Lycos User Structure Survey 2006

Data Analysis Spain: Entertainment

Top 10 Entertainment activities
Basis: All respondents of the Entertainment Module

- Top entertainment activities: surfing the Internet, listen to music, watch TV.
- Important for about half of the users: go out with friends, read newspapers, listen to radio, play computer games, watch films on DVD/video.

Surfing the Internet: 80%
Listen to music: 71%
Watch TV: 67%
Go out with friends: 63%
Read newspapers / magazines: 57%
Listen to radio: 53%
Play computer games: 48%
Watch films on DVD / video: 48%
Go shopping: 39%
Go to the cinema: 35%

„Which activities do you engage in during a normal week at least occasionally?“ (multiple answers possible)

Source: Lycos User Structure Survey 2006
Top 10 Entertainment activities
Basis: All respondents of the Entertainment Module

- Demographic structures of people engaged in specific activities can be analyzed by activity - e.g. according gender and age structures.

Thereof 55% are male and 74% are under 34 years old.

Ways of DVD/video acquisition
Basis: All respondents who occasionally watch films on video or DVD

- 53% buy DVDs/videos in a shop and 46% hire them from video hire store.
- Internet is also source of supply: 51% download films on the Internet, 10% buy DVDs/videos online, and 9% use online video hire shops.
Ways of CD acquisition
Basis: All respondents who occasionally listen to music

- 66% of Lycos Network users buy CDs in a shop.
- Internet is very relevant: 69% download music from free and pay sites on the Internet, 7% buy CDs online.

Type of used computer games
Basis: All respondents who occasionally play computer games

- Lycos Network users show broad range of used computer games: Key are offline computer games (61%) and online games on the Internet (49%).
- Followed by network games on the Internet and console games.
Type of owned games consoles
Basis: All respondents who occasionally play computer games

- LYCOS Network users own a broad range of various games consoles.
- Top products: Playstation 2 (43%), Gameboy (26%) and Playstation 1 (23%).

[Bar chart showing the distribution of games consoles]

“What sort of games console do you have? This also includes portable consoles.”
(multiple answers possible)

Source: LYCOS User Structure Survey 2006

Multimedia equipment / purchase plans
Basis: All respondents of the Entertainment Module

- LYCOS users are trendsetter: 33% own home cinema system, 29% a portable multimedia system and 25% a flat screen TV / a PDA.
- These characteristics are shown also in purchasing plans for multimedia products.

[Bar charts showing equipment and purchase plans]

„Which of the following systems do you have in your house?” / „Which of the following items of equipment do you plan on buying in the next 12 months?“ (multiple answers possible)

Source: LYCOS User Structure Survey 2006
Top 10 Purchase plans for specific brands
Basis: All respondents of the Entertainment Module who know the brand by name

- Top manufacturers for purchase plans: Sony (43%) followed by Philips, Microsoft.
- LYCOS users show broad brand range for potential purchase of consumer electronics thus turning LYCOS into an attractive advertising platform.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Sony</td>
<td>43%</td>
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<tr>
<td>Philips</td>
<td>25%</td>
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<tr>
<td>Microsoft</td>
<td>24%</td>
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<tr>
<td>LG</td>
<td>23%</td>
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<tr>
<td>Panasonic</td>
<td>22%</td>
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<tr>
<td>Pioneer</td>
<td>19%</td>
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<tr>
<td>Samsung</td>
<td>18%</td>
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<tr>
<td>JVC</td>
<td>15%</td>
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<tr>
<td>Toshiba</td>
<td>12%</td>
</tr>
<tr>
<td>Apple</td>
<td>11%</td>
</tr>
</tbody>
</table>

"Which of the following manufacturers can you envisage buying a product in next 12 months?" (multiple answers possible)

Source: LYCOS User Structure Survey 2006

Online research for purchases
Basis: All respondents of the Entertainment Module

- 70% of LYCOS Network users research information for the planned purchase of consumer electronics on the Internet.
- Advertising partners can interact with their target groups during decision making.

"Do you use the Internet to gather information on different products before the planned equipment purchase?"

Source: LYCOS User Structure Survey 2006
Study details

LYCOS User Structure Survey (USS) in Spain

- Survey period: May 15 to June 25, 2006
- Research Methodology: Online survey according n-viz methodology on the LYCOS Network (www.lycos.es)
- Data weighting: According gender and age structures Nielsen Netratings June 2006
- Sample size: Total: 671 cases (representative) Entertainment module: 273 cases
- Focus: Online usage, e-commerce, demographics
- Extras (Industry modules): Automobile, mobile phones, travel, entertainment, FMCG, sports
- Evaluation: different planning & research GmbH

Source: LYCOS User Structure Survey 2006

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Source: LYCOS User Structure Survey 2006