



Ciao Entertainment

! More than 1.1 million page impressions and over 518.000 unique visitors.*

! 53% of users buy their CDs, books and DVDs mainly online.**

*Omniture Site Catalyst, status February 2010
**Online user survey on ciao.co.uk, March 2010

Gender

Male	48%
Female	52%

Age

Up to 19 years	20%
20-29 years	21%
30-39 years	15%
40-49 years	18%
Over 50 years	26%

Current occupation

Employee	28%
Manager	5%
Self-employed / freelancer	13%
Still at school / trainee / student	27%
Other (e.g. housewife, pensioner)	27%

Total annual net income

£45.000 and over	12%
£35.000 to £44.999	13%
£25.000 to £34.999	17%
£15.000 to £24.999	29%
Less than £15.000	29%

Most influential on a purchase decision

I decide freely and spontaneously	35%
A review from someone who owns the product	34%
A recommendation from a friend or community member	24%
A magazine review	5%
A shop assistant	2%

Does advertising in this category influence your brand or purchase decisions?

Yes	49%
No	51%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	49%
No	51%

Where do you buy your CDs, books and DVDs?

Mainly online	53%
Mainly offline	47%

Do you buy tickets online?

Yes	59%
No	41%