

LYCOS User Structure Survey 2006

Data Analysis Spain: Entertainment

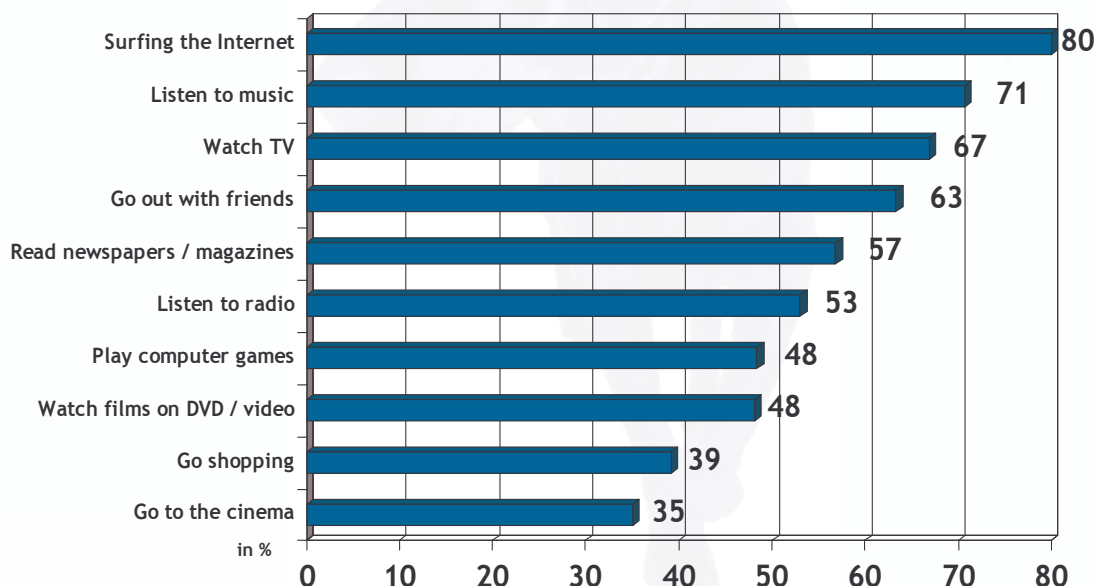


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Top 10 Entertainment activities

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.



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

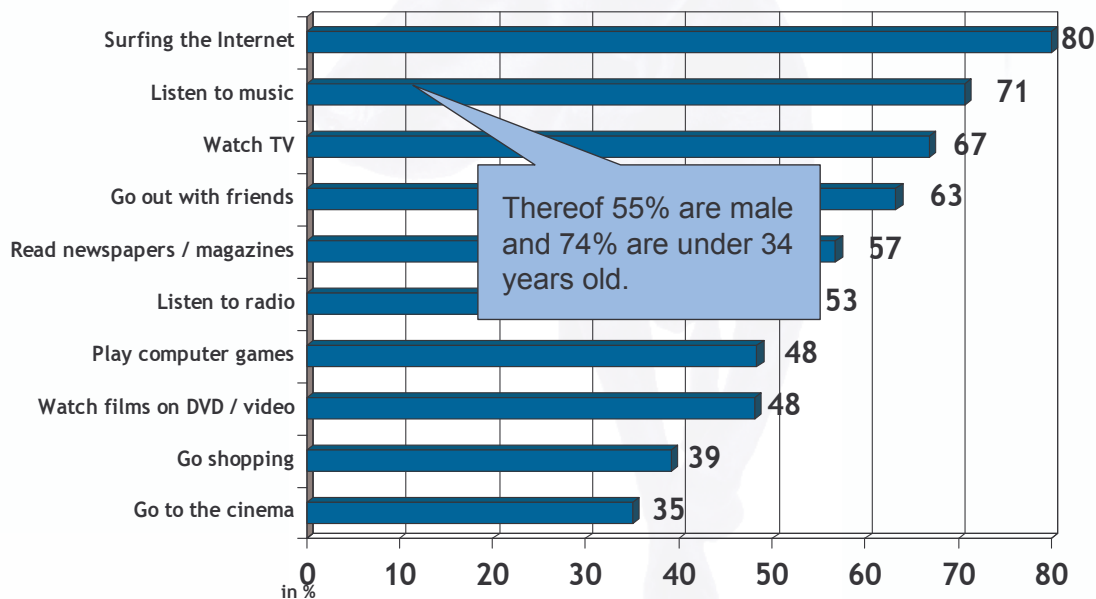
Source: LYCOS User Structure Survey 2006



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.



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

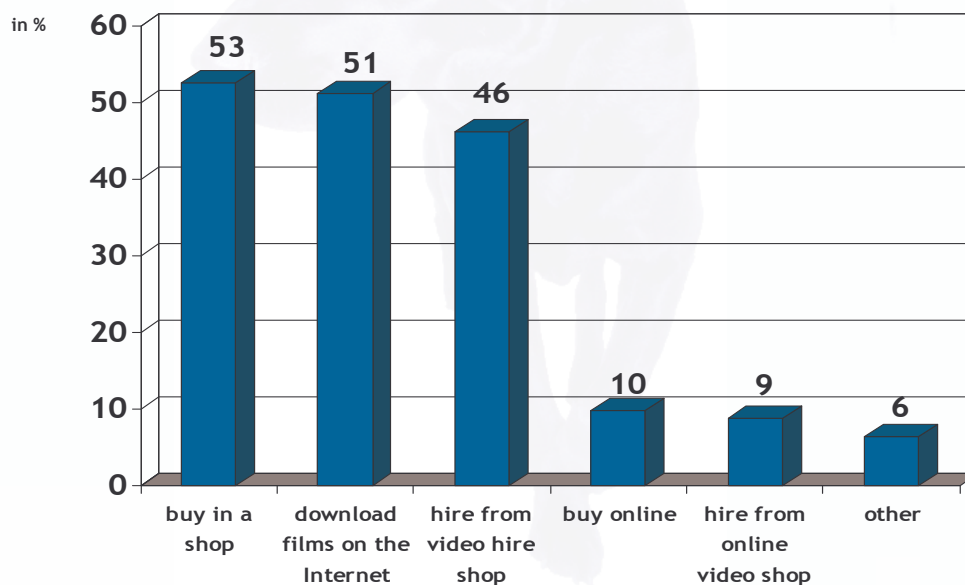
Source: LYCOS User Structure Survey 2006



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.



„You have just said that you occasionally watch films on video or DVD.
Where do you get the videos/DVDS?“ (multiple answers possible)

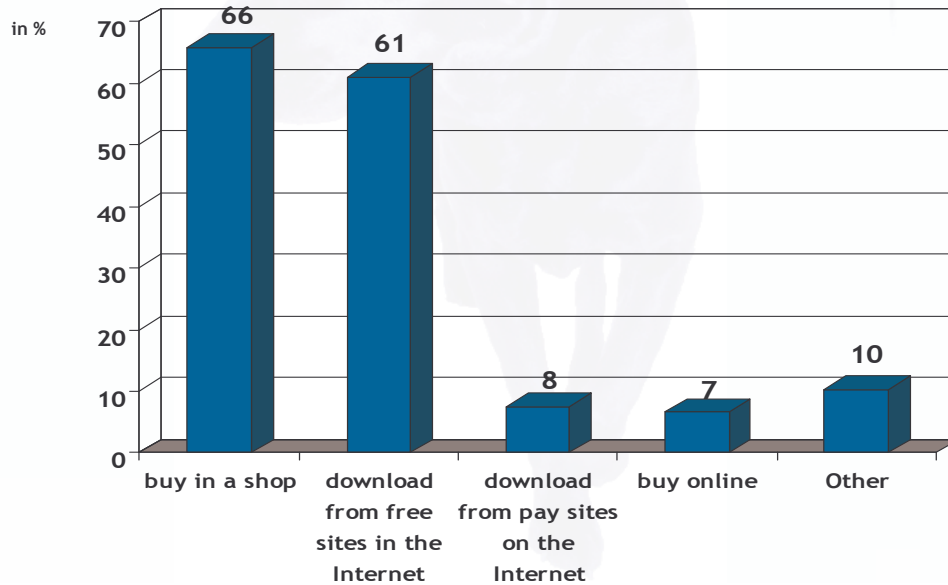
Source: LYCOS User Structure Survey 2006



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.



„You have just said that you occasionally listen to music. Where do you get the music?“ (multiple answers possible)

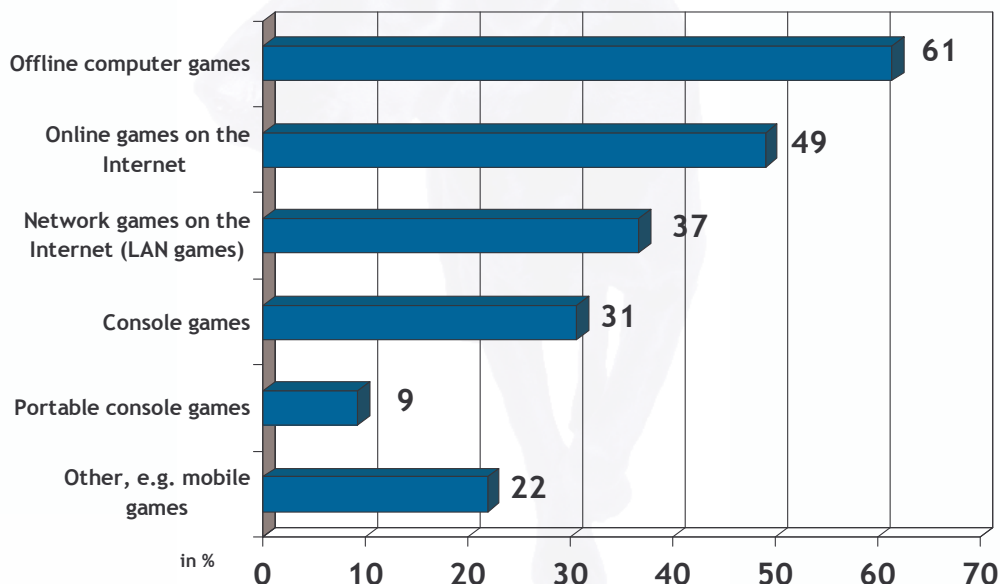
Source: LYCOS User Structure Survey 2006



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.



„You have just said that you occasionally play computer games. What sort of games do you mainly play?“ (multiple answers possible)

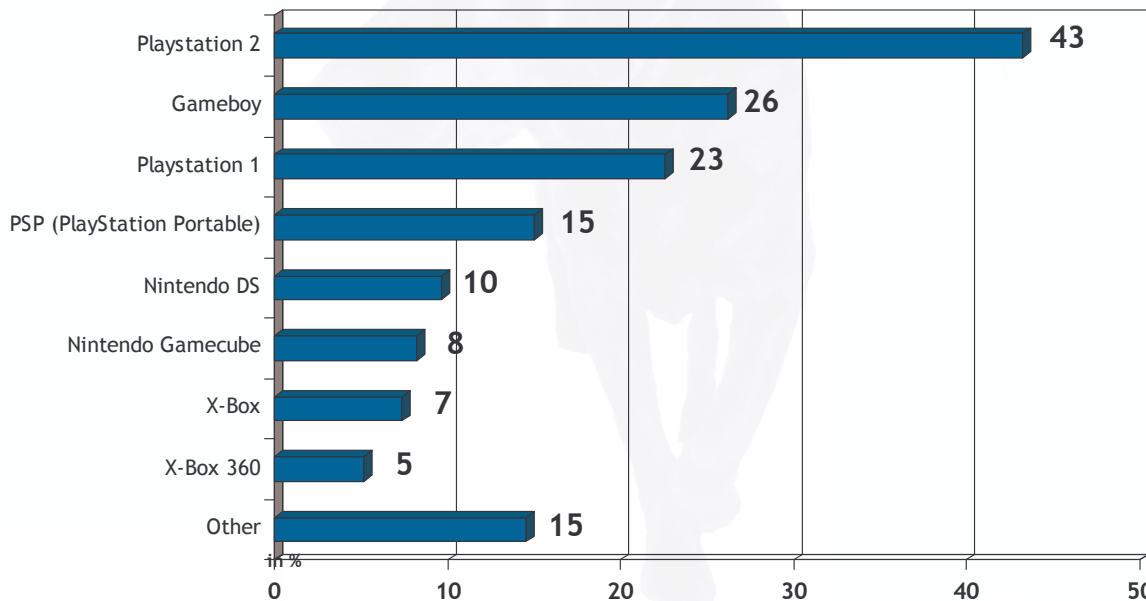
Source: LYCOS User Structure Survey 2006



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%).



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

Source: LYCOS User Structure Survey 2006

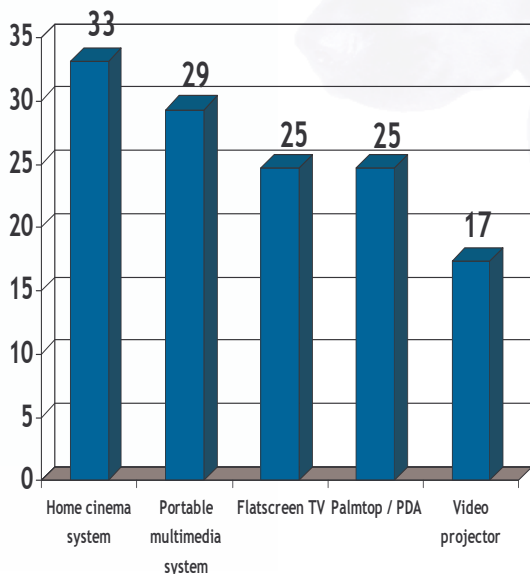


Multimedia equipment / purchase plans

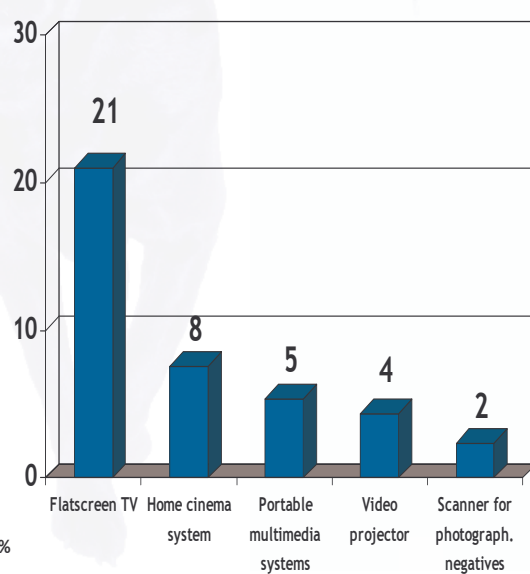
Basis: All respondents of the Entertainment Module

- ❖ 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.

Equipment



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)

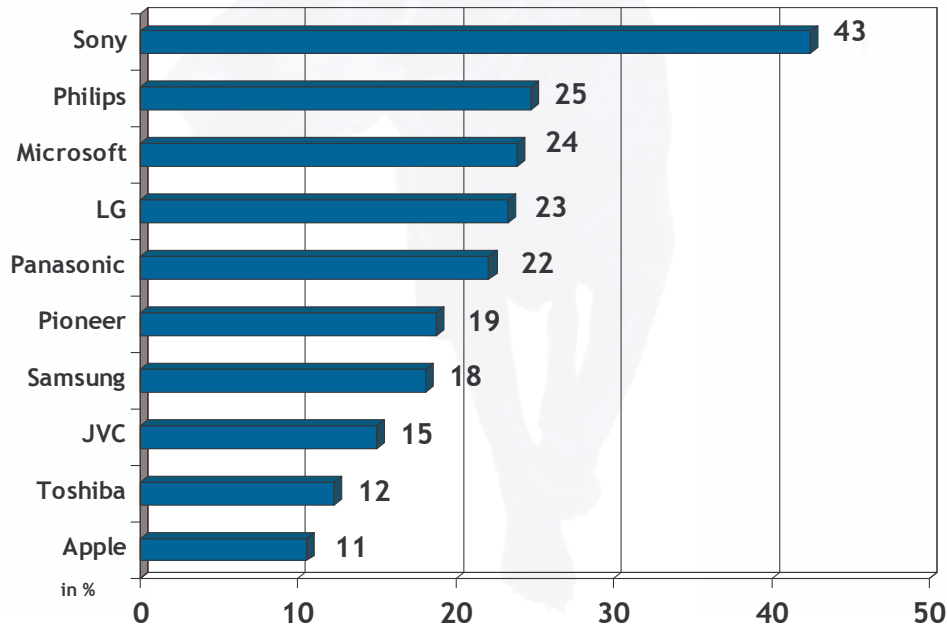
Source: LYCOS User Structure Survey 2006



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.



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

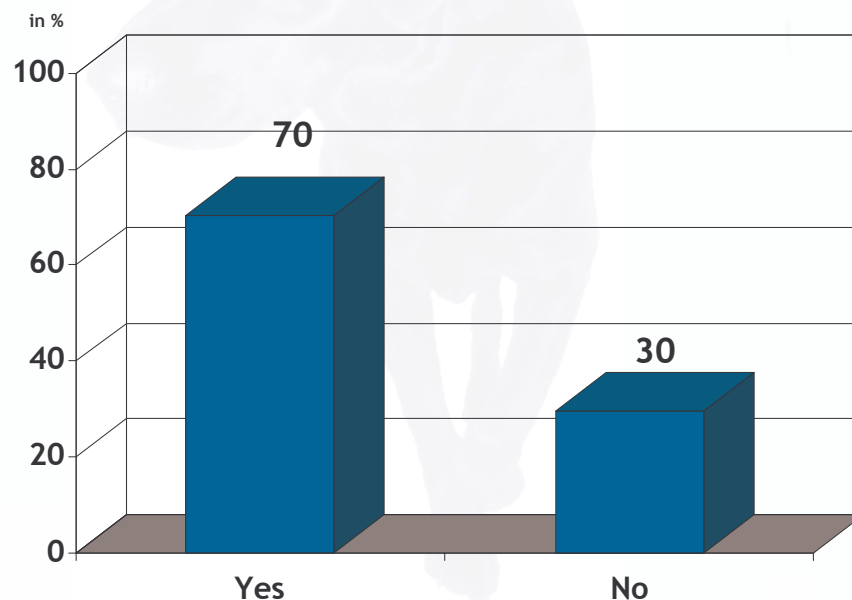
Source: LYCOS User Structure Survey 2006



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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...or visit the European LYCOS Mediacenter:
www.mediacenter.lycos-europe.com

Source: LYCOS User Structure Survey 2006

