

YMA YOUTH MARKETS ALERT

TRACKING CRITICAL TRENDS AMONG YOUNG AUDIENCES SINCE 1988

Needing Both, Theme Parks Work To Balance Marketing Efforts To Appeal To Families As Well As Teens

Theme park operators are always dealing with the delicate balance of appealing to their two main constituencies — teens and families — who tend to have completely different interests and desires, and usually want to stay as far away from one another as possible.

“Most parks are moving away from iron rides, since they mainly attract teens who don’t spend any more money [once inside the park],” says Themed Entertainment Association’s Brian Szaks. Yet parks still want (or need) teens. They just want them to spend more money and not hang out in large groups.

In general, parks that draw a large part of their admissions from day trips, such as Six Flags and Cedar Fair, tend to promote more heavily towards teens, while destination parks, including Universal Studios and Disney, market primarily towards families. Still, attracting teens takes more than just building a thrill ride, and families want more than just value.

Age-Specific Efforts

Most campaigns build upon a few shared elements, such as an all-age appealing mascot or advertising slogan, to use as a theme throughout the chain, says Brian Szaks of Themed Entertainment Association. For instance, this year Six Flags is basing much of its advertising and promotion on a theme of “More Flags, More Fun.”

The message is then tailored to the appropriate audience. Six Flags uses teen-preferred channels to air commercials showcasing how its thrill rides can make one “scream like a little girl” and emphasizing its superhero characters. On the other hand, it books family channels to show commercials featuring Thomas the Tank Engine, the Wiggles and the Looney Tunes, says Szaks.

The Spotlight Chart on pages 2-3 highlights recent entertainment and youth-related efforts from the top five theme park operators.

Disney, he says, goes even further, by running spots tailored to age and region, in addition to general ads meant to target all ages.

Cedar Fair is focusing on age-specific online

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SHOPPING ONLINE

Online Retailer Tests New Options Including Customizing Apparel

With a multitude of brands, children’s properties and other contenders vying for increasingly scarce retail shelf space, online retailers can be viable alternatives or supplement to traditional store distribution. Unconstrained by the physical limits of a brick-and-mortar store, an online retailer can offer a new brand or property as a way to gain exposure and build a success story. At the other end of the life-cycle spectrum, it can be home to a property for which there’s still a customer base, though not at a level that’s going to excite a mass merchandise buyer.

One of the most notable e-commerce sites for licensed children’s products, Ty’s Toy Box (TTB), is currently expanding its business to offer such options as free personalization.

Through that program, consumers can order a name or saying to be printed on licensed apparel featuring such characters as Barney, Thomas & Friends and Care Bears, among others. In much the same way as kid-targeted virtual worlds limit their chat functions to pre-approved phrases, the names and sayings in the TTB personalization scheme can be chosen from a list of 25,000 approved options. “Brands were concerned about their image, but we control everything from the words to the colors that it can come in,” says TTB founder Ty Simpson.

So far, TTB considers the program a success. Simpson notes that 80% of its t-shirt orders are personalized. “We’ve noticed most of the sales

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spotlight on theme parks

THEME PARK	RECENT/UPCOMING YOUTH-TARGETED EVENTS
<p>Busch Entertainment Corporation Joe Couceiro CMO 813-987-5085 joe.couceiro@buschgardens.com www.buschgardens.com <i>U.S. Parks Owned/Operated:</i> Busch Gardens Africa, Tampa Bay, FL; Busch Gardens Europe, Williamsburg, VA; Discovery Cove, Orlando, FL; 3 SeaWorld Parks; Sesame Place, Langhorne, PA; Water Country USA, Williamsburg, VA.</p>	<p>WATER COUNTRY USA Rock 'n Roll Island includes Little Bopper, a children's slide.</p> <p>BUSCH GARDENS EUROPE Wild Days — animal experts Jack Hanna, Julie Scardina and Ginny Busch teach kids about Busch Gardens and SeaWorld animals (May 31-June 1, June 7-8).</p> <p>BUSCH GARDENS AFRICA Jungala — 4-acre Congo-themed attraction debuts this month, featuring a 3-story tree-top canopy playland and "The Wild Surge," a 4-story waterfall drop</p> <p>SEAWORLD Aquatica — 60-acre water park opening this month in Orlando with 36 water slides, six rivers and lagoons and 80,000 sq. feet of beach.</p>
<p>Cedar Fair Tim Boals Corporate VP Resale 419-627-2138 sponsorships@cedarfair.com www.cedarfair.com <i>U.S. Parks Owned/Operated:</i> 18 locations include Knott's Berry Farm, Buena Vista, CA; Cedar Point, Sandusky, OH; Dorney Park/Wildwater Kingdom, Allentown, PA; among others.</p>	<ul style="list-style-type: none"> ▶ New coasters at Knott's Berry Farm, Dominion, Dorney Park and Michigan's Adventure. ▶ Currently negotiating with City of San Francisco and NFL team San Francisco 49ers for a San Francisco-based theme park. <p>KNOTT'S BERRY FARM Snoopy's Spring Safari — Interactive jungle and activities for kids under age 11. Event ran March 15-March 30.</p> <p>CEDAR POINT Planet Snoopy — seven new rides and a family lounge area.</p>
<p>Six Flags Mike Antinoro EVP Entertainment and Marketing 212-652-9390 mantinoro@sftp.com www.sixflags.com <i>U.S. Parks Owned/Operated:</i> 15 Six Flags parks; also, American Adventure, Marietta, GA; Enchanted Village, Federal Way, WA; Frontier City, Oklahoma City, OK; Lake George, Lake George, NY; Waterworld USA parks in Sacramento and Concord, CA; White Water Bay, Oklahoma City, OK and Wyandot Lake, Powell, OH.</p>	<ul style="list-style-type: none"> ▶ Starburst Thursday Night Concert Series — running May 29-Aug. 9, the Masterfoods' Starburst-sponsored weekly live shows expands to seven theme parks, with performers such as Raven-Symoné. A national sweepstakes includes free music downloads and tickets. Promotions include VIP seating available to guests who purchase Starburst fruit chews in the park the day of the show. Under the arrangement, Starburst is also title sponsor of Tornado Water Rides and Splash Zones at all Six Flags parks. ▶ Six Flags Storytime book series returns in 2008 with new titles featuring animals from the Six Flags Great Adventure Wild Safari in Jackson, NJ. The educational series teaches kids about the theme park animals and is available at the theme park and online. The 2007 series spotlighted animals from Six Flags Discovery Kingdom in Vallejo, CA. ▶ Introduces "The Dark Knight Coaster," an indoor roller coaster ride based on the summer 2008 Warner Bros. movie <i>The Dark Knight</i>, at three parks. ▶ Tony Hawk — expands his roller coaster-themed rides to two more parks, for a total of four.



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Theme Parks

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spotlight on theme parks

THEME PARK	RECENT/UPCOMING YOUTH-TARGETED EVENTS
<p>Universal Studios Ron Herman SVP Partnership Development 818-622-2960 ron.herman@nbcuni.com www.universalstudios.com <i>U.S. Parks Owned/Operated:</i> Universal Studios, Orlando, FL; Universal Studios Hollywood, Universal City, CA; Island of Adventure, Orlando, FL; Wet N' Wild, Orlando, FL.</p>	<ul style="list-style-type: none"> ▶ The Simpsons, based on the Fox TV series, includes a live show and virtual-reality thrill ride based in a fantasy amusement park, Krustyland, created by <i>The Simpsons</i> character Krusty the Clown. The ride opens May 17 at Universal Studios Hollywood and Universal Studios Orlando. ▶ New characters debuting this season at both Hollywood and Orlando parks include The Simpsons — Homer, Marge, Lisa, Bart and Maggie — Scooby-Doo and Shaggy. <p>UNIVERSAL STUDIOS ORLANDO Universal's Middle School Gradventure — Islands of Adventure theme park opens May 9 from 7 p.m.-12 a.m. for select group of middle school students to enjoy rides, dancing and street entertainment. Hollywood Rip Ride Rockit — classic roller coaster with digital gadgets letting riders select music during the ride and create a video of it afterward. Part of the coaster will loop outside of the park grounds into Universal's outdoor public mall CityWalk. Set to open 2009.</p> <p>UNIVERSAL STUDIOS ISLAND OF ADVENTURE The Wizarding World of Harry Potter — theme park within a theme park is expected to open in late 2009 with interactive attractions, experiential shops and restaurants.</p> <p>UNIVERSAL STUDIOS HOLLYWOOD Adventures of Curious George — 30,000 square foot area features themed play areas and costumed characters, replacing 2007's Nickelodeon Blast Zone. Wannabe Wicked — billed as "American Idol meets Broadway," performers are invited to submit an online video performing a song from the <i>Wicked</i> musical. Every Wednesday, Universal will invite one contestant to perform at Universal's CityWalk, with one eventually winning a spot in <i>Wicked</i> in Los Angeles. Universal Experience — collection of movie memorabilia including scripts, props and wardrobe from past and current productions.</p>
<p>Walt Disney Parks & Resorts Michael Mendenhall EVP Global Marketing 407-397-6700 michael.mendenhall@disney.com www.disney.com <i>U.S. Parks Owned/Operated:</i> Blizzard Beach, Disney's Animal Kingdom, Epcot, Magic Kingdom, Disney Hollywood Studios, Typhoon Lagoon at Walt Disney World, Lake Buena Vista, FL; Disneyland, Anaheim, CA.</p>	<p>DISNEY'S HOLLYWOOD STUDIOS Toy Story Mania! — interactive ride-through videogame allowing guests to score points using 3-D technology. Block Party Bash — Disney Pixar-inspired parade. High School Musical 2: School's Out! — interactive show performed multiple times per day. Jedi Training Academy — entertainment experience allowing guests to learn lightsaber moves. Play House Disney-Live On Stage! — Disney Channel characters, including those from <i>Little Einstein</i>, <i>Hanny Manny</i> and <i>Mickey Mouse Clubhouse</i>, headline live shows. American Idol — Cast members select guests over age 14 to participate in recreation of TV show. Top audience vote-getters compete in a grand finale at the end of each day. Show expected to open later this year.</p> <p>DISNEY'S MAGIC KINGDOM Pirates of the Caribbean Skill Tests — Captain Jack Sparrow and his crew to find honorary "crew members" based on a guest's pirate knowledge.</p> <p>DISNEYLAND It's A Small World ride adding popular characters including Belle, Simba, Nemo, Lilo and Stitch to locations throughout the ride, as well as replacing the New Guinea rainforest scene with a Hooray for U.S.A. sequence. Mark VII Monorail — three environmentally-friendly monorails roll out this spring.</p> <p>DISNEYLAND'S CALIFORNIA ADVENTURE The Little Mermaid Under the Sea Adventure set to open 2009. Walt Disney's Wonderful World of Color — nighttime lagoon show featuring fountain nozzles, lasers and lights that is slated to open 2009. Cars Land — themed area with a layout similar to the movie's Radiator Springs, slated to open in 2012.</p>



promotions monitor

ENTERTAINMENT

HarperCollins Children's Books
Diane Naughton
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www.harpercollins.com

With online agency Special Ops Media, launches "Read It Before You See It" campaign to support Disney/Walden Media's *The Chronicles of Narnia: Prince Caspian*, which opens May 16. The promotion includes presence on MySpace and Facebook, including profiles for Prince Caspian and Narnia characters, and a dedicated microsite — HaperCollinsChildrens.com/narnia — that features sweepstakes, games, and information about the Narnia series. Kids are encouraged to enter the "Read It Before You See It" contest to win prizes such as tickets to the movie premiere in New York City, a Narnia treasure chest filled with *Narnia* books and merchandise, and Prince Caspian books and videogames. The campaign will be supported with online advertising on Nick, Nick Jr., Neopets, Yahoo! and KOL, the kids division of America Online. (*Special Ops Media, Taylor Margis-Noguera, EVP Business Development, 235 Park Ave. S., 5th Fl., New York, NY 10003; 212-219-0600; info@specialopsmedia.com; www.specialopsmedia.com*)

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Aligns with MGA Entertainment and Lionsgate to premiere the animated musical *Bratz: Girlz Really Rock* at 400 theaters. The one-time theatrical showing is on April 19 at 10 am. Lionsgate will release the movie on DVD in fall 2008. (*MGA Entertainment, Isaac Larian, CEO, 16380 Roscoe Blvd., #200, Van Nuys, CA 91406; 818-894-2525; ilarian@mgae.com; www.mgae.com. Lionsgate, Steve Beeks, President, 4553 Glencoe Ave., #200, Marina Del Ray, CA 90292; 310-314-2000; www.lionsgate.com*)

FOOD/BEVERAGE

Subway
Tony Pace
CMO
325 Bic Dr.
Milford, CT 06461
203-877-4281
www.subway.com

Invites students in grades pre-K-6 to enter its "Every Sandwich Tells A Story" contest through June 30. Kids build upon one of four creative story introductions about eating a sandwich; the introductions can be viewed at www.subwaykids.com. Each entry must incorporate healthy or fitness habits. One grand prize winner receives a \$500 Scholastic gift basket, \$100 Subway gift card and \$5,000 of athletic equipment for the winner's school. Six runners-up each get a \$100 Scholastic gift basket and \$50 Subway gift card. Every entrant receives a certificate redeemable for a free Scholastic book. (*Scholastic, Jennifer Boggs, Corporate Communications, 555 Broadway, New York, NY 10012; 212-343-6619; jboggs@scholastic.com; www.scholastic.com*)

Topps
Ari Weinstock
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Promotes the May 9 release of *Speed Racer* with Warner Bros. Pictures and Village Roadshow Pictures. The Topps Speed Racer program includes placement of the Speed Racer car and logo on candy items including Baby Bottle Pop, Push Pop and Bazooka Bubble Juice. A CandyTracks.com website combines film clips and a third-person racing game. The promotion is supported by TV advertising throughout April and May. (*Warner Bros. Pictures, Mimi Slavin, SVP National Promotions, 3903 W. Olive Ave., #1405, Burbank, CA 91505; 818-954-6026; mimi.slavin@warnerbros.com; www.warnerbros.com*)

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Teams with Alloy Media & Marketing and Zwinky.com, a tween-oriented virtual world owned by InterActiveCorp, to promote *Nim's Island*, which opened April 4. Zwinky avatars are invited to participate in a scavenger hunt featuring the movie's characters. In addition, Zwinky.com users are able to acquire *Nim's Island* merchandise, and its virtual movie theater, Zeeplex, shows film clips. (*InterActiveCorp (IAC), John Park, President of Consumer Applications and Portals, 152 W. 57th St., 42nd Fl., New York, NY 10019; 212-314-7300; john.park@iac.com; www.iac.com. Alloy Media & Marketing, James Elden, VP Interactive, 151 W. 26th St., New York, NY 10001; 212-244-4307; jelden@alloymarketing.com; www.alloymarketing.com*)

Theme Parks

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and sponsorship efforts particularly during July and August. Busch Gardens typically focuses on the whole family in its print, broadcast and online advertising campaigns. Universal, for its part, believes its diverse array of franchise film- and TV-branded attractions will sufficiently attract all ages.

Getting them to the park is only half of the battle. Getting them to spend money once they're inside the gates is another challenge, particularly as the economy softens. Many parks, including Six Flags, are lowering their rates. Disney, most notably, has marketed its all-inclusive vacation package a little too well, says Jim Hill, a theme park blogger and owner of Jim Hill Media. "Families took them at their word that the whole thing would cost \$1600 and didn't buy things like baseball caps or t-shirts. Merchandise, as many know, is the real profit. It's not [by accident] that every ride routes through a gift shop," he says. Hill says Disney calculates that people decide to buy merchandise only up to 75 seconds after exiting a ride. "It's during that 76th second that their sales resistance kicks in and they say 'I don't really need that \$35 t-shirt that says 'I Rode Space Mountain,'" he jokes.

One effective strategy to get teens to spend more is to offer them special promotional opportunities. For example, Six Flags is once again holding its Starburst Thursday Night Concert Series, that includes a VIP seating area for a limited number of guests who purchase Starburst fruit chews in the park the day of the show.

Technology-Enhanced Rides

Technology appears to be one shared element that attracts both families and teens, which may be one reason many parks are building technology-laden attractions. However, unlike in years past when technology was the ride's main reason for being, the current incarnations integrate technology in a more natural, yet still intricate, way.

"Toy Story Mania! is the most technologically complicated attraction Disney has ever done," says Hill. The ride — debuting this summer — is an interactive ride-through in which 3-D wearing guests compete in carnival-like games with Toy Story characters. "The worry is that the whole thing collapses if only one [technology] piece doesn't work," Hill says. But, he adds, "the ride is a game-changer if it does work because it's incredible easy to refresh the ride [via software]." Considering most attractions take years to execute, being able to easily revitalize a ride quickly and cheaply is a key attribute. "Disney can offer a Halloween-themed or Christmas-themed *Toy Story* literally by changing the software," says Hill.

Universal Studios in Orlando is constructing a coaster geared for the YouTube generation. Each seat on the The Hollywood Rip Ride Rockit allows riders to select their own music and a mounted camera films them during the ride, with the hope that riders will create and download the clip to video-sharing sites.

It's also worth noting that many parks are increasingly child-centered. For instance, Wannado City is an indoor park — where kids role-play life as an adult by working a real job

and shopping — specifically targeting ages 2-14. Legoland Discovery Centre is also designed solely to entertain children. [TRAVEL/TOURISM/MARKETING]

CONTACTS AND CONNECTIONS: Themed Entertainment Association, Gene Jeffers, Executive Director, 150 E. Olive Ave., #306, Burbank, CA 91502; 818-843-8497; gene@teaconnect.org; www.themeit.com.

Jim Hill Media, Jim Hill, President, 203 Bunker Hill Rd., New Boston, NH 03070; 603-487-3049; jim@jimhillmedia.com; www.jimhillmedia.com.

WWE Launches Kid Magazine

World Wrestling Entertainment introduces *WWE Kids*, a bi-monthly magazine aimed at kids aged 6-14. The publication covers topics ranging from fitness and nutrition to geography and interviews with WWE superstars.

The launch is supported through cross platform marketing, including a 100,000-unit pallet promotion in Wal-Mart stores. The effort also includes a website, www.wwekids.com. The May/June issue hit shelves April 15. [PUBLISHING]

SOURCE: World Wrestling Entertainment, Tony Romando, VP Editorial Director, 1241 E. Main St., Stamford, CT 06902; 203-352-8600; tony.romando@wwecorp.com; www.wwe.com.

Disney To Measure Child Radio Listeners

Radio Disney signs with Arbitron to measure listening behaviors of 6-12 year olds, the first time Arbitron will track this age group on a national scale. The research will track and quantify the radio listening habits of those under age 12 via a custom survey put together specifically for Radio Disney. The data will be completed this summer. [RADIO]

SOURCES: Arbitron, Jessica Benbow, Marketing Communications, 9705 Patuxent Woods Dr., Columbia, MD 21046; 410-312-8363; jessica.benbow@arbitron.com; www.arbitron.com.

Radio Disney, Jon Sayer, VP Advertising Sales, 401 N. Michigan Ave., #200, Chicago, IL 60611; 312-396-8916; jon.sayer@disney.com; www.disney.com.

Toys R Us Goes Green

Toys R Us introduces its own line of environmentally friendly toys beginning April 22. The collection — including natural wooden toys, natural cotton plush animals and organic cotton dolls — comes in earth-tone colored boxes under the motto "good green fun." In addition, the retailer has created a special seal denoting the collection that reverses its R logo, comes with a green leaf and is encircled with the words "recycle, renew, reuse and re-think." Additional items in the line will be introduced later this year. [TOYS/ENVIRONMENT]

SOURCE: Toys R Us, Karen Dodge, SVP Chief Merchandising Officer, One Geoffrey Way, Wayne, NJ 07470; 973-617-3500; dodgek@toysrus.com; www.toysrus.com.

Kids Want To Help, But Need Guidance

Only 19% of kids aged 6-14 are considered initiators of volunteer activities, whereas 81% prefer participating in an existing group, finds a report from Just Kid Inc. Also:

- ▶ 43% of children whose parents are aged 20-29 and 63% of kids whose parents are aged 60-69 volunteer.
- ▶ 75% of kids living in households with incomes over \$175,000 a year volunteer, compared to 46% of those in households with incomes under \$20,000.
- ▶ Kids living in the South are most likely to volunteer (60%), followed by those in the Northeast and West (58% each). Slightly more than half of those living in the Midwest (53%) volunteer.
- ▶ Hunger (60%), pet safety (59%) and safe places for children (58%) are the top issues that kids care about.
- ▶ The largest number of kids are more likely to buy or ask for a brand if it also has a cool prize or giveaway (40%), rather than if it supports an important issue they care about (38%) or has a cool commercial (22%). [PHILANTHROPY]

ALTRUISTIC ACTIVITIES KIDS HAVE PERFORMED OVER THE PAST YEAR

Donated food, toys, clothing to those in need	71%
Recycled	64%
Raised money for specific cause, issue	44%
Donated own money to specific cause	39%
Volunteered	38%
Watched TV show about a specific issue, cause	35%
Talked to friends, family, teachers about specific cause	32%
Bought product because it supported cause	21%

SOURCE: Just Kid Inc.

WHAT MAKES 6-14 YEAR OLDS INITIALLY VOLUNTEER

Their friends are involved	49%
Programs specifically for kids their age	42%
Their family is involved	40%
Someone personally asks them to help	37%

SOURCE: Just Kid Inc.

REASONS 6-14 YEAR OLDS CONTINUE TO VOLUNTEER

	AGE 6-8	AGE 9-12	AGE 13-14
Get to meet new people	41%	39%	40%
Hang out with friends	42%	34%	34%
Helps make the world better	57%	62%	57%
Interested in the cause, issue	30%	37%	34%
It's fun	63%	60%	59%
Learn new things, develop new skills	36%	39%	35%
Makes parents happy	40%	35%	32%
Makes them feel good	73%	75%	73%
Someday I may need help/good karma	40%	43%	39%

SOURCE: Just Kid Inc.

SOURCE: Just Kid Inc., Michelle Poris, Director, Brand Development, 15 Bank St., Stamford, CT 06901; 203-358-2100; mporis@justkidinc.com; www.justkidinc.com.

Online Retailer

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are [in groups of] four shirts in toddler, youth and two adults [sizes]. We assume families are creating them for [day-long events] such as Day Out With Thomas.”

TTB currently deals with 26 licensors and more than 300 manufacturers, with products organized into “stores” devoted to individual TV shows, films or brands (i.e. a Disney Princess store, or one for Barney) rather than by merchandise category. In some cases, TTB is itself the licensee (directly sourcing goods from suppliers), rather than merely a traditional reseller of goods from manufacturers who hold a particular license.

It’s a tack the company first took in 2005 with *Doodlebops* (a children’s TV show from Cookie Jar Entertainment). One ongoing issue: in a business that’s devoted in large part to properties that are underexposed elsewhere, TTB sometimes has a problem meeting manufacturers’ minimum order quantities.

Simpson touts TTB’s ability to be a laboratory of sorts to let property owners and licensees get an early, controlled reading on what characters and styles sell best within a line. For example, he hopes to sell apparel this summer connected to *Ben 10: Alien Force*, the newly launched version of the Cartoon Network series (“Ben 10, Naruto Age Up,” YMA, 3/15/08, p. 6).

Apparel is slated to launch in stores in spring 2009, but TTB is proposing to sell a limited amount several months earlier. Once the Alien Force Apparel becomes widely available, he says, he would switch TTB to selling apparel related to the earlier, original version of *Ben 10*. [ONLINE/LICENSING]

CONTACTS AND CONNECTIONS: Ty’s Toy Box, Ty Simpson, President/CEO, 3940 Olympic Blvd., Erlanger, KY 41018; 859-282-8697; tsimpson@tystoybox.com; www.tystoybox.com.

US Airways Supports Kid’s Theater

US Airways is underwriting a three-city children’s theater festival, “Imagination Begins with US,” debuting original plays in the airline’s three hub cities of Charlotte, NC, Philadelphia, PA and Phoenix, AZ.

The plays, written for 8-18 year olds and their families, are run in rotation among the theaters during the 18-month festival (which opened in March). Participating theaters include People’s Light & Theatre in Malvern, PA, Children’s Theatre of Charlotte, and Childsplay in Tempe, AZ. [ENTERTAINMENT/TRAVEL]

SOURCE: US Airways, C.A. Howlett, SVP Public Affairs; 4000 E. Sky Harbor Blvd., Phoenix, AZ 85034; 480-693-0800; www.usairways.com.

↑ marketers on the move

BusRadio names **Les Hollander** EVP Sales and Marketing in charge of national sales (781-453-0700). He was with CBS Radio.

Industry veteran **John Roush** joins youth-focused ad agency WonderGroup as VP Promotional Marketing (513-357-2950). His duties include promotions for ConAgra Foods, The National Dairy Council and Pepperidge Farms.

Paramount Pictures names **Michael Corcoran**, ex-NBC Universal, as President Consumer Products & Recreation Group, overseeing worldwide licensing, consumer products and themed entertainment activities (323-956-5000).

NetSeer, a start-up focused on Internet search and ad targeting hires **Greg Coleman**, ex-Yahoo!, as President and CEO (310-597-4482).

Blueprint Entertainment names **Michael Rosenberg** SVP Creative Affairs, overseeing all U.S. series development and productions (310-407-0960). He formerly oversaw the TV division at Maverick. **Rachel Fulford** is named VP Creative Affairs (416-913-0998). She was at the Canadian speciality channel Showcase.

Henry Holt Books for Young Readers promotes **Jennifer Abbots** to Associate Director Publicity (646-307-5095).

Media literacy and advocacy group Common Sense Media names **Leslie Sepuka** Director of Corporate Communications (415-643-6310). She was with BBC Worldwide.

Bedding company Simmons names industry veteran **George Bureau** GM of Simmons Kids, its children's division (920-886-3990).

Ex-Disney executive **Rashmi Turner** launches Global Wonders, a children's multicultural education and entertainment brand (626-405-2945). The company will initially focus on DVDs, music CDs, flash cards and online games.

Build-A-Bear Workshop moves **Paul Bundonis** to Managing Director of Stores Central Region from Chief Workshop Officer (314-423-8000).

YMA welcomes news of youth marketing personnel changes. Please send information to Larissa Faw, Editor, Youth Markets Alert, EPM Communications, 160 Mercer St., 3rd Fl., New York, NY 10012; 212-941-1633, x16; lfaw@epmcom.com; fax: 212-941-1622.

CONFERENCE CALENDAR

ICv2 Graphic Novel Conference. April 17, Jacob Javits Center, New York, NY
CONTACT: ICv2, Milton Griep, President, 608-284-9400, x1; mgriep@icv2.com; www.icv2.com

Logging Into The Playground: How Digital Media Are Shaping Children's Learning Symposium. May 9, New York, NY
CONTACT: The Joan Ganz Cooney Center, Ellen Lewis, 212-875-6396; ellen.lewis@sesameworkshop.org; www.joanganzcooneycenter.org

Kid Power 2008. May 19-22, Disney's Yacht Club & Resort, Orlando, FL
CONTACT: Kid Power Exchange, Chris Brown, Marketing Manager, 800-882-8684; chris.brown@iqpc.com; www.kidpowerx.com

Book Expo America. May 29-June 1, Los Angeles Convention Center, Los Angeles, CA
CONTACT: Reed Expo, Lance Fensterman, Event Director, 203-840-5507; lfensterman@reedexpo.com; www.bookexpoamerica.com

Effective Education Partnerships Conference. July 10-11, Fairfax, VA
CONTACT: DeHavilland Associates, Karen Swofford, Project Manager, 704-944-3135; karen@dehavillandassociates.com; www.eepc2008.com

Comic-Con. July 24-27, San Diego Convention Center, San Diego, CA
CONTACT: WonderCon, David Glanzer, Director of Marketing, 619-414-1020; cci-info@comic-con.org; www.comic-con.org

U-Turns Teen Showcase 2008. July 31-August 2, Atlanta, GA
CONTACT: Teen Leaders of America, Saqirah Redmond, Program Director, 404-419-6053; saqirah.redmond@teenleadersofamerica.com; www.teenleadersofamerica.com

New York Animé Festival. Sept. 12-14, Jacob Javits Center, New York, NY
CONTACT: Reed Expo, Peter Tatara, Programming Manager, 203-840-5334; ptatara@reedexpo.com; www.nyanimefestival.com

Virtual Worlds Expo. Sept. 4-5, Los Angeles, CA
CONTACT: Virtual Worlds Management, Chris Sherman, Executive Director, 512-633-4132; chris@showinitiative.com; www.virtualworldsexpo.com

The Millennials. Sept. 27, Scandinavia House, New York, NY
CONTACT: Digital Media Wire, Ellen Gildersleeve, Director, Marketing and Events, 310-855-0033; ellen@digitalmediawire.com; www.millennialsconference.com

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research notes

Spanish TV Is Full Of Junk Food Ads

Children watching Spanish TV after school view an average 2.5 food or beverage commercials per hour, according to a study published online in *The Journal of Pediatrics*. Researchers looked at 989 ads running between 3 p.m. and 9 p.m. on Univision and Telemundo for one week in 2006. They found 47% of the non-program content was advertising consumer products, 15% of which were for food and beverages. Only 5% were public service announcements. These findings are similar to those of studies evaluating English-language TV.

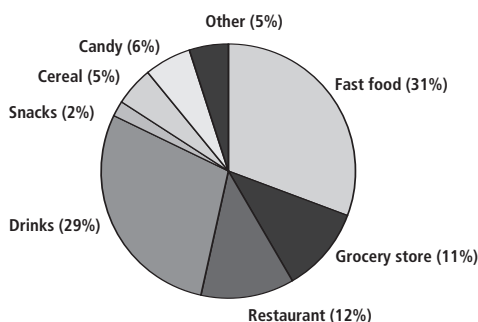
Of the food commercials, 44% promoted fast food, most commonly pizza chains (28%), a national hamburger chain (21%) and a U.S. drive-in restaurant chain (21%).

Soda and drinks containing sugar accounted for 54% of beverage commercials — most frequently sports drinks (21%) and soda (19%).

Interestingly, 12% of after-school beverage spots were aimed at parents, promoting a pediatric nutritional supplement. “The ad campaign appeals to a common concern of some Latino families that their normal-to-overweight preschool child isn’t eating enough,” says the report.

The report found 31% of the food and drink ads contained elements that specifically appeal to children, 38% included child actors, 19% referenced Latino culture, 16% included health-related content and 12% featured Latino celebrities. [FOOD/BEVERAGE/ADVERTISING]

TYPES OF FOOD, DRINK COMMERCIALS AIRED ON SPANISH-LANGUAGE CHANNELS AFTER SCHOOL



SOURCE: *The Journal of Pediatrics*

SOURCE: “Comida en Venta: After-School Advertising on Spanish-Language Television in the U.S.,” *The Journal of Pediatrics*, Darcy Thompson, MD, Author, Johns Hopkins Bayview Medical Center, 443-287-8953; dthomp46@jhmi.edu.

Stress A Serious Drag, Say College Kids

While nearly two-thirds of college students say they are happy, eight in 10 also admit to feeling stress in their daily lives, according to results of a study by Edison Media Research for mtvU and the Associated Press. Stress is such a problem that 63% can’t finish school work and 55% don’t want to hang out with friends. Females are more likely than

TOP REASONS FOR COLLEGE STUDENTS’ DAILY STRESS

Staying on top of school work	74%
Getting good grades	71%
Money	62%
Family issues	50%
Being in shape for Spring Break	45%
Having enough money to enjoy Spring Break	45%

SOURCE: mtvU, Associated Press

males to feel frequent stress (45% vs. 34%)

- ▶ A third (34%) have felt depressed in the last three months.
- ▶ One in six (16%) have a friend who has talked about suicide.
- ▶ 9% have considered killing themselves. Of those, only a quarter actually received help.
- ▶ 8% have intentionally injured or cut themselves.
- ▶ 86% feel very or somewhat safe at their school. [HUMAN BEHAVIOR]

SOURCES: Associated Press, Jack Stokes, Manager Public Relations, 450 W. 33rd St., New York, NY 10001; 212-621-1500; www.ap.org.

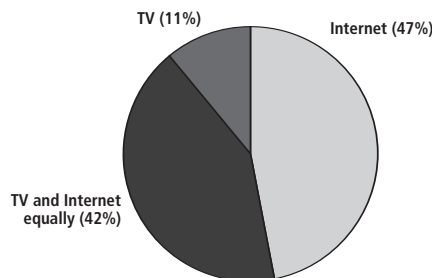
mtvU, Louisa Harris, Communications, 1515 Broadway, New York, NY 10036; 212-846-4489; louisa.harris@mtvstaff.com; www.mtvu.com.

TV Doesn’t Hold A Kid’s Full Attention

Nearly two thirds of 9-17 year olds (64%) surf the Internet while watching TV, finds research firm Grunwald Associates. Half (50%) visit a show’s website at the same time the show is on the television. Also:

- ▶ 45% have sent their friends instant messages or email to discuss a TV show they both were watching.
- ▶ While watching a TV program, a third (33%) have participated in online polls, entered contests and played online games after a TV program directed them to.
- ▶ 17% have selected what to watch on television based on what they were doing online. [TELEVISION, ONLINE]

PRIMARY FOCUS OF TV-ONLINE MULTI-TASKERS AGED 7-17



SOURCE: Grunwald Associates

SOURCE: Grunwald Associates, Peter Grunwald, President, 7825 Cayuga Ave., Bethesda, MD 20817; 301-263-9192; peter@grunwald.com; www.grunwald.com.