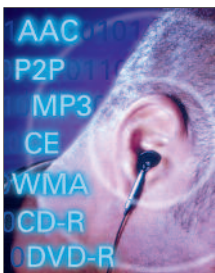




# LMX TEMPO: Keeping Pace with Digital Music Behavior

Are you listening to the listeners?



We've all experienced the impact of digital music around the world. And while the corporate race to redefine the music marketplace continues, is anyone listening to the listeners?

There is no doubt that the arrival of digitally distributed music has fundamentally changed the way consumers discover, listen to, and purchase music. In the past, information gleaned from sales data and analyst reports was sufficient in gaining insights into emerging market trends. But in this rapidly developing environment, strategic business decisions need to be based on empirical evidence—actual numbers that measure and track how things are unfolding.

*LMX TEMPO: Keeping Pace with Digital Music Behavior*, is the preeminent digital music market report based on quantitative primary data collection—real consumers offering real information on their music listening, purchase and entertainment behaviors. It is an annual research program that reports an in-depth assessment of the global consumer appetite for digital music, as well as the ripple effect this has on other distribution and entertainment channels. The data *LMX TEMPO* provides transform online music distribution from hyped-up phenomenon into measurable market trends, with a keen view into the attitudes, behaviors, and beliefs of music listeners around the world. This statistically reliable information allows strategic decision-makers to focus on the facts, and effectively position their business model for the future.

### LMX TEMPO 2010

Since its initial inception in 2000, *LMX TEMPO* has been helping many different companies—from entertainment media firms to communications device manufacturers—glean important insights on:

- Target markets for new and existing business models within the music entertainment industry
- Where potential product development opportunities exist within the industry
- Encroaching threats to existing delivery platforms and distribution channels

### Get the Facts

Some of the evolving *LMX TEMPO* topics to be examined in 2010 include:

- The evolving role of PCs and mobile devices in music, listening, management and acquisition behaviors
- General population prevalence of digital music behaviors, including fee-based downloading, filesharing, streaming, portable device transfers, IM, mobile content, etc.
- Digital peripheral ownership and usage, including satellite radio, HD radio, mobile phones and portable MP3 players and accompanying accessories such as headphones, speakers, car mounts, etc.
- Brand-specific awareness, perceptions, positioning and usage behaviors of destination websites and download stores, portable devices and mobile service providers
- Preferred music discovery and acquisition methods, including subscription, per download and hybrid methods, over-the-air mobile downloads and ad-supported models
- Impact and importance of specific device and service features, from sound quality and ease of use to inter-operability and DRM
- Effects of digital music behaviors on traditional music listening, exploration, and acquisition
- And... motivations behind digital music behaviors, attitudes regarding unauthorized file trading, the digital transition and the industry itself as well as listening preferences including everything from favorite genres to the ideal discovery and purchase process.

***In short, LMX TEMPO answers the WHY behind digital music behavior.***



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- Ideas to develop e-commerce and other music distribution strategies
- What types of partnerships could be leveraged within the consolidating market
- Incremental revenue streams as well as potential areas of cannibalization
- Impact of unauthorized distribution, the attitudes driving it and how to best address the issue

*LMX TEMPO* is an ongoing research program that allows companies to join in when it is right for them. Some companies prefer to subscribe at the beginning, when the data is freshest, so they can have a leg up on their competitors. For 2010, the comprehensive annual subscription includes the entire year's data set, featuring three behavioral deep-dive reports. Subscriber deliverables include complete data tabulations, as well as full roll-up presentation style reports following fieldwork.

### Methodology

*LMX TEMPO* features annual tracking among a representative online sample of Americans ages 12 and older. This provides a context from which to understand the advancing digital music transition, as well as insights on the motivations and potential behind this migration.

### Subscribers receive:

- Three content focused reports, covering topics such as mobile music, the digital music brand-scape and the music discovery and purchase process
- Full data tables in Excel format, covering numerous key demographic and behavioral subgroups of interest.
- Optional presentations

### About Ipsos MediaCT

Ipsos MediaCT helps clients connect to people in the digital age. We are global leaders in research-based solutions that connect media, content and technology.

As people view, listen to, read, search for, share and create content across a growing range of traditional media and newer digital platforms, companies need to understand consumer usage and behaviour, the value of brands across different platforms and how they can minimise risk in bringing new products and services to market.

We bring expertise in a wide range of research techniques to companies in the media, entertainment, video games, on-line services, telecoms and technology industries.

For more information, please connect with us at: [www.ipsos.com/mediact](http://www.ipsos.com/mediact). Or in North America, please visit [www.ipsosna.com/media](http://www.ipsosna.com/media).

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