



Downloaders Expanding to Motion Pictures and Music Videos

One-fifth of American music downloaders have also downloaded full-length motion pictures, reveals Ipsos-Insight's quarterly digital music study, *TEMPO: Keeping Pace with Digital Music Behavior*

April 20, 2004, New York, NY — In the shadow of ongoing high-profile media attention surrounding the digital music marketplace, American downloaders have quietly expanded their once music-centric digital behaviors to an increasingly comprehensive digital entertainment portfolio, according to recently released data from global marketing research firm Ipsos-Insight.

American Music Downloaders Expand Digital Consumption to Motion Picture Downloads

New findings from *TEMPO*, Ipsos-Insight's quarterly study of digital music behaviors, reveal that in late 2003, more than one-fifth (21%) of American downloaders aged 12 and older had downloaded a full-length motion picture off of the Internet. Further, nearly one out of ten (9%) did so within the 30 days previous to the survey.

"These data are evidence that American downloading behaviors are expanding beyond music and moving towards broader digital entertainment acquisition and consumption behaviors," said Matt Kleinschmit, a senior analyst with Ipsos-Insight's technology and communications practice, and author of *TEMPO*. "While the music industry continues to define and integrate the role of digital music in the existing music marketplace, the motion picture industry is presented with a unique foresight into next-generation consumer entertainment. Multimedia-enabled portable devices, digitally formatted television content, and downloadable back catalogue videos are just a few of the categories that may be mined in anticipation of near-future consumer demand."

Demographically, 18- to 24-year-olds, traditionally among the most avid digital music downloaders, are the most likely to have downloaded a full-length motion picture off of the Internet; nearly two-fifths (37%) have taken part. Further, 16% of this age group have downloaded a full-length movie off of the Internet within the past 30 days. By gender, males are more than twice as likely than females to have acquired a digital motion picture online (26% versus 12%, respectively).

"While Americans of all ages are increasingly experimenting with downloading music and movies off of the Internet, college-aged males were clearly the primary patrons of early file-sharing networks," said Kleinschmit. "It follows then that these same individuals would also represent the early and avid adopters of this digital entertainment expansion, given their exposure to this channel of acquisition."

Music Downloaders Also Seeking Out Digital Music Videos

The recent research also reveals that nearly two-fifths (38%) of American downloaders have downloaded a music video from the Internet. Further, 15% of American downloaders acquired a digital video within the past 30 days.

Similar to digital full-length motion picture behaviors, 18- to 24-year-olds and 25- to 34-year-olds are the most likely to have ever downloaded an online digital video (49% and 43%, respectively). In addition, nearly half (45%) of all male American downloaders have taken part in this digital downloading activity.

"Clearly, digitally experienced Americans are beginning to demand increasingly diverse formats of entertainment to be available via the Internet," added Kleinschmit. "In looking back at the growth of digital music behaviors over the past several years in America, it makes sense that the same individuals who are accustomed to the flexibility and accessibility currently found in digital music are most likely to now be looking for video-based entertainment as well."



Methodology

Data on music downloading behaviors was gathered from TEMPO: Keeping Pace with Digital Music Behavior, a quarterly shared-cost research study by Ipsos-Insight examining the ongoing influence and effects of digital music around the world.

Data for this release were collected between December 22, 2003 and January 7, 2004, via a representative U.S. sample of 700 music downloaders ages 12 and over. With a total sample size of 700, one can say with 95% certainty that the results are accurate to within +/- 3.70%.

To learn more about the methodology of TEMPO, please visit www.ipsos-insight.com/tempo.cfm

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