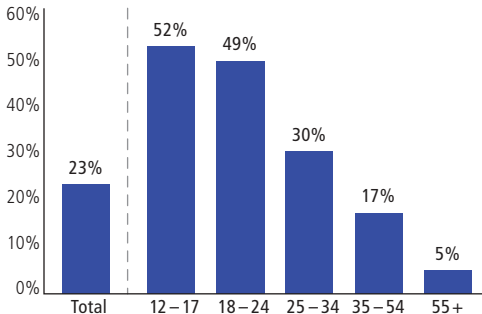


Ringtone Downloading



Base: Mobile phone owners, Spring 2005 (n=670)

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Paid Ringtone and Music Downloading

Paid ringtone downloading



Base: Ringtone downloaders, Spring 2005 (n=153)

Paid PC-based music downloading



Base: Music downloaders, Spring 2005 (n=275)

0% 20% 40% 60% 80%

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Entertainment Content Downloaded to Mobile Phones

Ringtones



Ringbacks



Full songs



Short video clips



Music videos



0% 10% 20% 30%

Base: Owns a mobile or wireless phone (n=670)