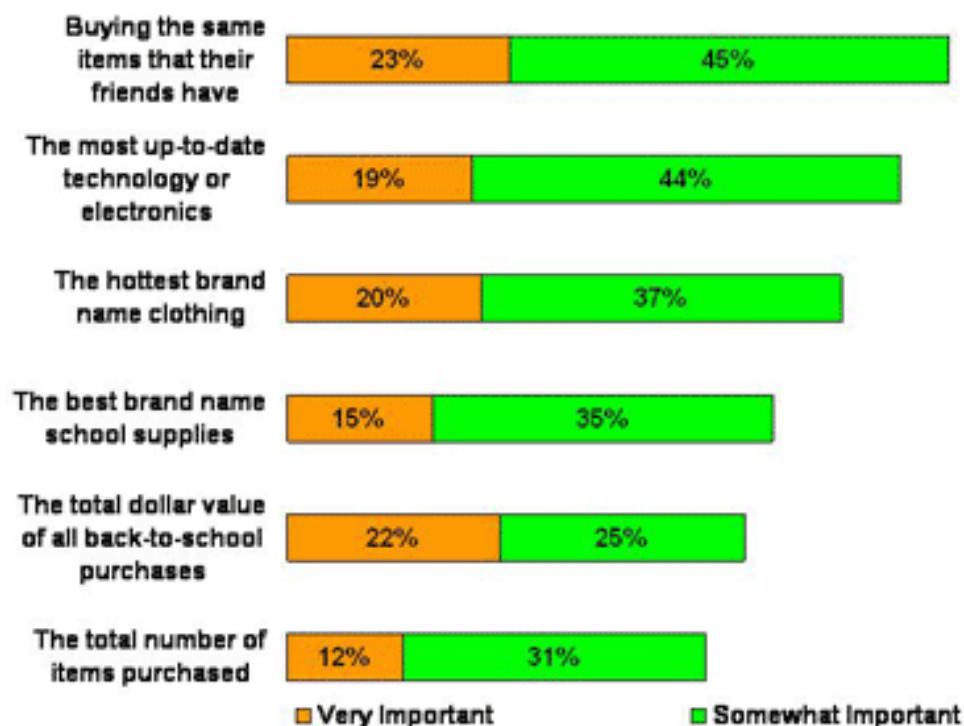
Almost half of tween parents (47%) are spending more on their kids this year, while only 5% of tween parents are spending less than they did in 2004. Where's that extra money going? 60% of tween parents say they're spending more on clothes this year, and 48% of parents are spending more on shoes and school supplies. On the flip side, 31% of parents say they'll be spending less on computers and software.

Anticipated Spending on Specific Back-to-School Items Compared to Last Year



Base: Parents of Children aged 9-14 (n=750)

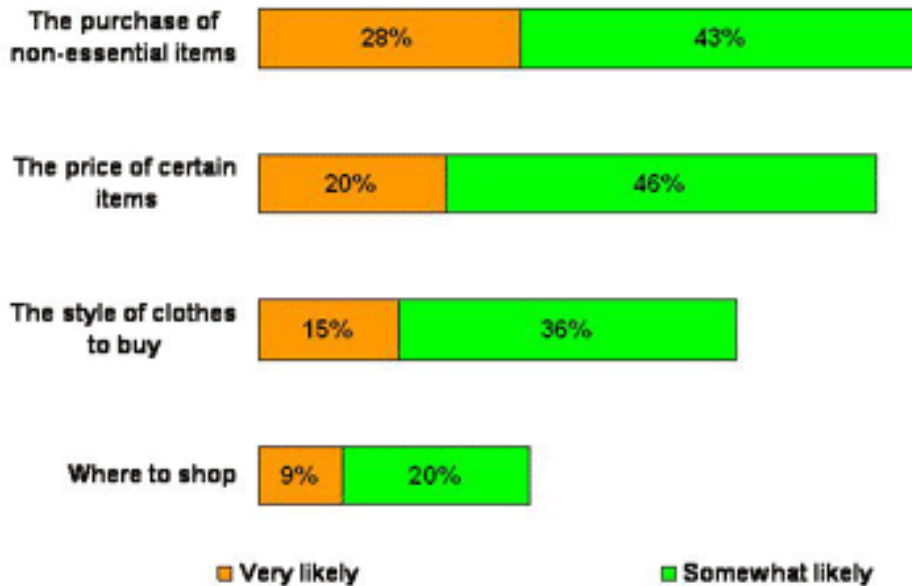
Most Important Factors For Tweens When Shopping For Back-to-School



Base: Parents of Children aged 9-14 (n=750)

Peer pressure amongst tweens' continues unabated: According to parents, the most important factor for tweens when shopping for back-to-school items was "buying the same items that their friends have". **Buying the most 'up-to-date technology' is more important to tweens than having 'the hottest brand name clothing'.**

Likelihood of Parent Disagreeing with Child



Base: Parents of Children aged 9-14 (n=750)

Tweens and parents are most likely to disagree about the purchase of "non-essential items", followed by the "price of certain items". Interestingly, parents and their tweens are unlikely to disagree about where to shop, with only 9% of parents saying that that is "very likely".

*Source: This is the eleventh consecutive year for the YTV Tween Report, a national survey that tracks the lifestyles, attitudes and opinions of kids aged 9 to 14. A total of 1100 interviews (350 telephone & 750 online) were conducted in August 2005 with tweens and their parents. Results are accurate to plus or minus 3.6%, 19 times out of 20. YTV commissioned Solutions Research Group to oversee the development of the questionnaire and conduct the survey.

Kid Trends

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Odd Licensing Alert!

Rapper / actor Snoop Dogg and his lil' bro, Bing, are getting into the skateboarding business with the launch of the **Snoop Dogg Board Company**. Partnering with an established skateboarding distributor, the line will include reasonably priced long and short skateboards, accessories and backpacks as well as high-end luggage and bags—all launching in January 2006. The idea behind this empire expansion (which includes such ventures as clothing, porn and coaching kids football) is to market the skater lifestyle to hip hop fans—and if anyone can

do it, it's Snoop—foshizzle!

And in other licensing news...

Move Over Princess—it's Fairy Time!

Years ago Disney decided to package and push their eight fairytale princesses from yesteryear to the little girls that LOVE them. The aptly named "Disney Princess" line is brilliant! All the toys, movies and costumes allow little girls to connect with Cinderella, Ariel and the gang and allow Disney to sell more stuff without having to create a brand new property. This fall the big D is hoping to do the same with another existing character icon-Fairies! The ability to only name one Disney fairy does not indicate a lack of pop culture knowledge. They've had to invent three new friends for Tinker Bell and it won't be long before every little girl knows their names. This franchise kicked off in late August with the launch of a book, **Fairy Dust and the Quest for the Egg**, and several movies, toys, apparel, home décor and more are in the works! **Hot gossip!** According to disneyfairies.com Tinker Bell will soon speak and, just as we've suspected, she has a secret crush on Peter Pan!

Hip Hop—and it Don't Stop...

What started out as a dance studio 15 years ago is becoming a full-blown lifestyle and entertainment brand this fall. Brought to us by the powers behind the Mary-Kate and Ashley Olsen brand, the **Hip Hop Kidz** line will include: albums, books, apparel and instructional hip hop DVDs-there's even a television show in development! The backbone of the brand is dancing and the coolest aspect is that there are Hip Hop Kidz studios that kids can join, learn some moves, and when they get good enough there's a chance of touring or appearing on one of the entertainment platforms. It's like the Minipops meets Kids Incorporated-but cooler!

[Click here](#) to see the complete YTV Kid Trend Report including the latest in technology, toys, entertainment and more.

DISCLAIMER: The trends the YTV Trend Huntaz comment on come from the buzz on the street, mall, 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

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Non-Stop Movies

Can't figure out which movie block is for you? Here's a quick snapshot to help make planning and buying a cinch:

3 Hairy Thumbs Up – Every Saturday & Sunday @ 4pm

Suitable for Kids 6 to 11 and their families.

Saturdays: Animated feature films. Titles include: **Charlotte's Web 2**, **Wild Thornberry's Movie**, **Rugrats Go Wild** and **Pokemon 4 Ever**.

Sundays: Live Action feature films. Titles include: **Baby Geniuses**, **Sabrina Goes to Rome**, **Stuart Little** and **Crocodile Hunter**.

Saturday Night Movies @ 9pm

After the kids have gone to bed, YTV airs slightly more mature feature films geared towards older tweens, teens and their families. Titles include: Ferris Beuller's Day Off, Wayne's World II, Lost Boys, Poltergeist, Scream, The Nutty Professor and Liar Liar.

ZAPX (hosted block) – Every Sunday at 6pm



ZAPX features a hot line-up of live-action films suitable for the whole family. This hosted daypart is a great opportunity for advertisers.

ZAPX officially makes its on-air debut on Sunday October 9th. The line-up includes:

October 9th A Walk To Remember (YTV PREMIERE)

October 16th Addams Family Values

October 23rd Beetlejuice

October 30th The Wizard Of Oz

November 6 Stuart Little 2

November 13 What A Girl Wants

November 20 Kangaroo Jack

November 27 Home Alone



For details about our movie packages contact your Account Manager or visit ytvmedia.com

Medieval Week

Knights! Castles! Dragons! Oh My! - Medieval week kicks off on Saturday October 1st with the exclusive Canadian broadcast premiere of **Dragons 2: The Metal Ages at 4pm**. Followed by The Princess Bride at 9pm. Continuing our Medieval theme is the **Never Ending Story** airing Sunday October 2nd at 4pm.



Then, in The Zone everyday at 4:30pm, we have special medieval themed episodes of your favourite YTV shows, including Fairly OddParents and Being Ian. Plus a SNEAK PREVIEW of our upcoming new series **Jane & The Dragon** (which will premiere in January).

For sponsorship & promotional opportunities for Medieval Week contact your Account Manager or visit ytvmedia.com

Thanksgiving Specials

Before you carve that turkey, check out YTV's Classic Thanksgiving Day Specials starting at 11am!

Monday, October 10th

- | | |
|---------|----------------------------------------------|
| 11am | Alvin & The Chipmunks A Chipmunk Celebration |
| 11:30am | Rugrats – A Rugrats Thanksgiving |
| 12pm | A Charlie Brown Thanksgiving |
| 12:30pm | Garfield's Thanksgiving |
| 1pm | Care Bears: Gram Bear's Thanksgiving |



For Thanksgiving sponsorship & promotional opportunities contact your Account Manager or visit ytvmedia.com

Halloween

It's that spooky time of year again – yes, it's Halloween! And this year YTV has pulled out all the scary stops including **4 BRAND NEW Halloween specials** starring your favourite YTV stars!

One NEW Halloween special airs every night @ 6pm from October 17 to 20:

Danny Phantom in “Fright Night – Oct 17



Hi Hi Puffy AmiYumi in “Talent Suckers” – Oct 18

Being Ian in “Scream Because I Know What You Did To That Psycho Last Summer” – Oct 19



Jacob Two Two in “Jacob Two Two & The Halloween Hullabaloo” – Oct 20

Other Classics including **It’s the Great Pumpkin Charlie Brown** airs Saturday October 22nd at 6pm and **Garfield’s Halloween** – Saturday October 22nd at 6:30pm; and Sunday October 30th at 12:30pm

Plus, Spooky Halloween Movies in OCTOBER:

- 15th (4pm): Sabrina In Friends Forever
- 15th (9pm): Poltergeist
- 16th (4pm): I Downloaded A Ghost
- 16th (6pm): Addam’s Family Values
- 22nd (4pm): Alvin & The Chipmunks Meet The Wolfman
- 22nd (9pm): Scream 2
- 23rd (4pm): Casper Meets Wendy
- 23rd (6pm): Beetlejuice
- 29th (4pm): Alvin & The Chipmunks Meet Frankenstein
- 29th (9pm): Scream 3
- 30th (4pm): Double Double Toil & Trouble (Olsen Twins)
- 30th (6pm): The Wizard Of OZ

For details about these special Halloween packages contact your Account Manager or visit ytvmedia.com.

HO-HO-HOLIDAYS

This December, YTV will run a fantastic line-up of fun and entertaining holiday themed programming. Always popular among our core kid and family viewers, we’ve got non-stop holiday specials on the calendar beginning November 28th.



For info on numerous large and small holiday sponsorship packages contact your Account Manager or visit ytvmedia.com.

'The 10' IS BACK FOR THE HOLIDAYS!

We did it for Back-to-School and now, The 10 is back by popular demand. In honour of the 2005 Holiday Season, YTV will compile a list of the top 10 must have items for kids during the holidays.

Get YOUR product on this top 10 list. To be a part of this exclusive opportunity contact your Account Manager or visit ytvmedia.com

Tell us how we are 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 November for the next issue of Take Note for more findings from YTV.

