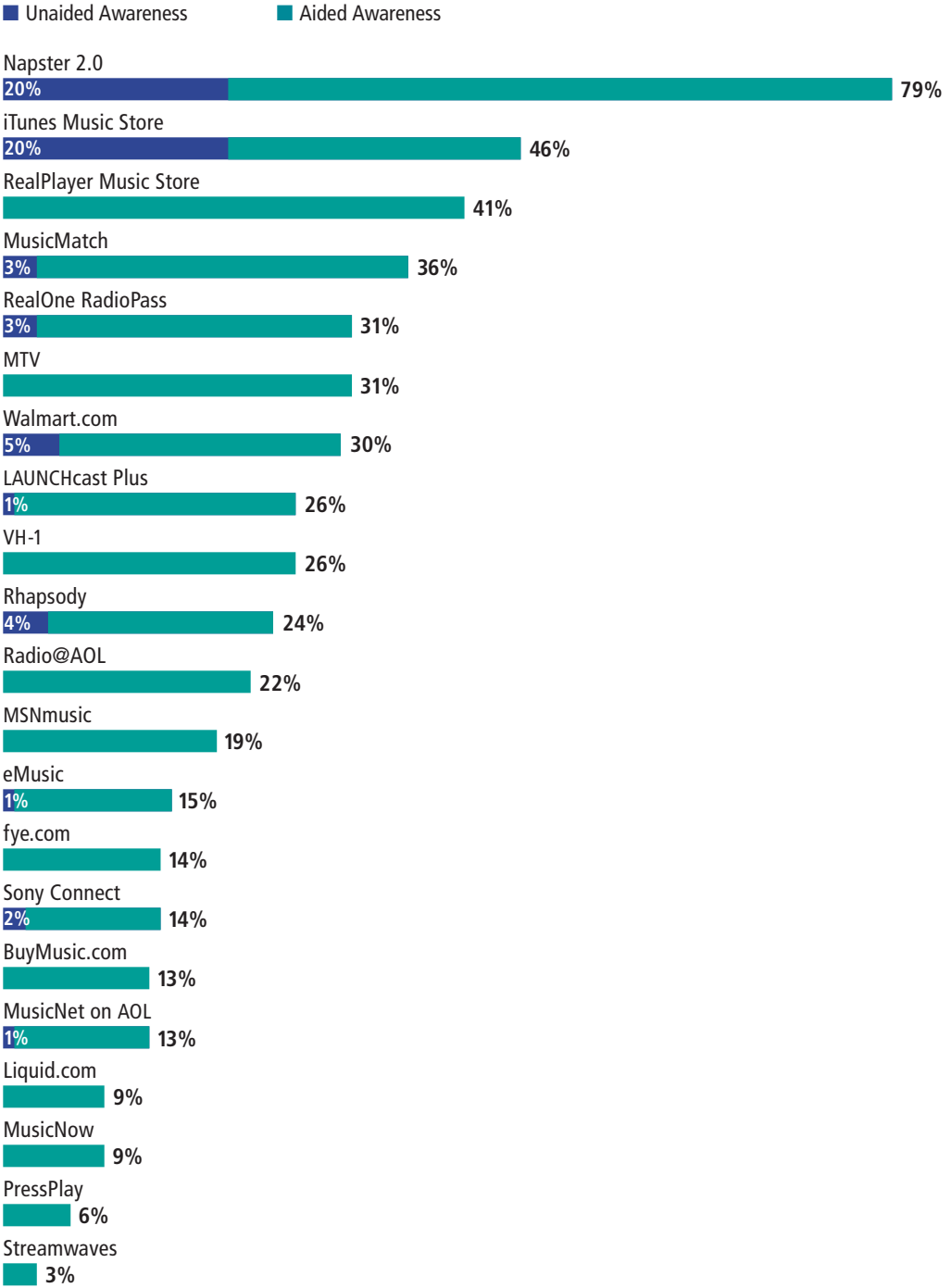


# Total Awareness of Fee-based Services

Unaided: When thinking of downloading fee-based digital music or MP3 files off of the Internet, what fee-based digital online music services or websites come to mind? Aided: Please indicate which of the following music-related websites/online digital music services you have ever heard of.



Base: Downloaders (n=703)  
\* Responses less than 2% not shown

## Best Fee-based Service

Based on everything you may have heard, seen, or experienced, which of the following would you say is the best fee-based online digital music service or download store?

■ Fee-based Downloaders (n=248)

■ Non Fee-based Downloaders (n=414)

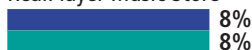
iTunes Music Store



Napster 2.0



RealPlayer Music Store



MusicMatch



Walmart.com



RealOne RadioPass



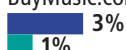
Rhapsody



Sony Connect



BuyMusic.com



Radio@AOL



MSNmusic



MTV



MusicNet on AOL



LAUNCHcast Plus



eMusic



VH-1



fye.com



MusicNow



Liquid.com



Base: Aware of one or more fee-based online digital music service or download stores