

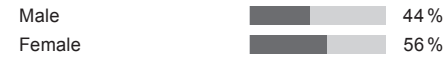


Enjoy gripping entertainment!

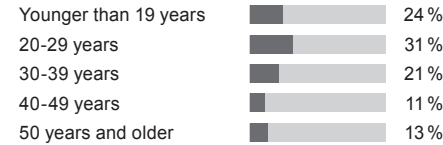
The Ciao Entertainment section attracts the youngest Ciao users who read and write reviews on a huge range of music, movies, TV shows, video games and books.



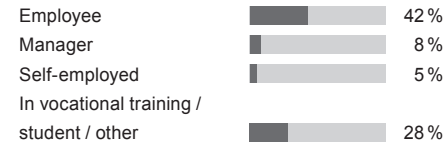
Gender



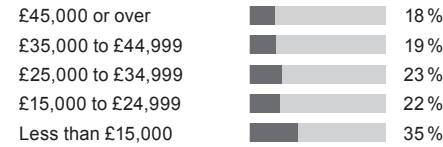
Age



Occupation



Total annual net household income



Would you describe yourself as a regular internet shopper?



How do you get information before buying goods or services?



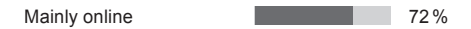
What kind of internet connection do you have at home?



How much do you spend on average per month on online purchases?



How do you buy your books, CDs or DVDs?



> **72% of Ciao Entertainment users already order their books and CDs online!**

Do you use the internet to find out about the latest movies?

