

Young Downloaders Seek More than Just Music on Their Portable MP3 Player

■ 12–24

■ 25–54

FM Radio



Song Lyrics



Satellite Radio



Music Videos



Photos



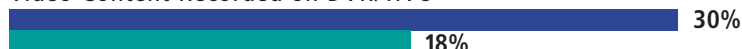
TV Shows



Full-length Motion Pictures



Video Content Recorded on DVR/TiVO



Movie Trailers



News



0% 10% 20% 30% 40% 50%

% Extremely/Very Interested

Base: US Downloaders who own portable MP3 players



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