



## Ciao Entertainment

! More than 1.2 million page impressions and over 600.000 unique visitors.

\*Omniture Site Catalyst, status March 2009

### Gender

|        |     |
|--------|-----|
| Male   | 54% |
| Female | 46% |

### Age

|                |     |
|----------------|-----|
| Up to 19 years | 21% |
| 20-29 years    | 37% |
| 30-39 years    | 17% |
| 40-49 years    | 14% |
| Over 50 years  | 11% |

### Current occupation

|  |     |
|--|-----|
| Employee   | 33% |
| Manager  | 8%  |
| Self-employed / freelance work                     | 12% |
| Still at school / in vocational training / student | 27% |
| Others (e.g. housewife, pensioner)                 | 20% |

### Total annual net income

|                    |     |
|--------------------|-----|
| £45,000 or over    | 17% |
| £35,000 to £44,999 | 12% |
| £25,000 to £34,999 | 19% |
| £15,000 to £24,999 | 25% |
| Less than £15,000  | 27% |

Source: Online user survey on ciao.co.uk, March 2009

### Do you use downloads which are subject to a fee (e.g. music downloads)?

|     |     |
|-----|-----|
| Yes | 52% |
| No  | 48% |

### How do you buy your CDs, books and DVDs?

|                |     |
|----------------|-----|
| Mainly online  | 61% |
| Mainly offline | 39% |

### How do you buy your games?

|                |     |
|----------------|-----|
| Mainly online  | 50% |
| Mainly offline | 50% |

! 61% of the users of the Ciao category "Entertainment" buy their books and CDs mainly online.