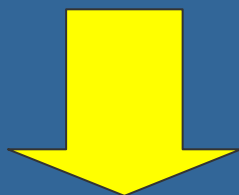




# Digital Music Player Research

# Background

- I-PODs and Podcasting is currently a hot topic
- MP3 Players are now being installed in mobile phones



What kind of effect will I-Pods have on radio listening?

# Some research has already been carried out in the US

- 3 Month study of i-Pod/MP3 Owners
- 25% of those who'd owned their players + 6 months are listening to radio MORE than they were 3 months ago

Researchers:

**“My initial instinct says that folks download music with which they're already familiar, but eventually tire of it. As they begin to realize that they need to discover new things to download, they drift back towards radio”**

# What we are looking to understand?

- Why people are listening to i-Pods
- Are they getting the same experience as from radio?
- When / what occasions are they listening?
- Will i-Pods have negative impact on radio listening in the UK?

# Methodology

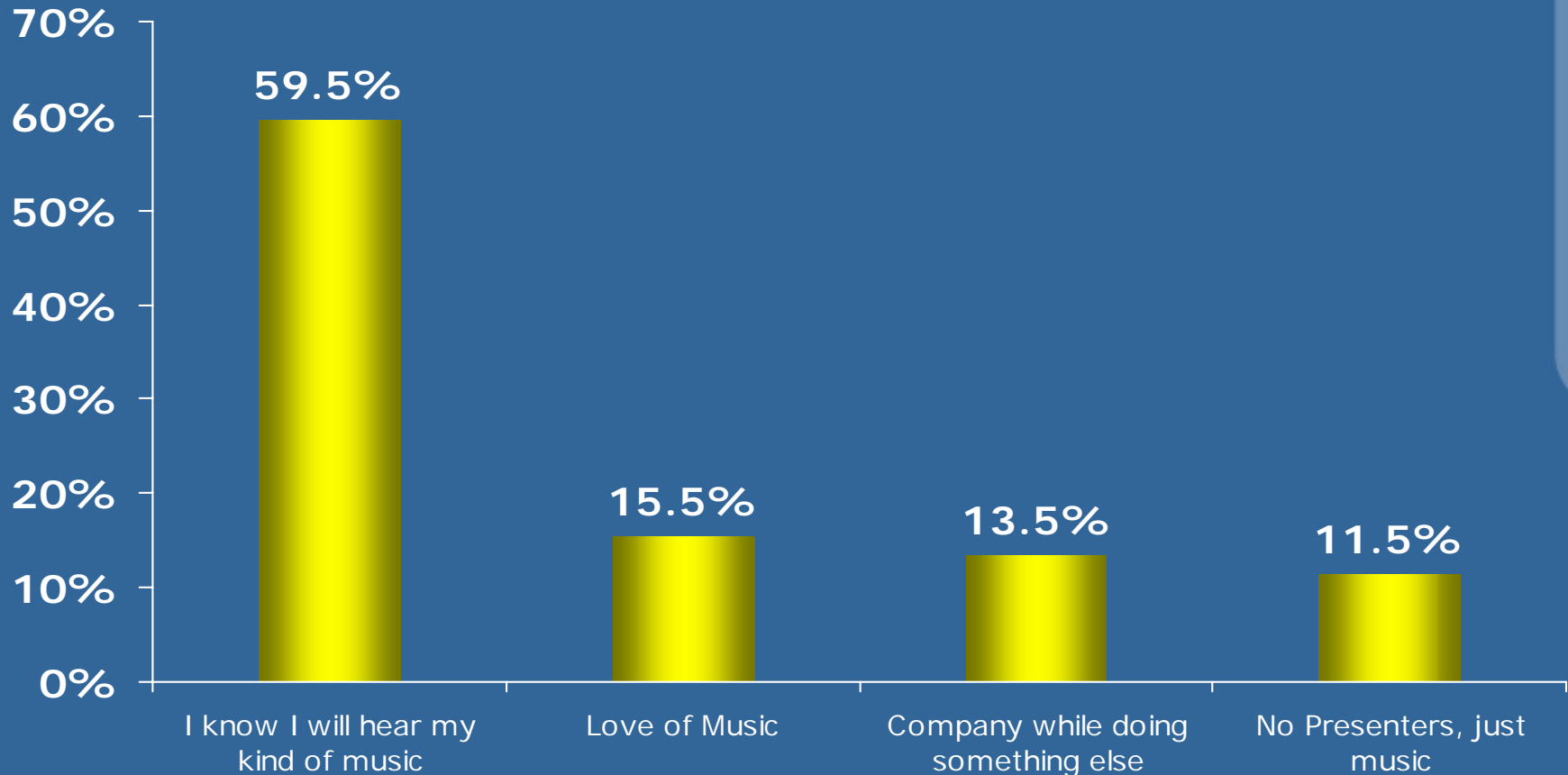
- Method: Face to Face, in street
- Stages: Single Stage
- Area: London
- Sample:
  - 200 (I-Pod +/- MP3 owners & users)
  - Varying levels of ownership:
  - Under 3 months / 4-6 months / 6 months+

# Summary of Key Findings

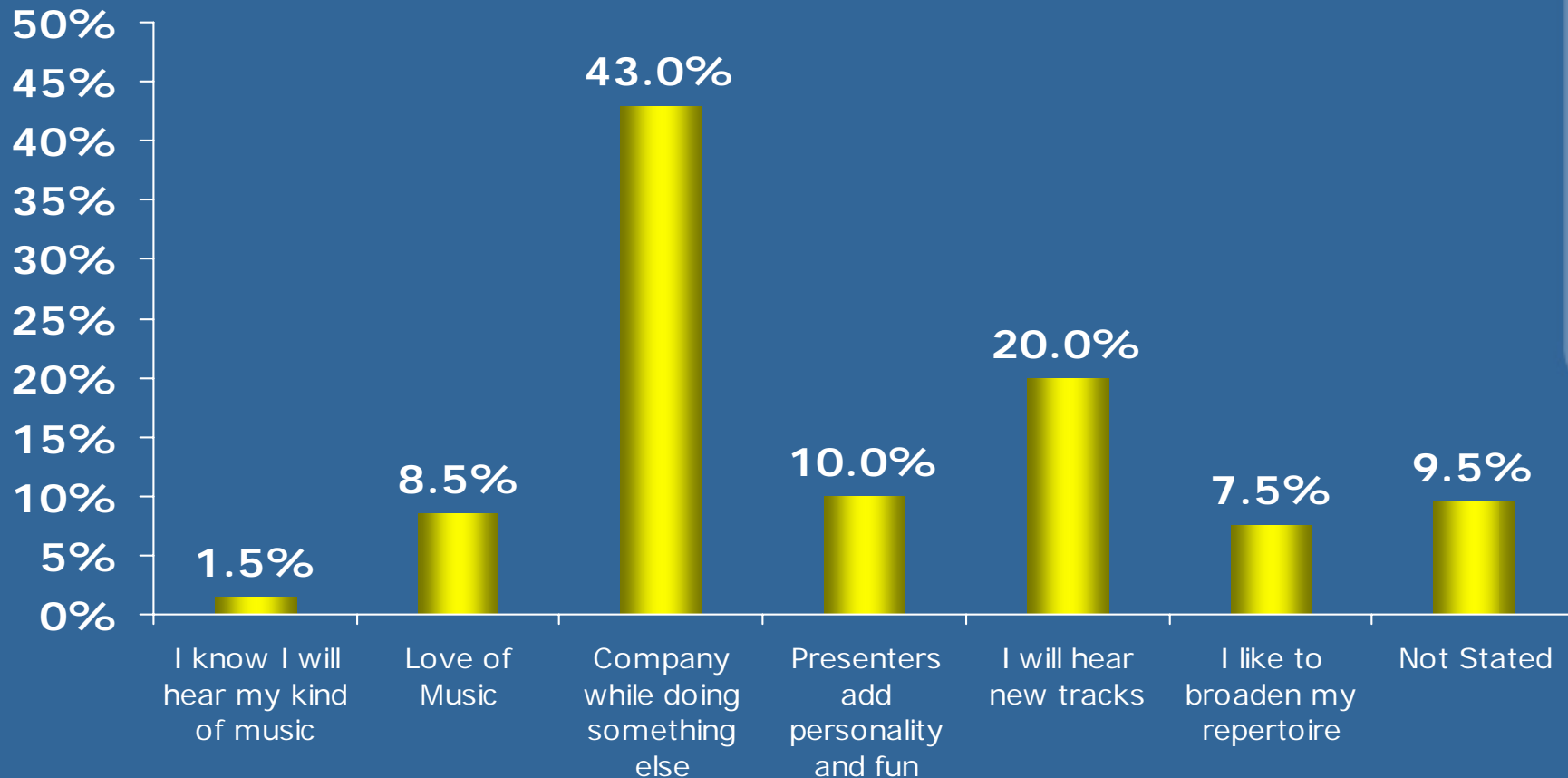
1. Consumers are using the technologies in different ways
  - I-Pods for control over music choices
  - Radio for company and new music
2. Consumers are using the technologies at different times
  - Reaching more situations and occasions
3. Evidence i-Pod suffering from “new toy syndrome”
  - Variety, human company and spontaneity ensure radio should remain an important part of people’s lives

**1. Consumers are using the two technologies in different ways**

# People are listening to i-Pods for control over their music choices

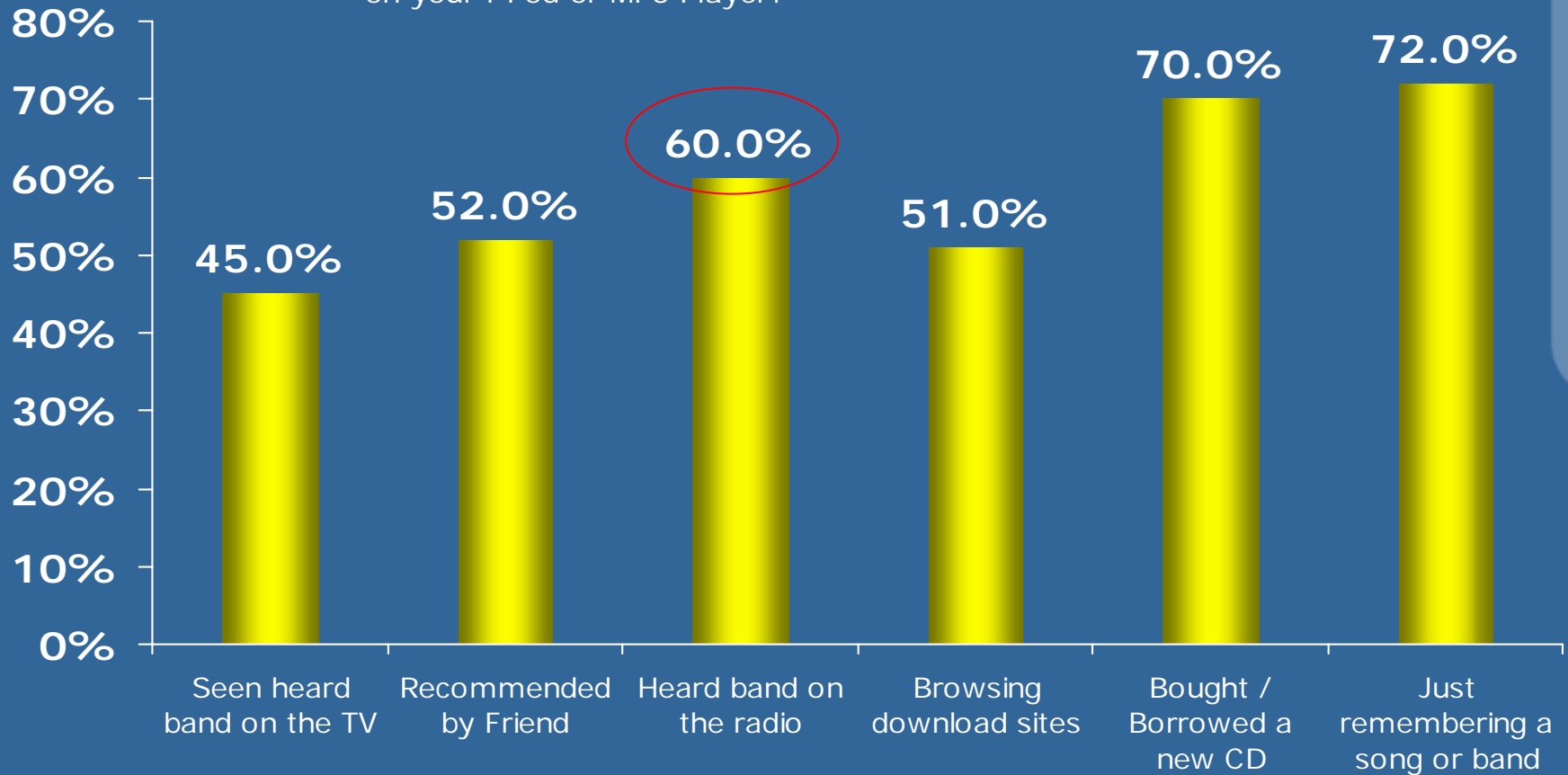


# People listen to radio for company and to hear new music



# Radio is like a shop window for new music

Q: What sort of things prompts you to load new songs on your i-Pod or MP3 Player?



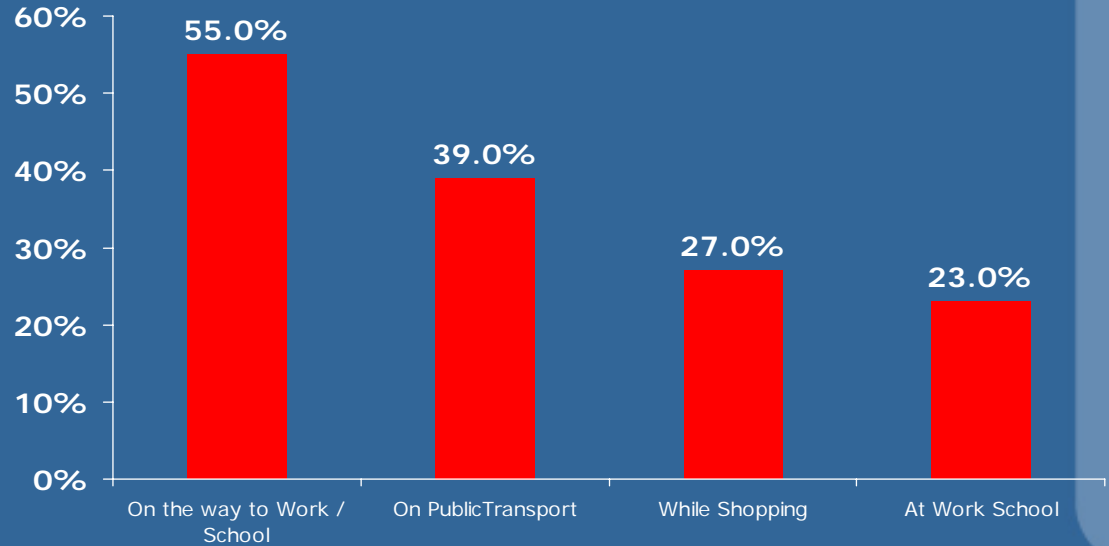
# Radio On-Demand

- Radio can be a central source of entertainment
- Managing your i-Pod for you
  - Podcasts, landmark programming, chart show etc
  - Good mix of music, new and old
  - Up to date information
- Radio station Podcasts account for the most downloaded Podcasts in the iTunes UK service
  - I.e, Moyles, Lovejoy, Pete and Geoff

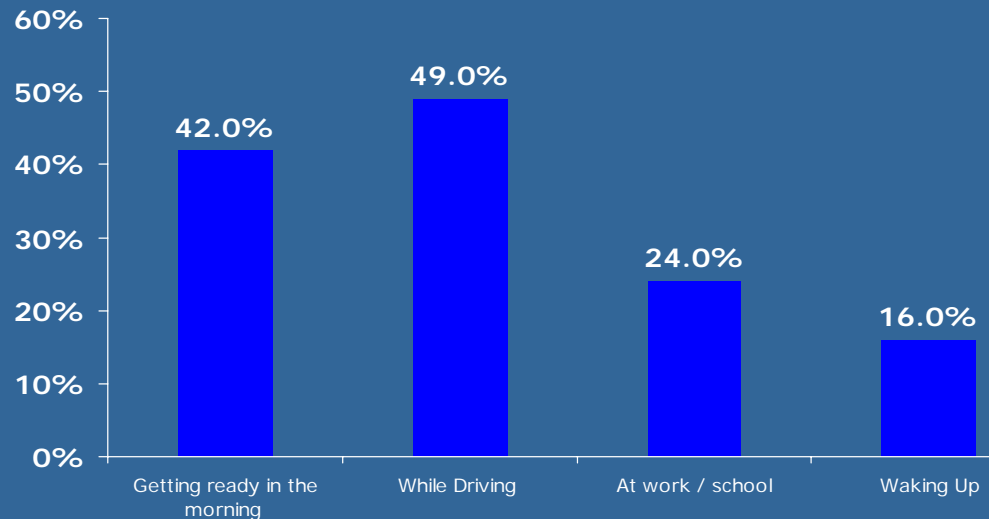
**2. Consumers are using the two technologies at different times ....**

# Reaching different situations and occasions

I-Pods are good at capturing the 3<sup>rd</sup> Space

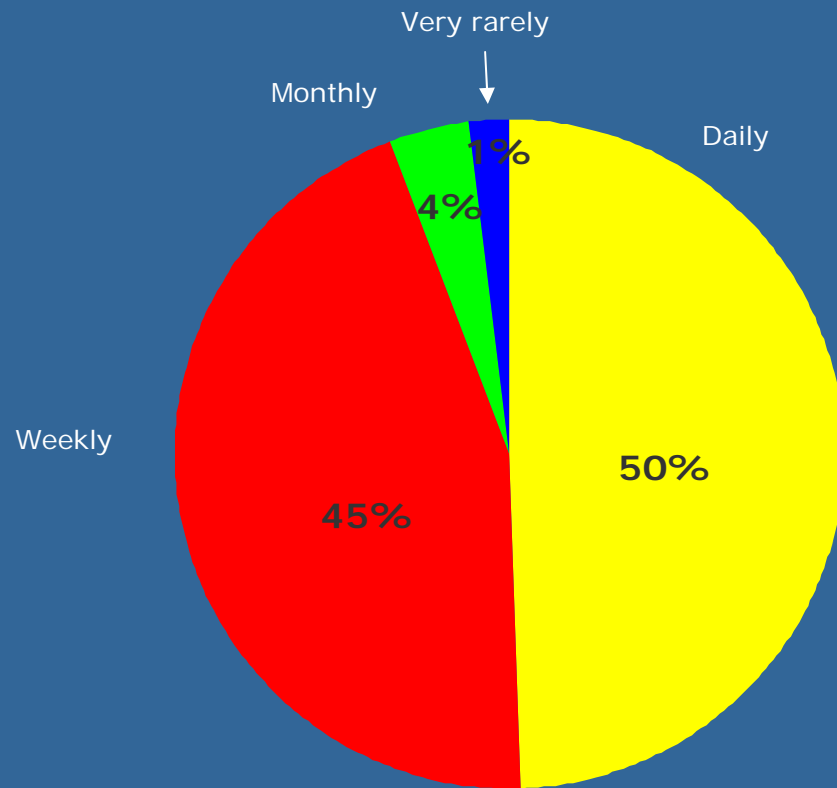


Radio continues to be a valuable accompaniment to daily life

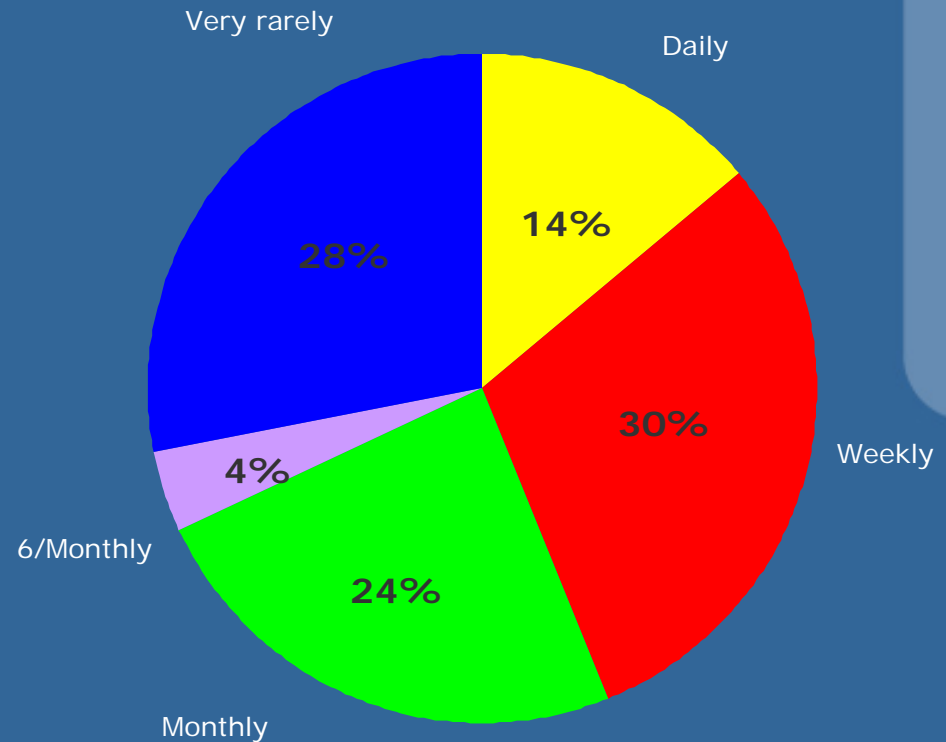


### 3. Growing evidence that I-Pods are suffering from “new toy syndrome”

# After initial novelty factor, people soon settle into more settled pattern of downloading



Just bought I-POD



After 6 months

**Q: You are on a desert island – Do you choose your I-Pod or your Radio?**

# Short term hype? The novelty of the i-Pod gradually seems to wear off

71%



Up to 3 months

52%



4-6 months

46%



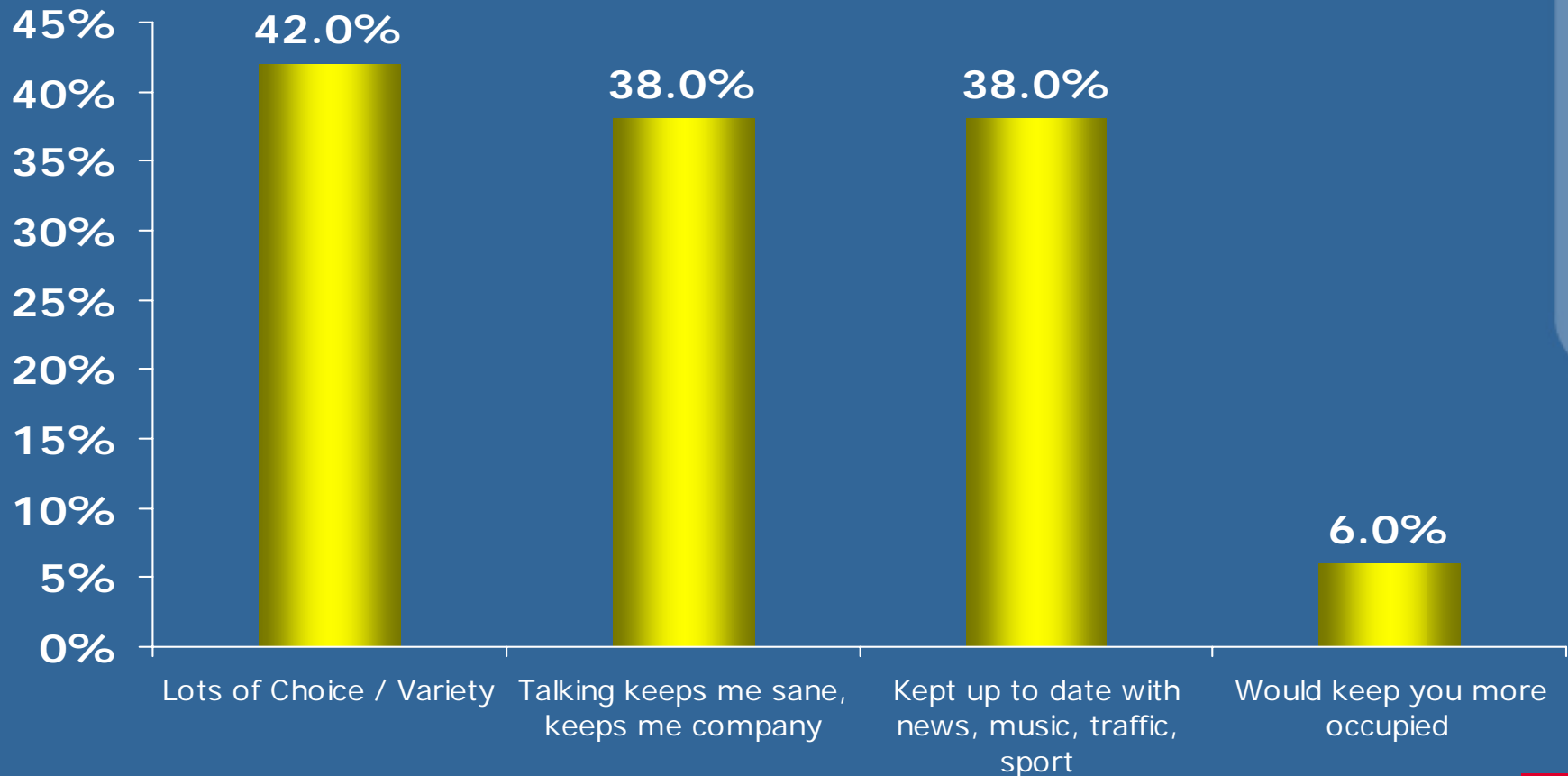
6+ months

54%



Time of Ownership

# Variety, Spontaneity & Human Company ... ....ensures radio remains an important part of people's lives



# Summary of Key Findings

1. Consumers are using the technologies in different ways
  - I-Pods for control over music choices
  - Radio for company and new music
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It makes sense to have both on one device ...

