

Research Digest

The 2007 Digital Music Survey

Entertainment Media Research *July 2007*

Online Music; Social Networking; Live Music; Mobile

EMR/Olswang's survey questioned 1,700 music consumers about their purchasing habits. The report examines the effect of social networking and live music on buying behaviour and also looks at attitudes towards both legal and unauthorised downloading. Full report downloadable from the website:

[Click Here](#)

Internet Shopping

Office Of Fair Trading *June 2007*

Retail

A look at the internet shopping market. The report concludes that the rapid growth of internet shopping is a success story that benefits both consumers and businesses across a range of markets, but that both could do more to make the most of the opportunities it provides.

Full download available from the OFT website:

[Click Here](#)

Various Reports

Jupiter Research *Jan-June 2007*

Mobile; Digital Music

New reports from Jupiter include **European Mobile Youth Survey 2007** - a look at what content and services young customers are using; **European Digital Music** - Microsoft's challenge to Apple; **The Future Of Digital Music** - how consumption of digital music has changed and what opportunities ad-supported models might bring, and **European Internet Music Forecast** - predictions of the size of the market in 2011, and which countries will adapt fastest. Details from the website:

[Click Here](#)

Strategies For... Mobile Data Services

Portio Research *December 2006*

Mobile

This strategy report is an in-depth look at 'non-voice' mobile services - such as music and video downloads, ringback tones and mobile games - and analyses the strategies employed by the leading operators in each of those fields.

Details from the website:

[Click Here](#)

Youth and Downloading

Q Research *Feb 2007*

Online Music

Q's survey of young people in Britain found that over half (55%) paid for digital music every month, with 20-24 year olds the biggest spenders. The survey also looks at attitudes towards mobile music and advertising. Summary available from the website:

[Click Here](#)

Online Music: Global Market Forecast

Strategy Analytics *April 2007*

Online Music

Close to 800m single tracks and 43 million digital albums were downloaded globally in 2006, generating sales of \$1.23bn. Subscription services generated a further \$0.47bn. Although digital revenues are not yet offsetting those physical product losses, SA predict that global revenues from online music will reach \$6.6bn in 2011, up from a projected \$2.7bn in 2007.

Details from the website:

[Click Here](#)

UK Home Delivery & Fulfilment 2007

Verdict Research *August 2007*

Retail

The rise of online shopping means home delivery is one of the most dynamic retail areas. Verdict's report

offers insight into the demographic profile of home shoppers, motivations, ordering methods as well as looking at market value, growth and penetration of e-tail, mail order, TV shopping and store deliveries. Extracts from website:

[Click Here](#)

Digital America 2007

Consumer Electronics Association *April 2007*

Hardware

Americans spent \$145bn on electronic 'gadgets' in 2006. Phones and PDAs were the most popular choice, while digital television sets and cameras experienced the greatest gains in sales volume. Portable audio sales are predicted to increase by 2.5% in 2007, with home audio sales falling. Full report downloadable here:

[Click Here](#)

Mobile 2007

IDATE *June 2007*

Mobile

Idate estimates that the global mobile services sector was worth \$616bn in 2006, with the number of customers reaching 2.6bn. The Mobile 2007 report looks at a number of key indicators for mobile markets across the world. Full report downloadable from the website:

[Click Here](#)

UK Mobile Content Survey

Informa Telecoms *June 2007*

Mobile

Informa's survey estimates the UK mobile content market to be worth £661m in 2006, with 50% of revenues coming from 25-34 year olds. 'Regular buyers' of mobile content - i.e. those who make a purchase at least once every three months - represent one fifth of mobile users; the survey looks at consumer behaviour and examines the barriers to greater uptake of these services. Details from the website:

[Click Here](#)