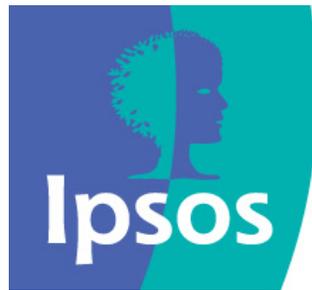


Interconnected World: Entertainment and Gaming

*Majority (57%) of Online Global Citizens Use Internet for Hobbies...
Minorities Download Music (43%), Movies (34%) and Television
(22%)*

Public Release Date: April 11, 2012, 7:00 AM EDT



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New York – The Internet is a playground for the six in ten (57%) who say they have used it in the past three months to visit sites for information about their hobbies and personal interests, finds a new poll by global research company Ipsos for Reuters News. Downloading and streaming media – music (43%), movies (34%) and television (22%) – is a popular pursuit, as are video games (27%) and gaming online for money (13%).

For Personal Use

A majority (57%) of global respondents who are connected online report they use the internet to ‘**visit sites for info on hobbies and personal interests.**’ Surfing for personal use is most popular among Internet surfers in Turkey (72%), China (71%), Hungary (67%), Japan (65%), South Korea (65%) and Sweden (64%). Only one in three (35%) Saudi Arabians report they use the web in this way, followed by four in ten of citizens in Mexico (40%), Brazil (41%), Spain (45%) and India (45%).



The Web as a Source for Media

Downloading and streaming is a popular activity, particularly of music: four in ten (43%) of global citizens online say they have **downloaded/streamed music** in the last three months while three in ten (34%) say so about **movies** and two in ten (22%) do for **television**. China is the world leader on all three forms of media by considerable margins. Majorities of Chinese Internet users say they downloaded/streamed music (72%), movies (71%) and TV (55%). Turkey (62% music, 58% movies, 34% TV) is also a global leader on this measure.

On the flip side, only handfuls of Japanese web surfers say they downloaded or streamed media in the last three months (24% music, 9% movies, 9% TV). France is also at the bottom of each list: music (24%), movies (15%) and TV (7%). Notably, even the lowest-ranking countries show at least one in four have downloaded or streamed music online.

A Place to Play

Three in ten (27%) say they have '**played video games online**' and 13% have done '**online gaming or playing for money (e.g. poker, bingo).**' China is also the world leader of online video gamers (61%), followed at some distance by Poland (47%), Turkey (38%) and Mexico (33%). The Swedes (13%) are least likely to play video games online, joining South Korea (16%), Hungary (17%), Japan (18%) and France (18%) at the bottom of the list.



With online gambling for money, Indians are the most keen among the 24 countries surveyed: one in four (26%) say they did so in the past three months. Saudi Arabia (23%), Poland (21%), South Korea (20%) and Sweden (20%) are next. Those connected online in Italy (6%), Germany (6%), Mexico (7%), China (7%) and Australia (7%) are least likely to say so.

‘Visit sites for info on hobbies and personal interests’

| | |
|---------------------|------------|
| Global total | 57% |
| Turkey | 72% |
| China | 71% |
| Hungary | 67% |
| Japan | 65% |
| South Korea | 65% |
| Sweden | 64% |
| Poland | 62% |
| United States | 62% |
| Belgium | 61% |
| Great Britain | 61% |
| Indonesia | 61% |
| Germany | 60% |
| Australia | 59% |
| Canada | 59% |
| Russia | 58% |
| South Africa | 56% |
| France | 54% |
| Italy | 52% |
| Argentina | 46% |
| India | 45% |
| Spain | 45% |
| Brazil | 41% |
| Mexico | 40% |
| Saudi Arabia | 35% |



These are some of the findings of an Ipsos Global @dvisor poll conducted between on behalf of Reuters News. The survey instrument is conducted monthly in 24 countries via the Ipsos Online Panel system. The countries reporting herein are Argentina, Australia, Belgium, Brazil, Canada, China, France, Germany, Great Britain, Hungary, India, Indonesia, Italy, Japan, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Spain, Sweden, Turkey and the United States of America. An international sample of 19,216 adults aged 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed between February 7-21, 2012. Approximately 1000+ individuals participated on a country by country basis with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample 500+. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points for a sample of 1,000 and an estimated margin of error of +/- 4.5 percentage points for a sample of 500 19 times out of 20 per country of what the results would have been had the entire population of the specifically aged adults in that country been polled.



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