Global @dvisor

Interconnected World:

Entertainment and Gaming

A Global @dvisory – March 2012 – G@30
TECH TRACKER

These are the findings of the *Global @dvisor* Wave 30 (G@30), an Ipsos survey conducted between February 7th and February 21st, 2012

SURVEY METHOD

- The survey instrument is conducted monthly in 24 countries around the world via the Ipsos Online Panel system. This month, fielding took place in 26 countries.

COUNTRIES

- 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.

SAMPLE

- For the results of the survey presented herein, an international sample of 19,216 adults age 18-64 in the US and Canada, and age 16-64 in all other countries, were interviewed. Approximately 1000+ individuals participated on a country by country basis via the Ipsos Online Panel with the exception of Argentina, Belgium, Indonesia, Mexico, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden and Turkey, where each have a sample approximately 500+.

WEIGHTING

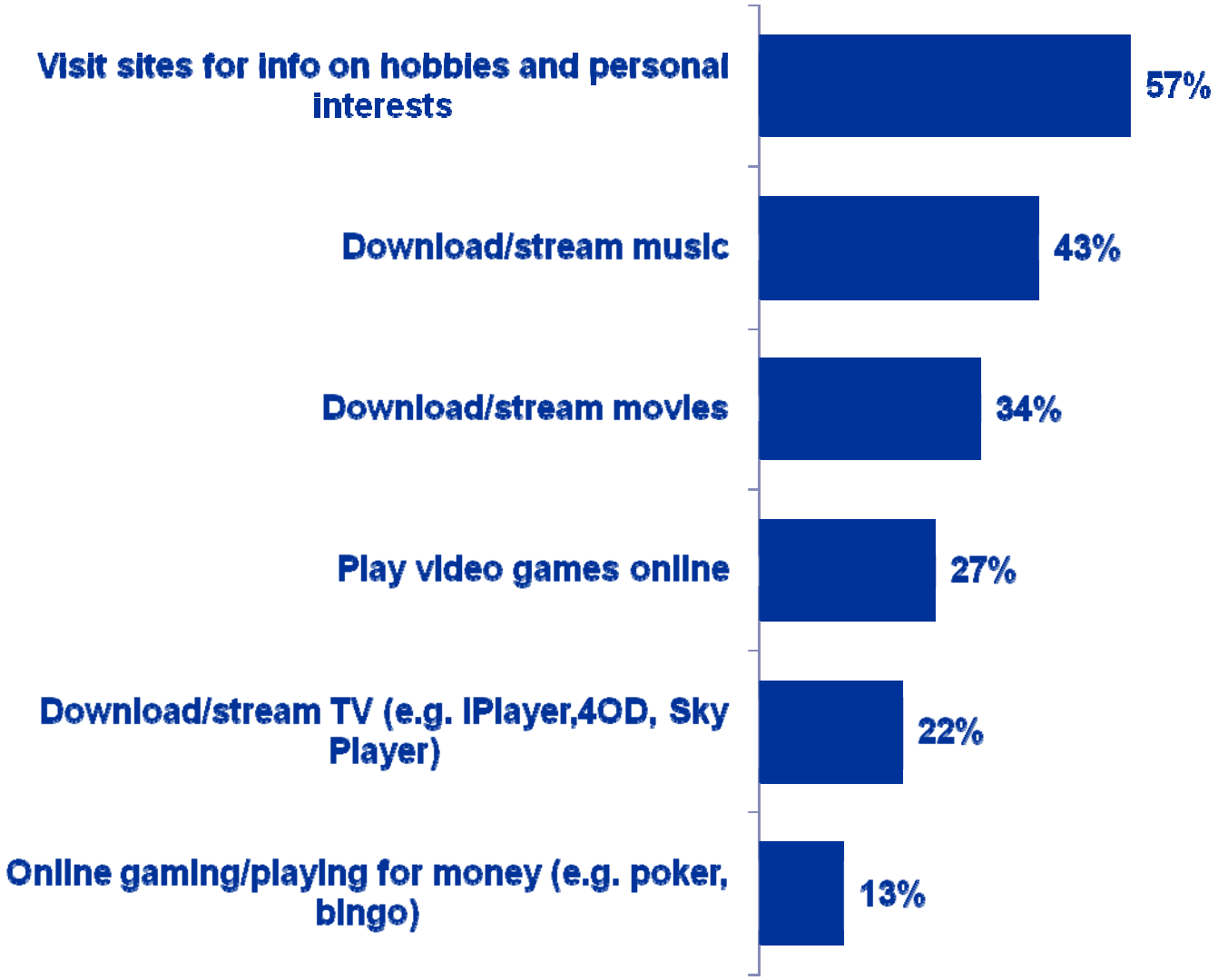
- Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to the most recent country Census data, and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 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 19 times out of 20 per country of what the results would have been had the entire population of adults in that country had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

DETAILED FINDINGS

Analytic Components

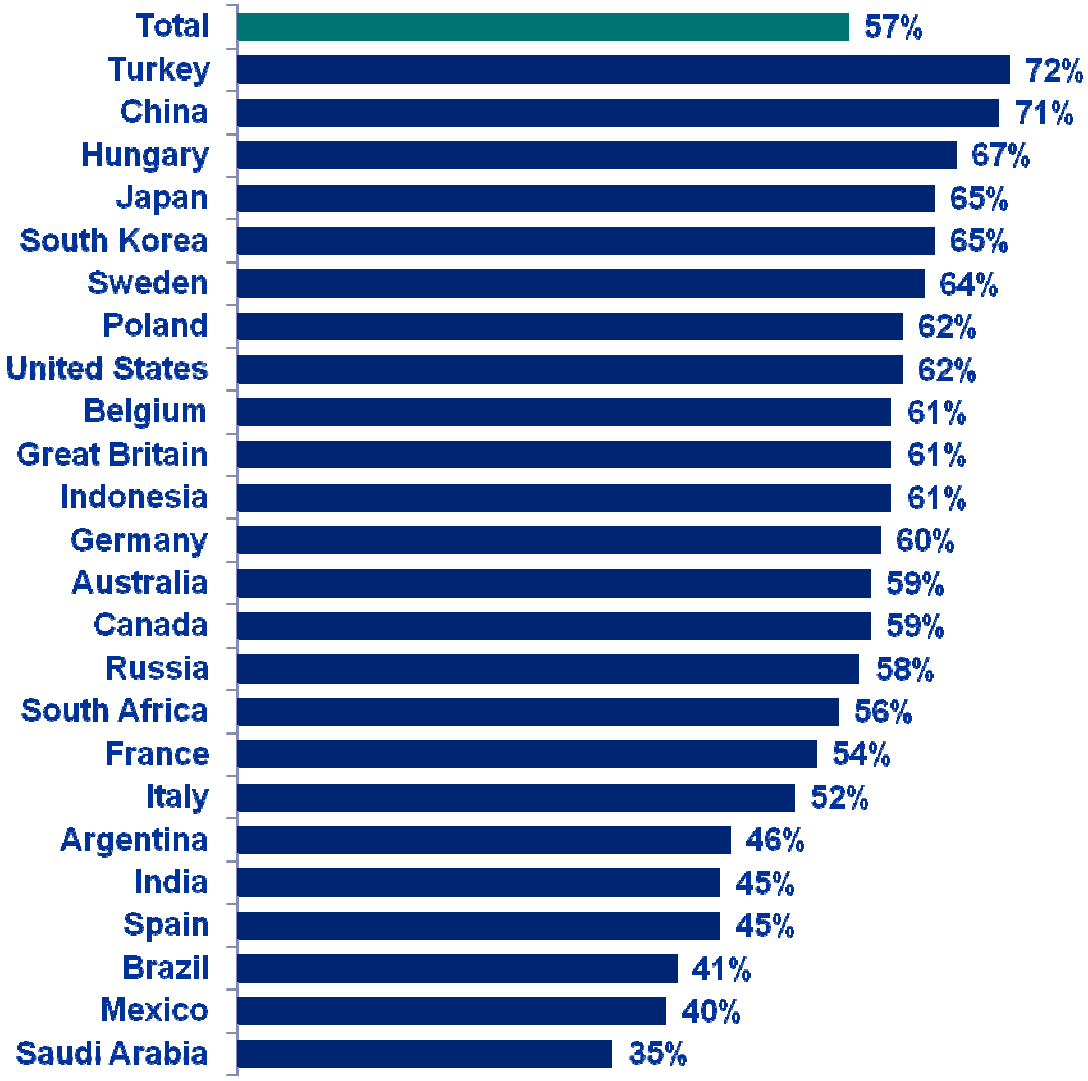
- **Which of the following purposes have you used the Internet for in the past three months?**
  - For sending/receiving emails
  - Visit social networking sites /forums or blogs
  - Visit sites for info on products I am thinking of buying
  - To check bank account and other financial holdings
  - Visit sites for info on hobbies and personal interests
  - To buy products/services online (not groceries)
  - Download/stream music
  - To look for a job/search job (recruitment) sites
  - Download/stream movies
  - Play video games online
  - Download/stream TV (e.g. iPlayer,4OD, Sky Player)
  - Grocery shopping online
  - Voice over IP
  - Online gaming/playing for money (e.g. poker, bingo)
  - For something else

Global Summary



EK1. Which of the following purposes have you used the Internet for in the past three months?
Base: All Respondents n=19,216

Visit sites for info on hobbies and personal interests



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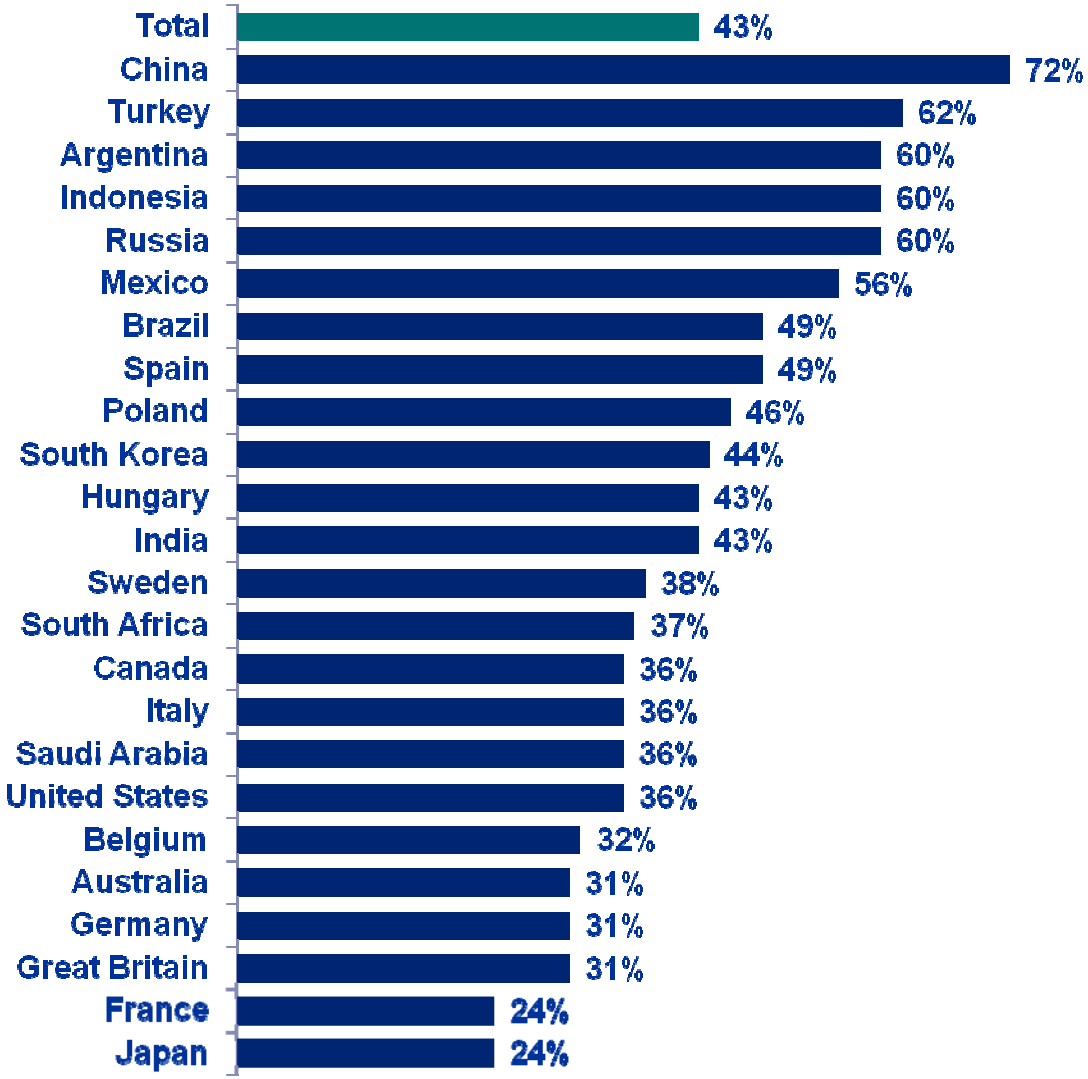
Download/stream music



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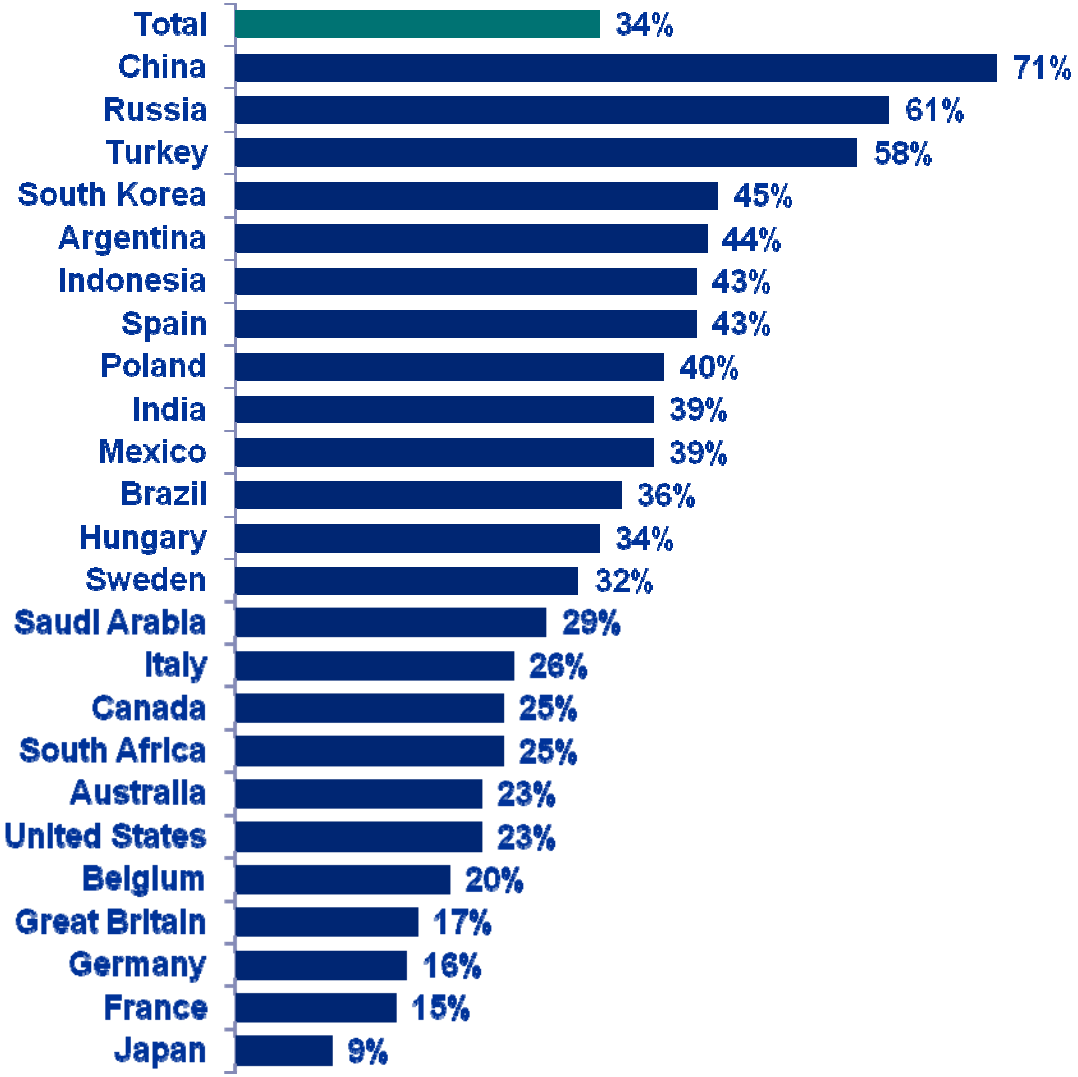
Download/stream movies



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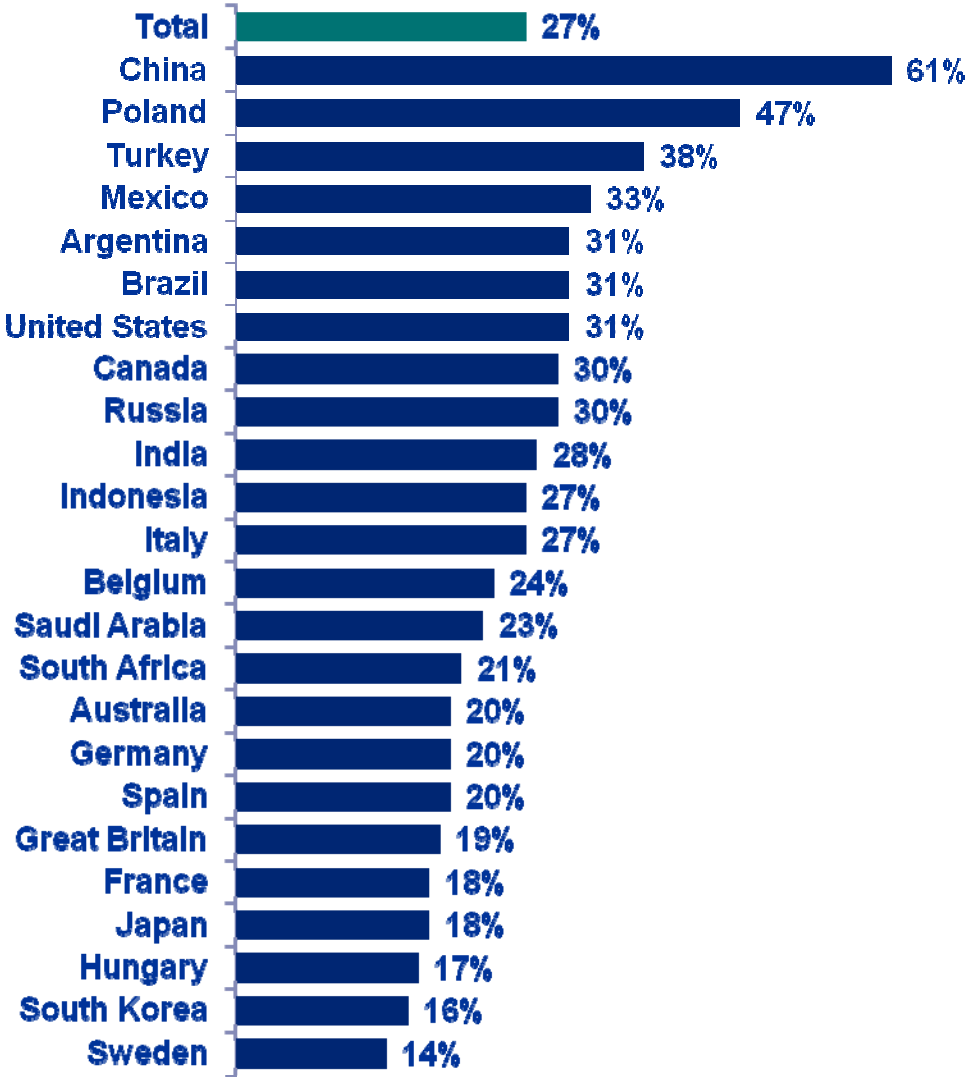
Play video games online



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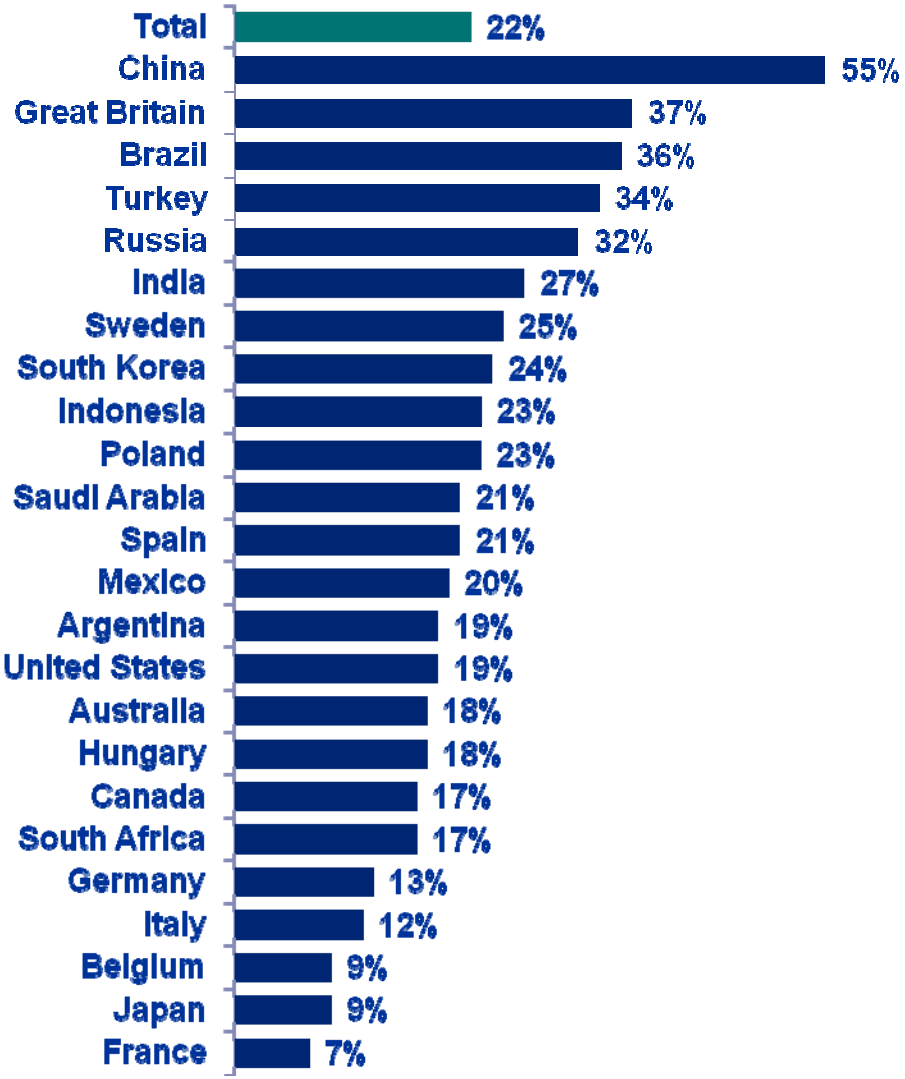
Download/stream TV (e.g. iPlayer,4OD, Sky Player)



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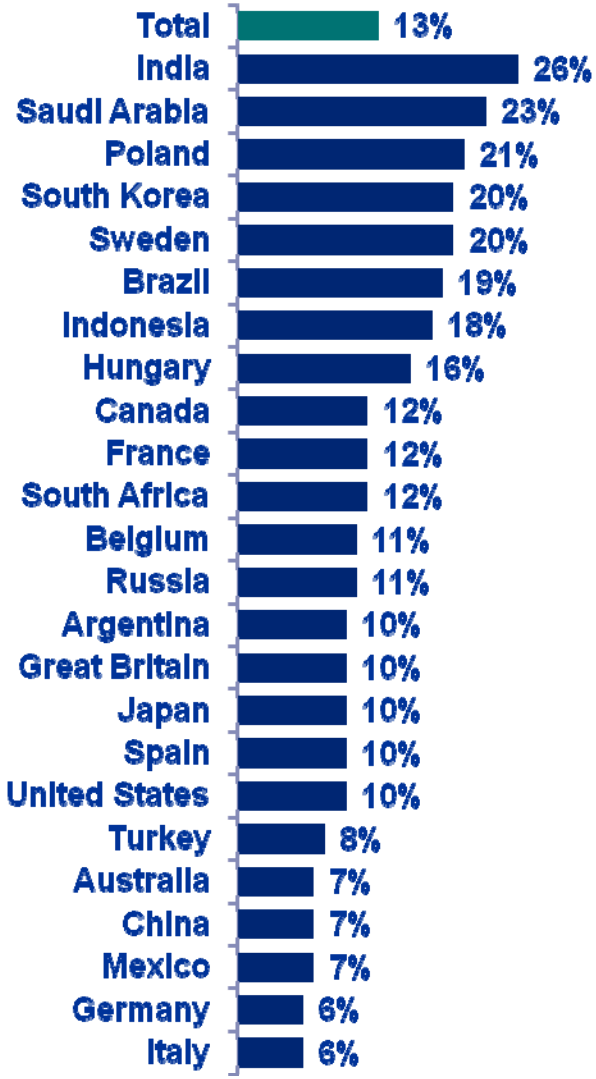
Online gaming/playing for money (e.g. poker, bingo)



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- Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1.14 billion ($1.6 billion U.S.) in 2010.

- Visit www.ipsos-na.com to learn more about Ipsos' offerings and capabilities.

For information about this and other *Global @dvisory* products contact:

John Wright
Senior Vice President and Managing Director, Public Opinion Polling
Ipsos Public Affairs +1 (416) 324-2002
john.wright@ipsos.com

Keren Gottfried
Research Manager, Public Opinion Polling
Ipsos Public Affairs +1 (416) 572-4481
keren.gottfried@ipsos.com

The Ipsos ***Global @dvisor*** **Omnibus** is a monthly, online survey of consumer citizens in 24 countries and produces syndicated reports and studies specifically tailored to the needs of corporations, advertising and PR agencies, and governments. For information contact:

Chris Deeney
Senior Vice President and Managing Director, Omnibus Division
Ipsos Public Affairs +1 (312) 665-0551
chris.deeny@ipsos.com

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