



SEPTEMBER 2002

KID RESEARCH

Parents Spend Over \$800 Million on Back-To-School Clothes and Supplies

With school just around the corner, Canadian children and their families are heading to the mall for some serious back-to-school shopping. According to early findings released from the *YTV Tween Report 2002, Wave 8*, Canadian parents with children aged 9 to 14 are spending just over \$800 million on back-to-school clothing and supplies this year. This figure represents an average of \$320 per child.

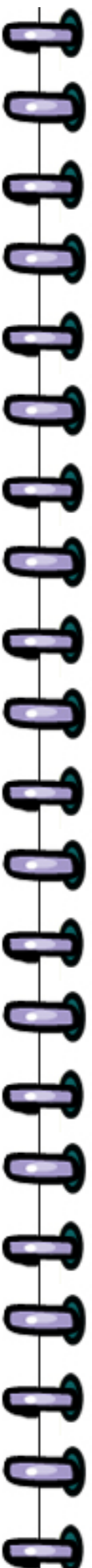
Four in 10 tween parents expect to spend more money for back-to-school items this year, while half of all tween parents surveyed suggest that they plan to spend the same amount of money this year on their tween's back-to-school clothing and supplies.

Over 1 in 4 tweens (28%) are given money to purchase back-to-school items on their own. Last year, 1 in 5 (19%) Canadian tweens reported that they get money from their parents to purchase their own back-to-school items.

According to Stats Canada, there are an estimated 2.5 million tweens aged 9 to 14 in 2002. This is the eighth consecutive year for the *YTV Tween Report*, a national survey that tracks the lifestyles, attitudes and opinions of kids aged 9 to 14. In-home interviews were conducted in June and early July 2002 with over 400 youth aged 9 to 14, as well as their parents. YTV commissioned IFOP-Canada Market Research to oversee the development of the questionnaire and conduct the survey.

Kidfluence: Canadian Kids Influence a lot more than just toy and cookie purchases.

In July 2002, ytv.com conducted an online poll of Canadian kids aged 5 to 15 and asked them to answer 10 questions about how they influence household purchases. 7,132 kids (equally divided by gender) participated in this 2 -week poll. Here are some highlights of our poll results.



Many adults think that kids only exert influence over food and toy related products. But while kids are big influencers in these two categories, they also influence household purchases in many other areas.

Kids Influence their Parents' Purchase Decisions

We know kids are not buying these products for themselves but when asked whether or not they have ever influenced their parent's purchase decision:

- 45% of kids said they influenced the purchase of the new computer in their home.
- 43% the vacation their family took.
- 33% the new TV in their home.
- 31% the new car their family got.
- 27% the telephone or cable services for their home.

Note: According to a similar question in our most recent Kid & Tween Report, parents indicated that kids actual influence in these categories is even greater.

Brands Mean A Lot To Kids - Even for Products like Batteries

We asked kids, when is it REALLY IMPORTANT to get a certain brand instead of just buying any brand at all?

1. 57% of kids thought it was really important to get a certain brand of CLOTHES
2. 56% for ELECTRONICS
3. 51% for COMPUTERS
4. 43% for SPORTS EQUIPMENT
5. 38% for BATTERIES

Parents Ask their Kids for Advice

We asked kids, do your parents ever ask you for your opinion before buying any of the following items?:

- 58% of kids reported their parents asked their opinion about ELECTRONICS
- 51% about MAKE-UP & BATHROOM STUFF
- 34% about TELEPHONE / CELL PHONE SERVICES
- 33% about AUTOMOBILES
- 20% about BANKING SERVICES



Kids Today are even Brand Conscious About Banking Services

We asked kids if brand names are important to them for the following things:

- 57% of kids reported that brand names are important for Electronics
- 51% for Automobiles
- 48% for Make-Up & Bathroom Stuff
- 46% for Cell Phones
- 30% for Banking Services

Note: The results from this poll should be used as a directional guide only.

KID TRENDS

TOYS

More 80s icons. Girl toys make a comeback, including classic **Cabbage Patch Kids** and **Care Bears**. Toys 'R' Us celebrated this blast from the past with a huge release party this summer in Times Square, though it seemed mothers were the most excited about Tenderheart's comeback. Next year girls will be all over **Strawberry Shortcake** with the release of four new videos, a new toy line from Bandi, and a potential TV series.

The latest extreme sport. Taking its cue from the popularity of surfing and snowboarding -- the **Carveboard** is the urban kid's answer to a lack of waves and snow. It looks like a longer version of a skateboard. Objective: to carve hard turns and turn heads.


Girls rock! It's no wonder kids want to try the rock thing when there are so many young musicians tearing up the charts. Getting with the trend are manufacturers like **Daisy Rock Guitars**, **Gibson**, and **C.F. Martin & Co.** Lighter and smaller for girls' hands, some are even shaped like hearts and flowers.

Also on our radar:

- **Chicco Vespa** -- now Junior can putt around like his cool Daddy-o in the new plastic three-wheeled, battery-powered scooter.

FASHION

Fall fashion. Here's what kids are sporting as well as some items soon to blast off big time!

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- Neck ties for girls -- think Avril Lavigne -- vintage shopping with a punk flair.
 - Romantic ruffles are still big; embroidery picks up where glam left off; anything that looks homemade is cool.
 - Fringe is still on belts and makes an appearance on boots.
 - Corduroy cool -- check it out in cowboy shirts, jean jackets, bags, and shoes.
 - Faux furry fun -- shearling and fur-trim on suede, denim, and corduroy coats.
 - Sporty chic -- anything sporty is in. Think track/sweat suits, yoga-inspired apparel, old skool sneaks, rugby shirts, sweatshirts, varsity t-shirts; also surfer style from Ocean Pacific.

MUSIC


Move over Britney, there's a new breed of pop princesses in town! It's been dubbed the "anti-Britney" movement. Rockers like Michelle Branch, Avril Lavigne and Vanessa Carlton may be played on pop airwaves but they're not about to be classified with the likes of Britney Spears. These girls write their own music and preach individuality and uniqueness, hoping to sell records with their musical merit rather than sex appeal.

Going solo. Nick Lachey of 98° fame and Justin Timberlake of *NSYNC are the latest teen heartthrobs to announce solo projects. On November 12th Timberlake will release the album, *Justified*, which includes songs he co-wrote with P. Diddy and the Neptunes. Lachey's album is reported to be more rock than pop -- he has compared his new sound to that of George Michael... we'll see about that when the album comes out by early 2003.

Music notes:

- Finally a Canadian is featured on MTV's "Becoming," which takes an ordinary person and transforms them into their fave celeb -- this time it's Canadian popstress, Avril Lavigne.
- Will O-Town, from the original *Making The Band* series, prove they are band-worthy when they release their new album "O2" November 5th for which they wrote the songs and play their own instruments?
- Watch for a new sing-along book series called "Hip Kid Hop." Written for 4-10-year-olds, these storybooks are set to rap and give positive messages to kids -- written by authentic hip-hop artists like LL Cool J and Doug E. Fresh.

TELEVISION



Bringing life back to reality. Remember when you thought nothing would compare to the popularity of *Survivor*, and then along came *American Idol*? With the compelling elements of talented, good-looking artists, competition, not to mention a nasty judge, there's talk of a sequel and a movie. One contestant (Tamyra Gray) has already signed a contract with a manager and no doubt the other top acts will end up inking more music deals. Canadian *Popstars* follows suit and will select a solo star for their next series.

Telly tidbits

- P. Diddy runs the show in the next *Making the Band II*, where the object is to create a hip-hop R&B group. The series includes ten episodes and premieres in October.
- Fans of the "Birds of Prey" DC comics are thrilled about its adaptation to TV.
- Box office success for *Lilo & Stitch* has helped to secure a video sequel next year and a TV series in development.

VIDEO GAMES & THE NET

Are you connected?

Connectivity -- it's the term used to describe online gaming capabilities through your good ol' gaming console -- it allows kids to play video games against competitors from around the world. **Sony PS2** is the first to offer the online service -- and it's not only free, it's available on 56k dial-up and broadband connection.

Gaming news

- **Nintendo Card Reader** -- judging by kids' fascination with collecting cards, this is one peripheral which should make the grade, especially since Nintendo has promised compatibility with an upcoming Pokémon game and the hot new Animal Crossing.
- Speaking of *Animal Crossing*, this never-ending virtual life simulation game will appeal to casual gamers, including girls and maybe even parents! Available September 20.
- Six years after his last original console game, the world's richest plumber makes a highly anticipated return in the new *Super Mario Sunshine* game for Game Cube.

MOVIES

Surf/skate culture

Now on DVD:

Dogtown and Z-Boys

(PG-13) -- the documentary on a group of teens who popularized skateboarding in the mid-70s.



In the box office:

Blue Crush

(PG-13), this summer's girl-power surfing flick, remains in the top five box office sales for the three weeks since release.

To watch for:

- **Pokémon 4Ever** movie -- a limited edition e-trading card will be available free with each ticket purchase for the fourth instalment of the Pokémon movies. Release date: Oct 11.
- **Tuck Everlasting** -- the second movie adaptation of the novel Natalie Babbitt. Disney PG-13. Release: Oct 11.
- Superstar Kelly Osbourne makes her big screen debut in the remake of Disney's **Freaky Friday** movie. Release: 2003.

TOP 10 VHS Sales

(Blockbuster Canada, ending week of August 25, 2002)

1. The Lord of The Rings
2. Return to Neverland
3. Scooby Doo Meets Batman
4. Harry Potter and The Philosopher's Stone
5. Red Green's Duct Tape Forever
6. Olsen Twins-So Little Time: Volume 1 School's Cool
7. Monster's Inc.
8. Shrek
9. Jimmy Neutron: Boy Genius
10. Tarzan & Jane

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

ytv.com Re-launch

Log onto ytv.com, the #1 Canadian web site for kids, and be among the first to view our "NEW & IMPROVED" site. In addition to our fabulous new look, ytv.com now has a membership option. Members will have access to bulletin boards and can register their comments and vote for their favourite YTV programs in the Show section. Other membership privileges still to come include e-mail newsletters, fast contest entries, personalized site customization & more. And the best part - membership is free!



We anticipate a 20% increase in ytv.com traffic due to these initiatives; resulting in approximately 17 million page impressions monthly.

Even More Movies - '3 Hairy Thumbs Up' Is Now Twice the Fun

Due to the success of our '3 Hairy Thumbs Up' movie programming on Sundays, we are doubling the fun by adding another movie timeblock to our fall schedule. Now you can catch our great family movies every Saturday AND Sunday @ 4pm (e/p). This is a chance for you as an advertiser to reach the entire family with this great co-viewing opportunity consistently ranked within the top 10 programs for kids, teens and adults on YTV. Our share for the 3 Hairy Thumbs Up time period has increased by 46% for all viewers 2+ and 31% for kids 2-11 garnering 21.5%. Contact your YTV representative for more information on the various sponsorship packages available for upcoming YTV movies.

Here's our September & October movie line-up:

Sept 8 The Iron Giant

Sept 14 Beethoven III

Sept 15 Beethoven IV
Sept 21 Muppets Take Manhattan
Sept 22 Muppets From Space
Sept 28 Au Pair
Sept 29 Passport To Paris (Olsen Twins)



Oct 5 Pokemon: The Movie
Oct 6 Pokemon 2000
Oct 12 Dragonheart A New Beginning
Oct 13 Dark Crystal
Oct 19 Sabrina The Teenage Witch In Friends Forever
Oct 20 Sabrina The Teenage Witch: The Movie
Oct 26 Beetlejuice
Oct 27 The Addams Family



Muppets From Space

HALLOWEEN OPPORTUNITIES

Jinx: ytv.com's Top Game is Back by Popular Demand



Created two years ago by the weird & wacky minds at Corus Interactive, the Jinx game continues to be one of the most popular games on ytv.com. Jinx, a kid in a ghost costume, has many adventures while trying to find his way home. Sponsorship opportunities are available for Jinx this Halloween on ytv.com.

Halloween Programming

We will be airing lots of *Veery Scaaaary* special programming leading up to Halloween. The really scary stuff, such as 'Poltergeist' and 'The Lost Boys' will be scheduled post 9PM to reach teens and adults. The more kid-friendly scary stuff will run earlier to target the kids (6-12).

Be sure to contact your YTV representative for sponsorship opportunities on any of the above properties.

next newsletter

Watch for the October issue of Take Note, for some early findings from the *YTV Tween Report 2002, Wave 8*.



Strength in numbers

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