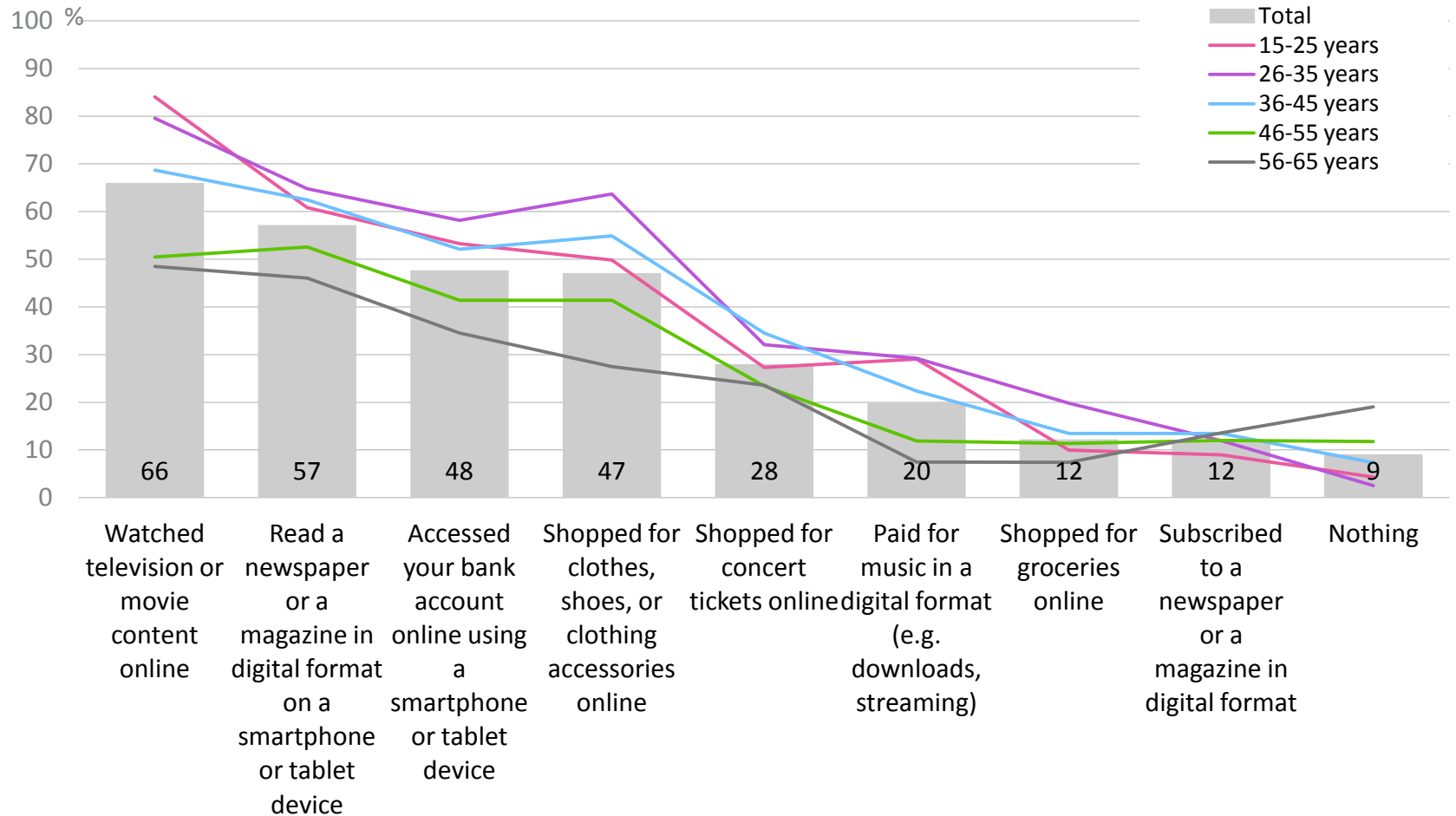


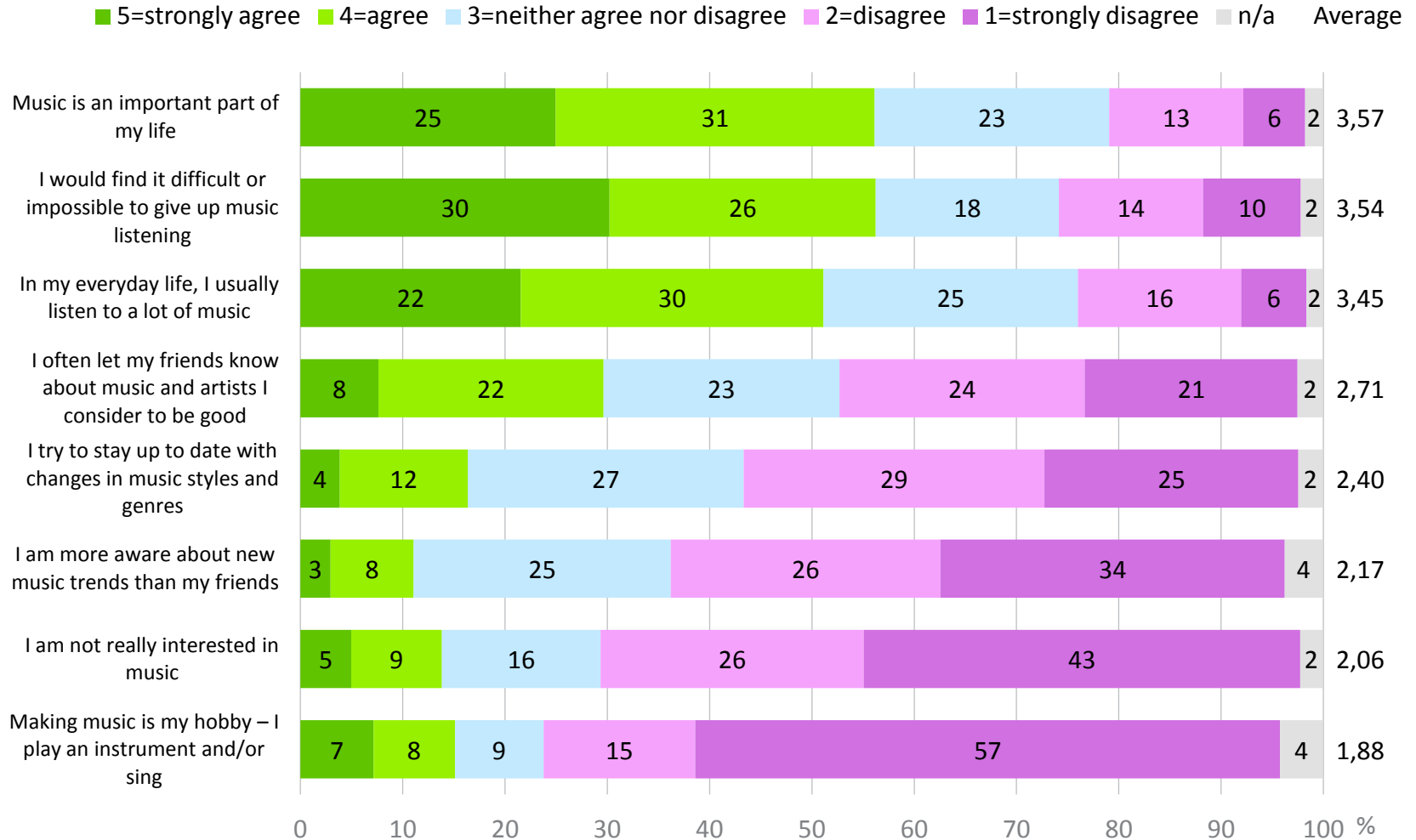
# Using digital content and online shopping

n=4020

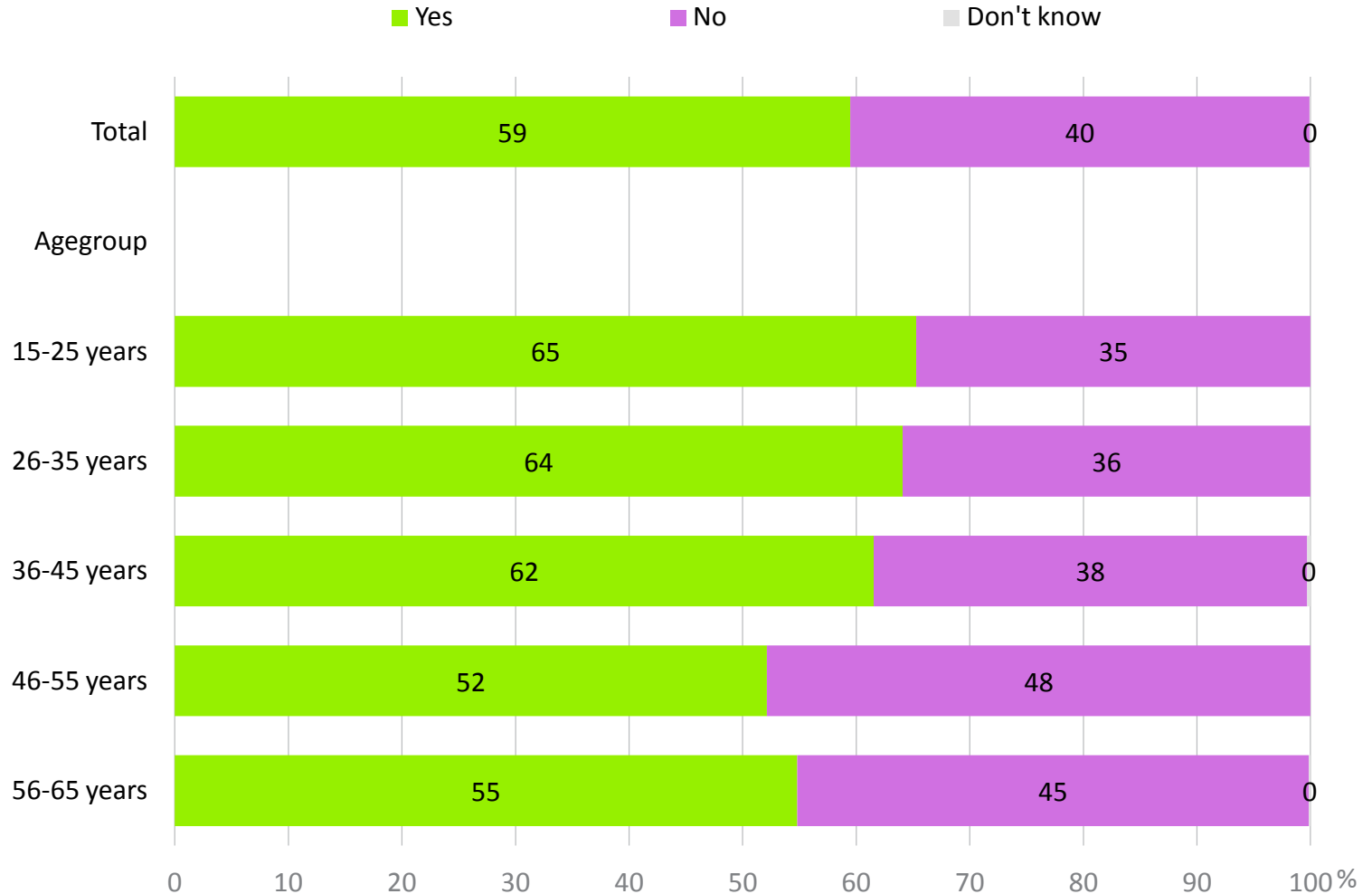


# Relationship to music

## n=4020



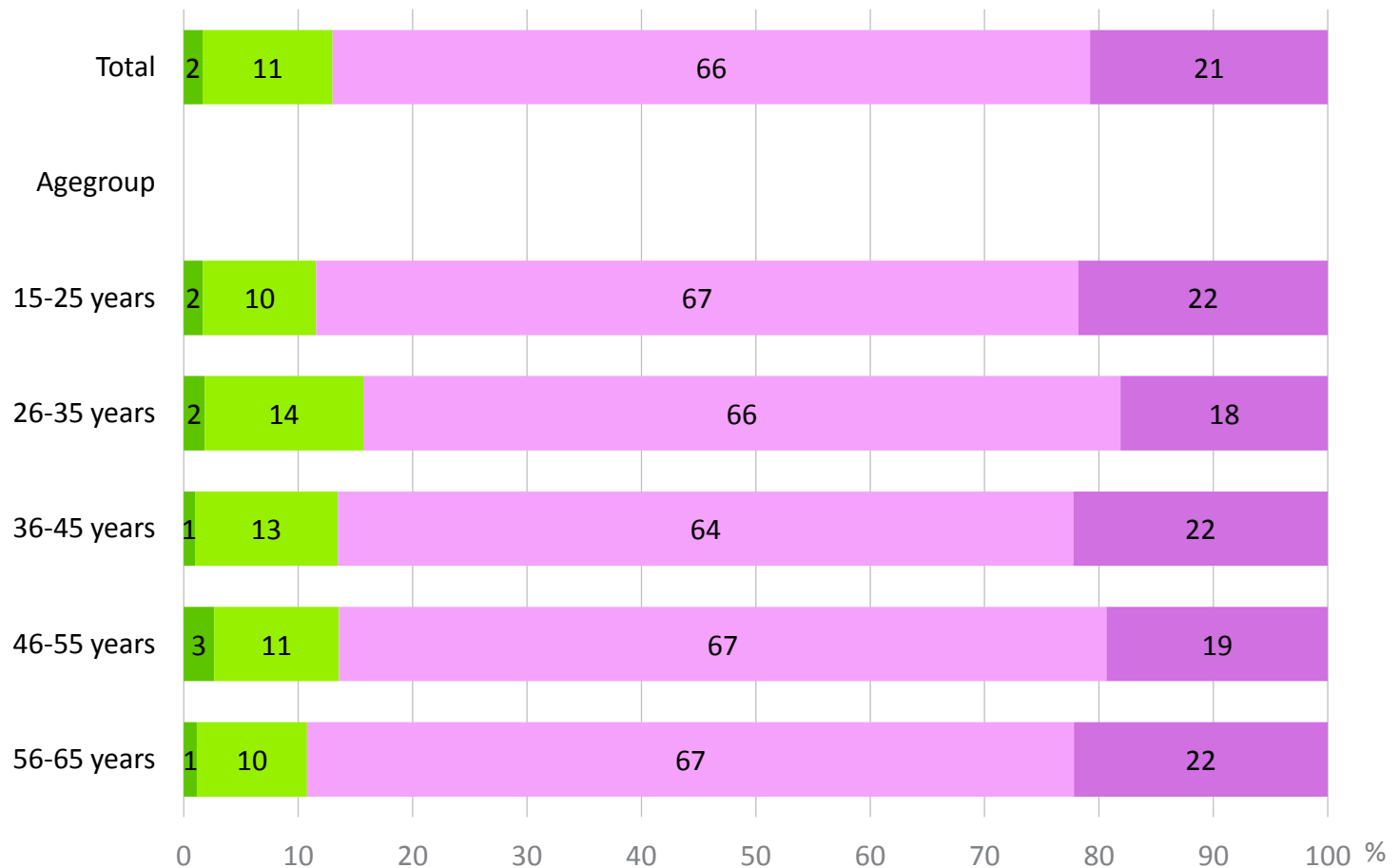
## Going to concerts, music festivals or other live music events n=4020



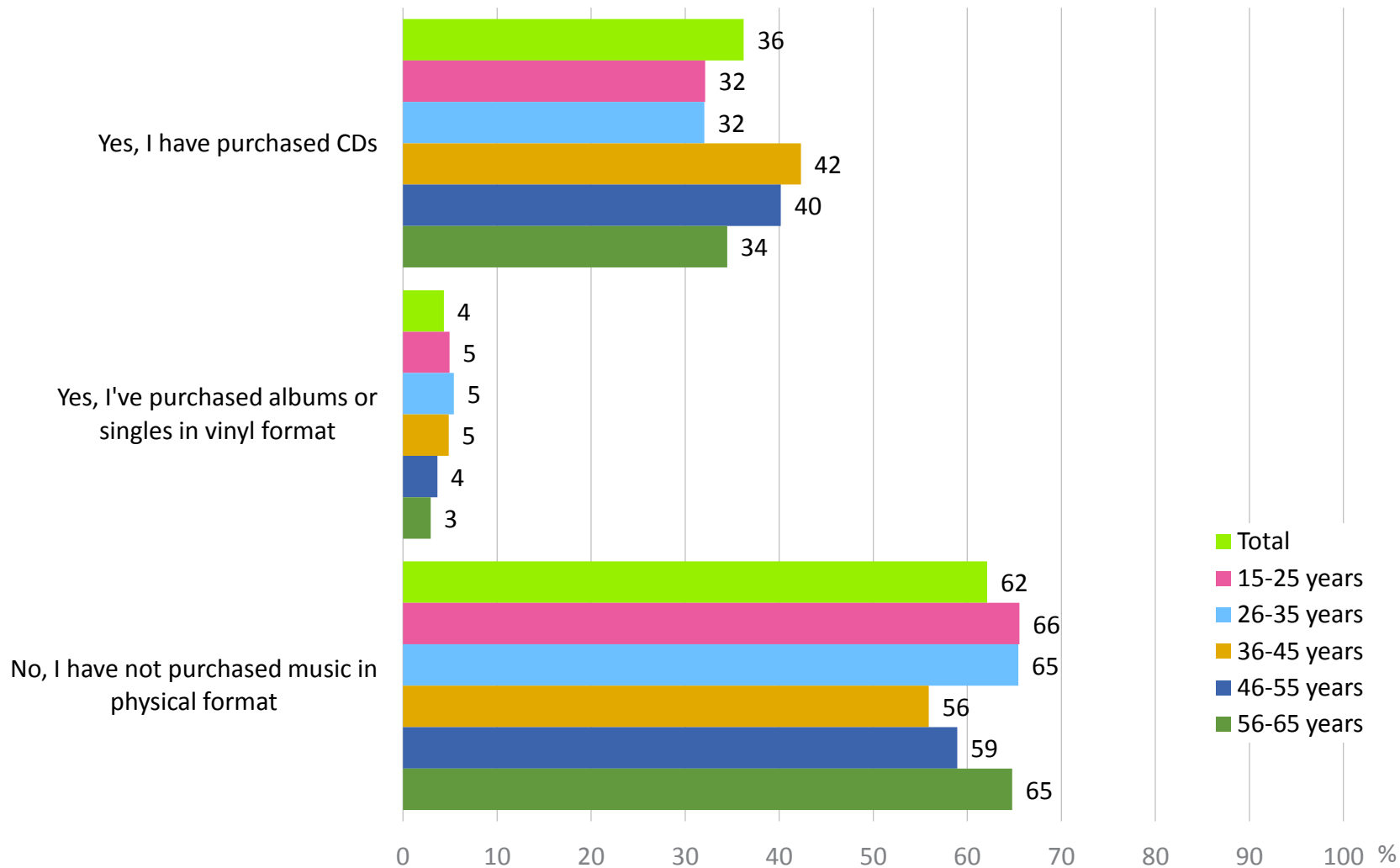
# IN THE PAST 12 MONTHS, HAS BEEN TO A CONCERT/MUSIC FESTIVAL/LIVE MUSIC EVENT/MUSICAL PERFORMANCE

## Frequency of going to concerts, music festivals or other live music events

■ Weekly or almost every week ■ Monthly or almost every month ■ Few times a year ■ Less than few times a year

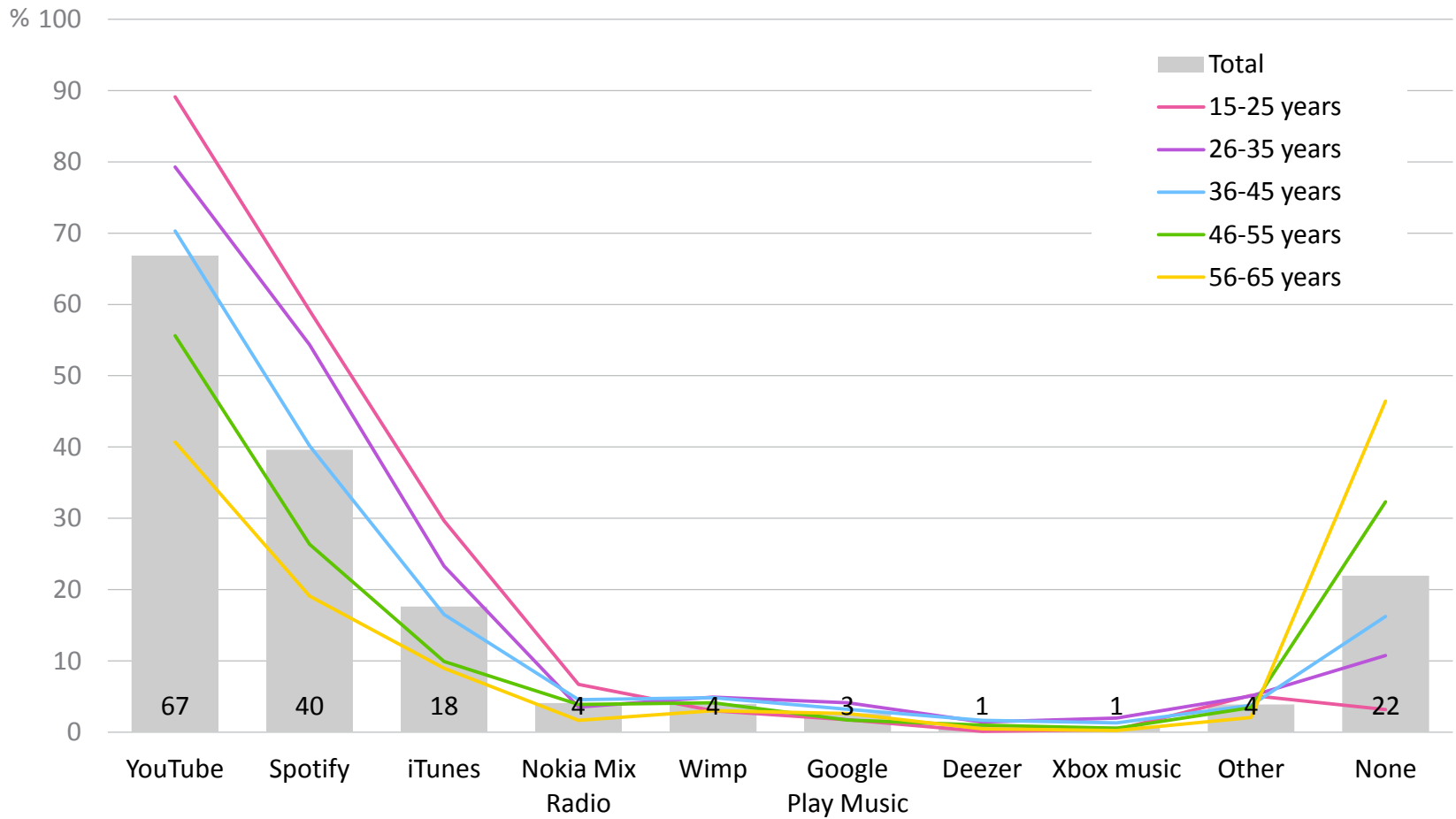


# Purchase of music in a physical format n=4020



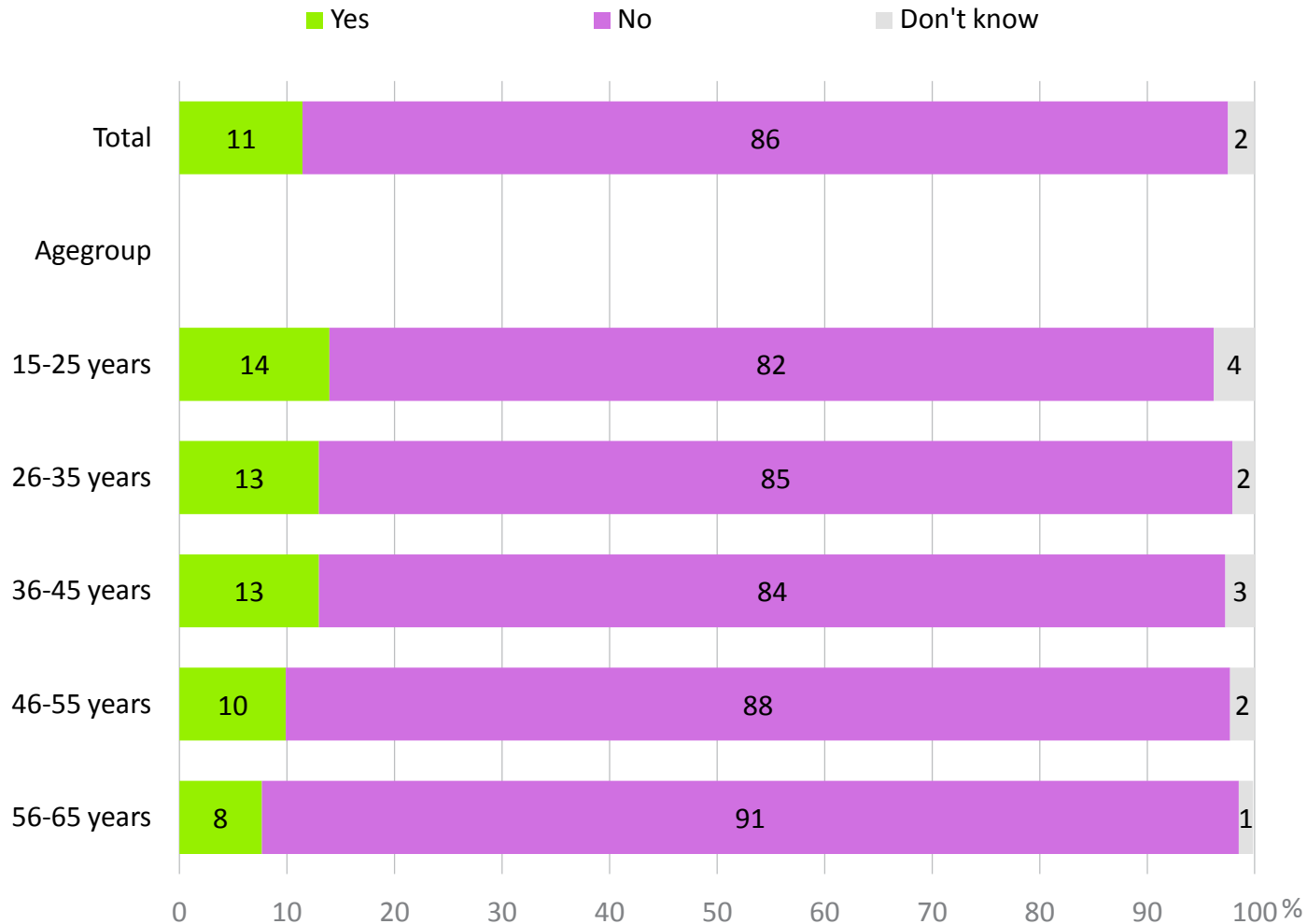
# Usage of digital music services

n=4020

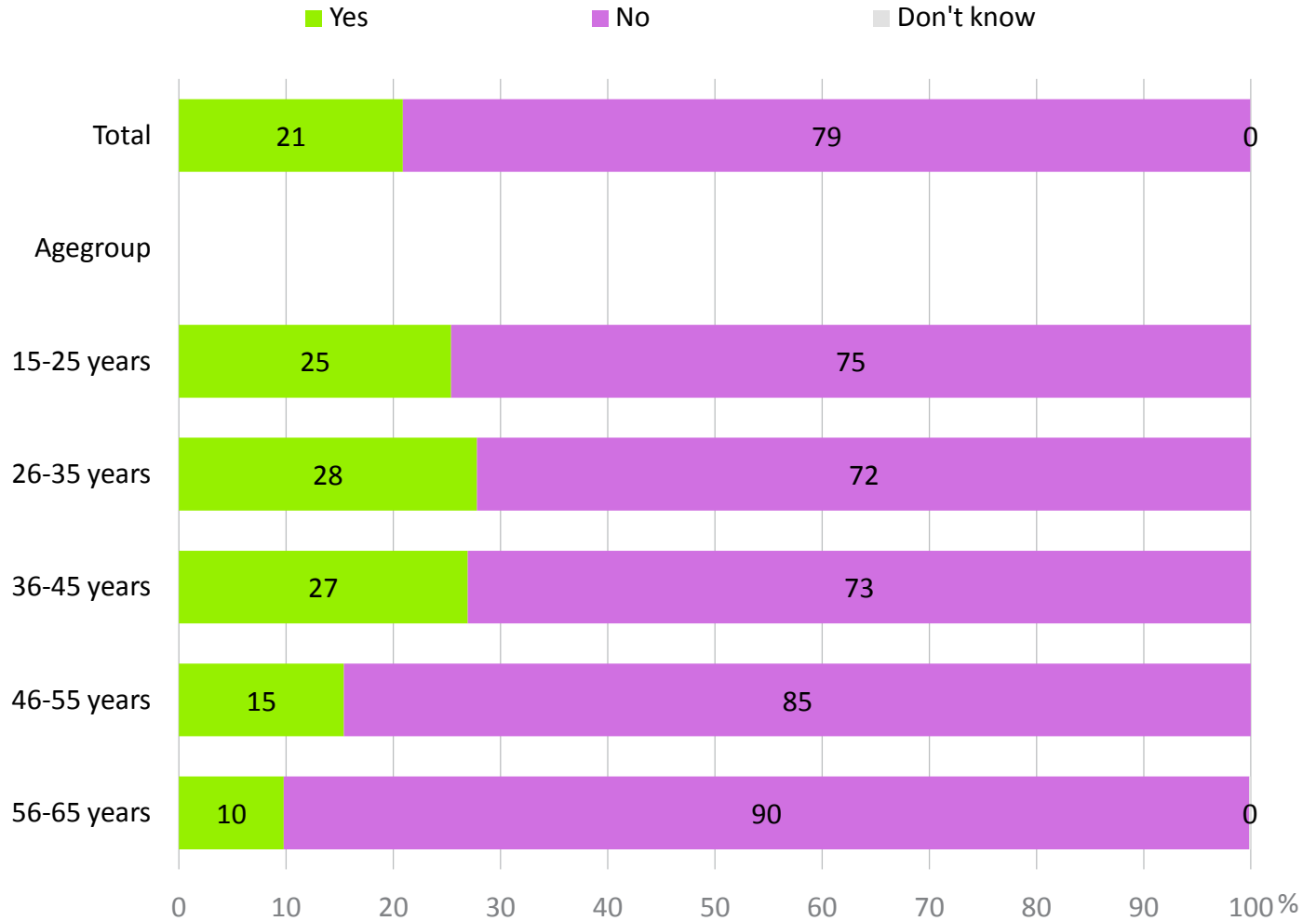


## Usage of digital music service that is bundled into mobile phone or broadband connection billing

n=4020

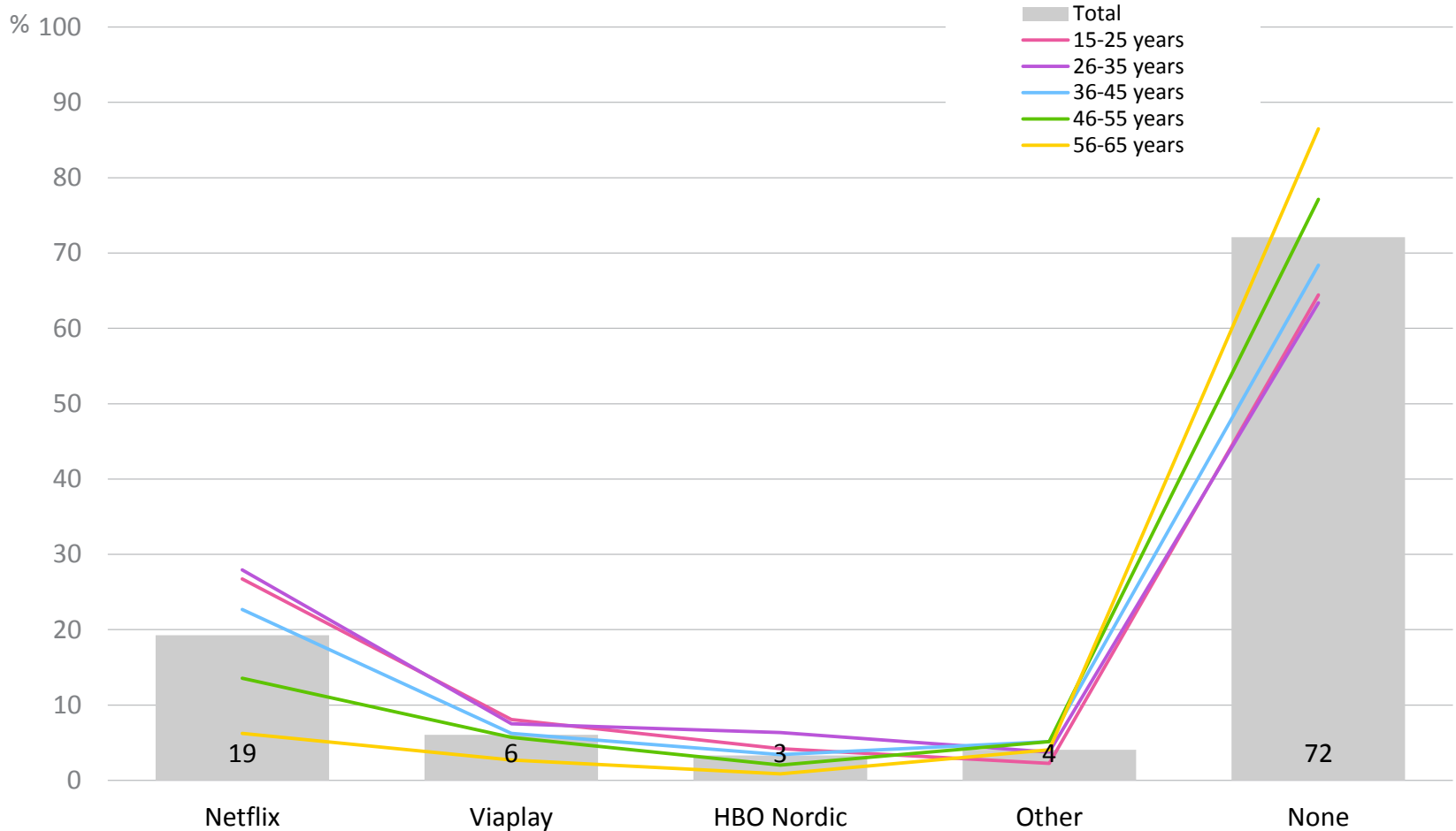


# Online paying of on-demand TV content and movie n=4020



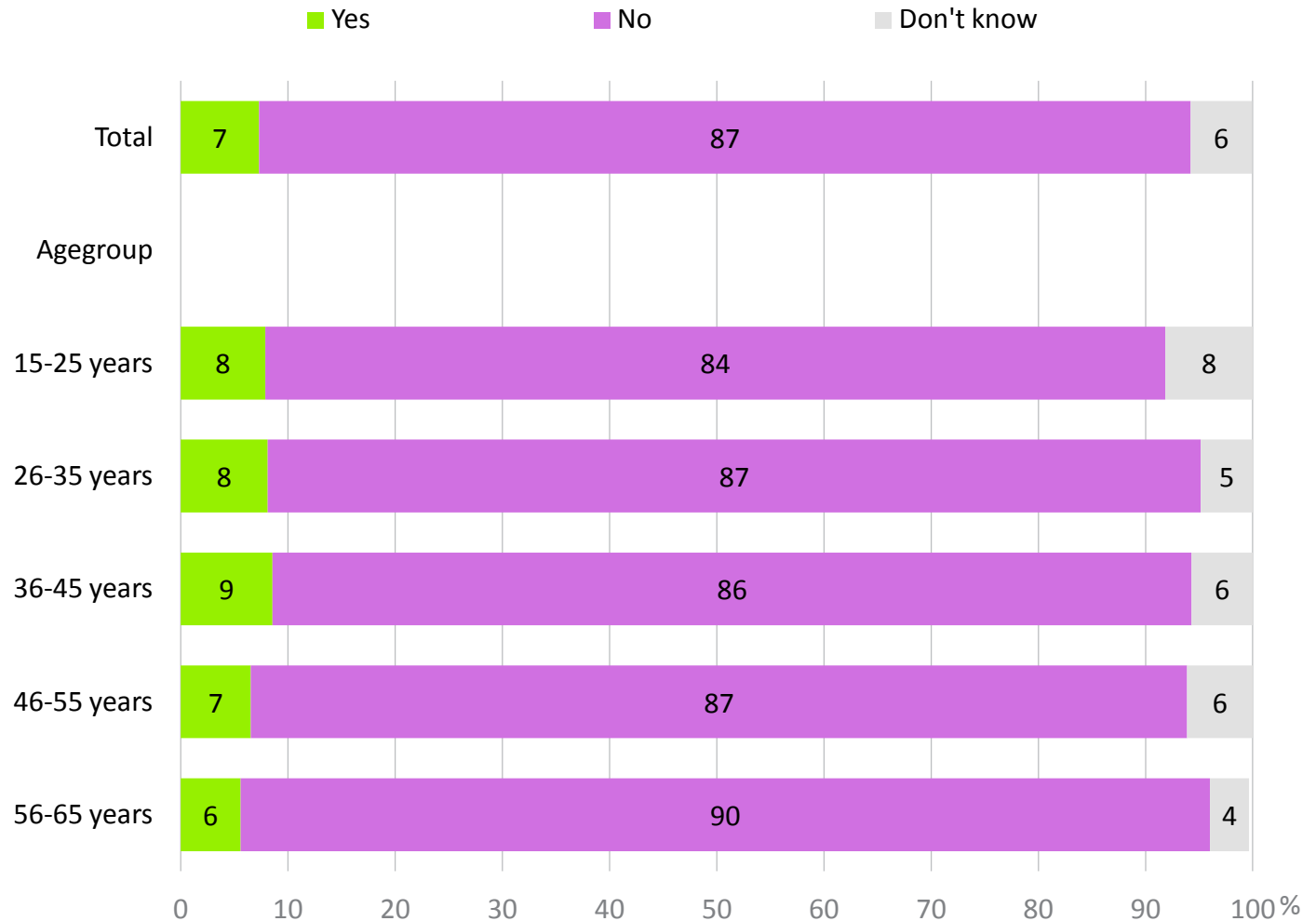


# Subscribing digital services providing TV and movie content n=4020

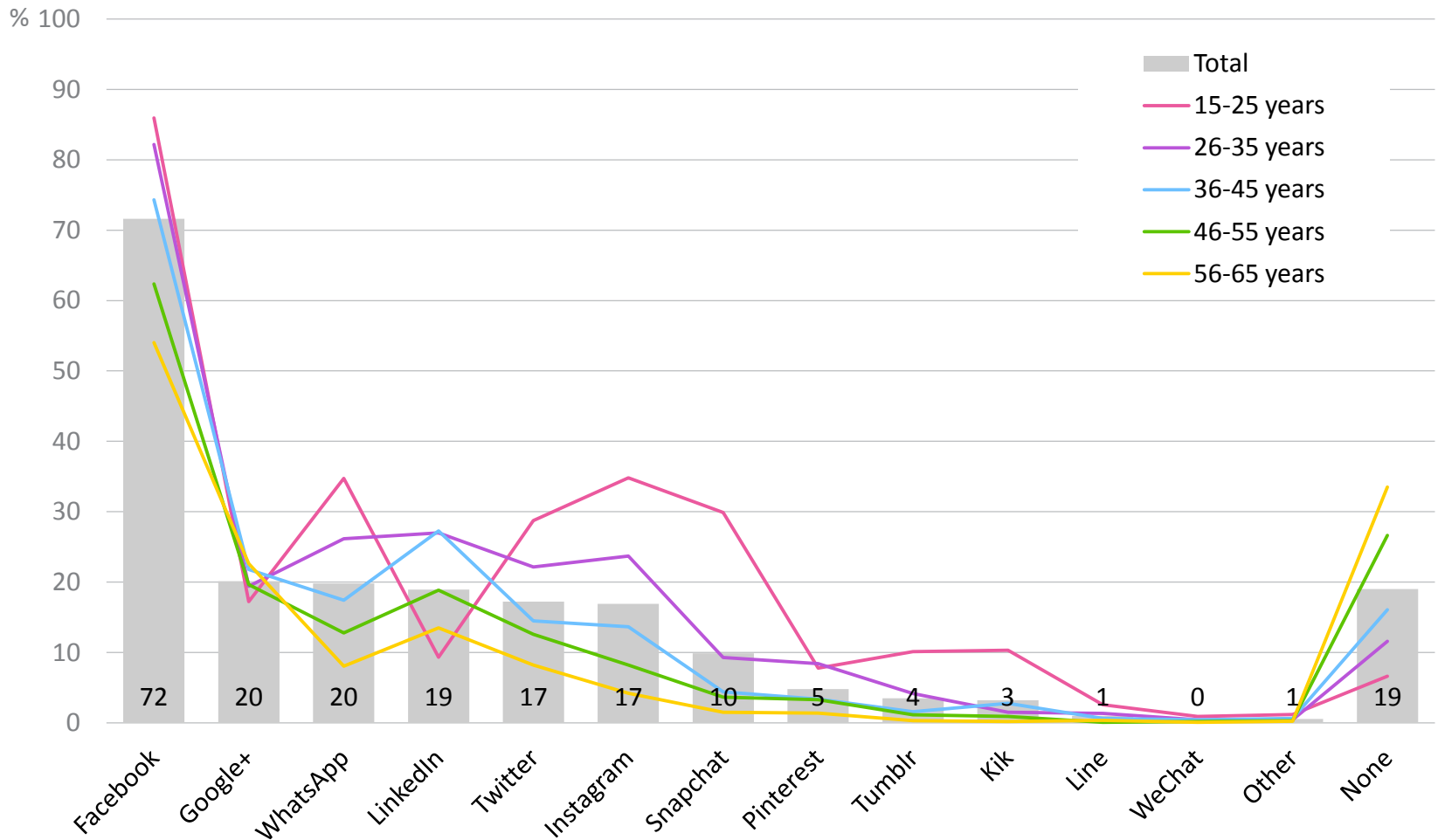


## Usage of an on-demand TV or movie content service that is bundled with purchase of a smart TV or tablet device or is bundled with broadband subscription

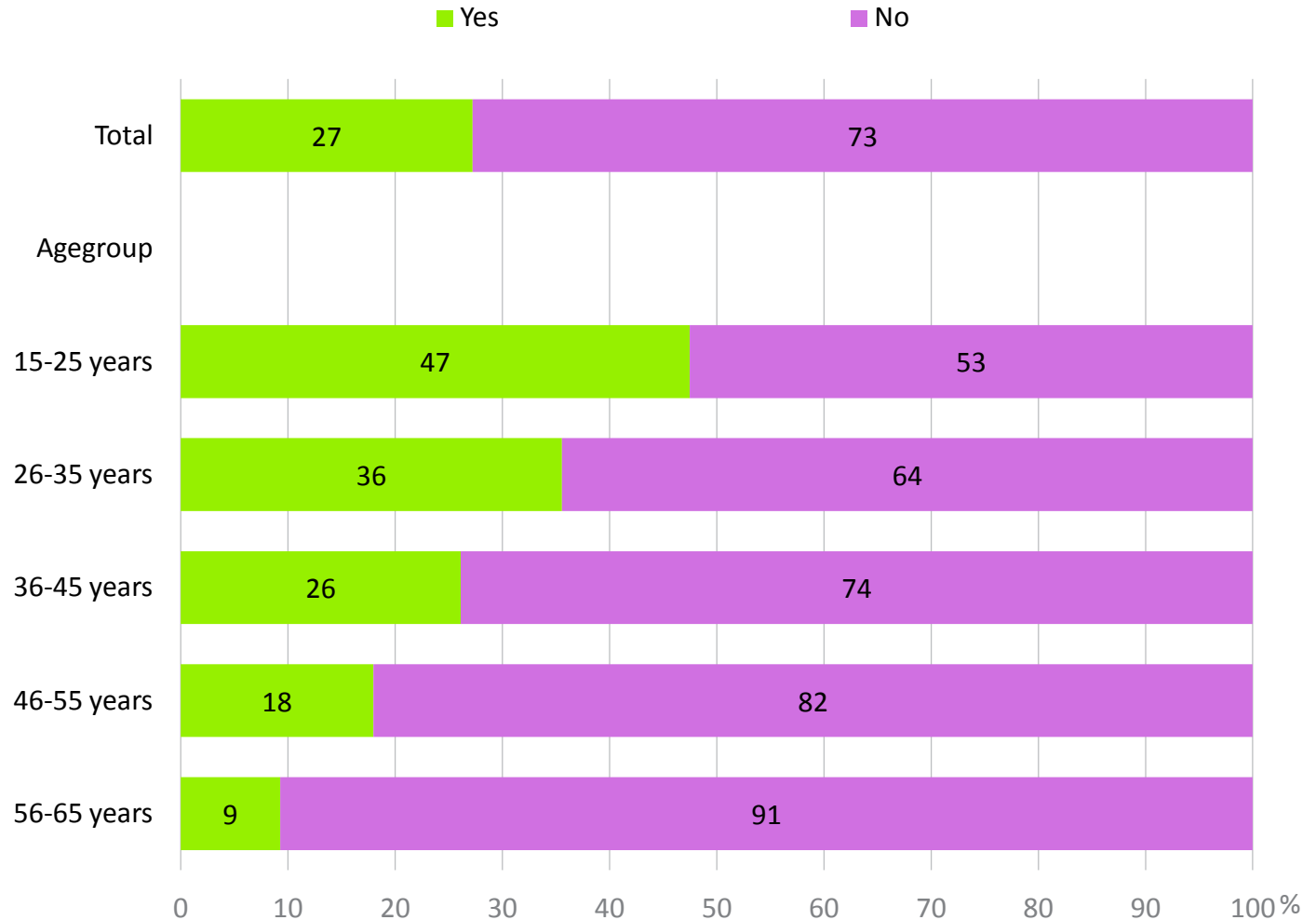
n=4020



# Usage of social networking services n=4020

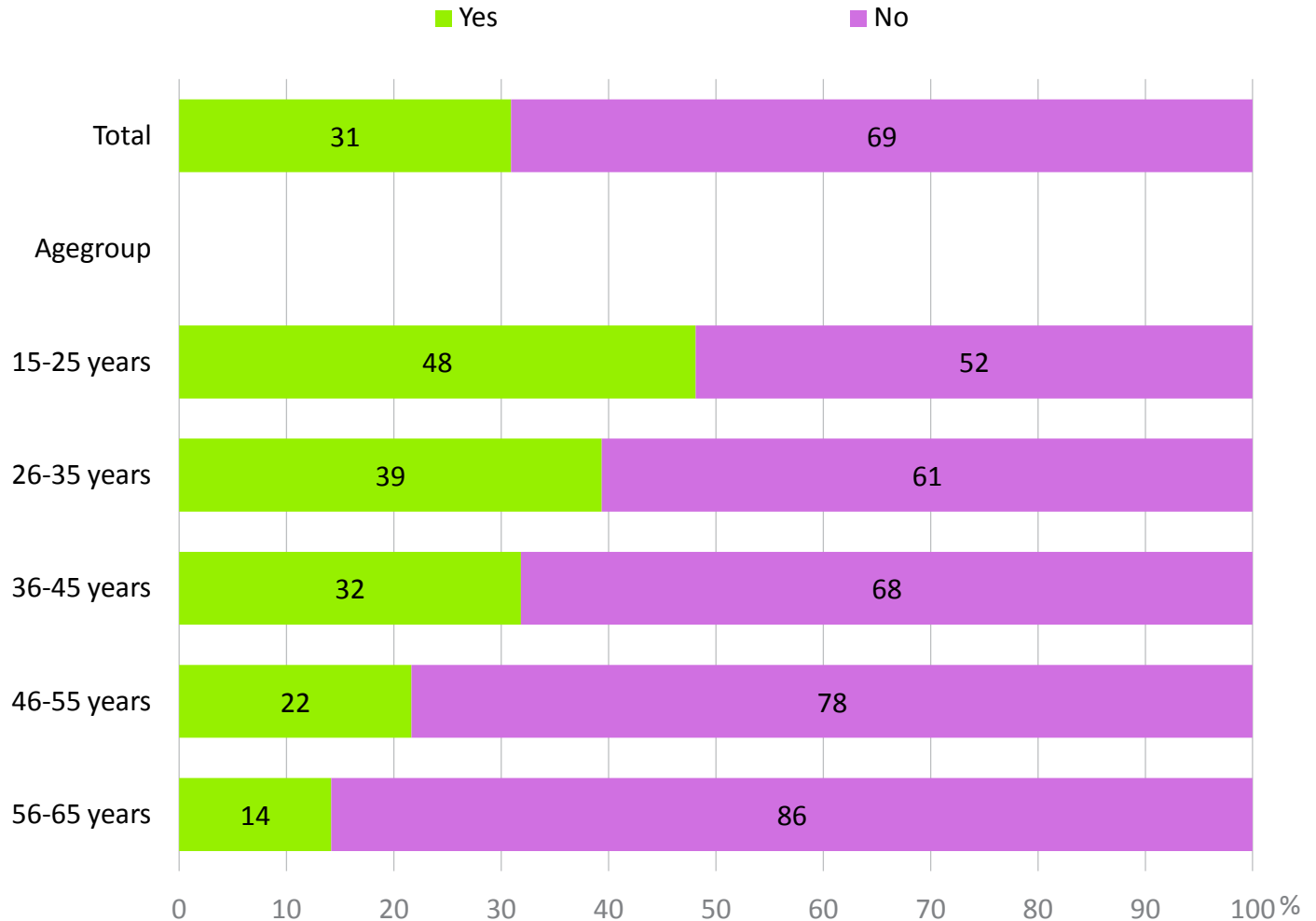


## Following music artists on the social networking services n=4020



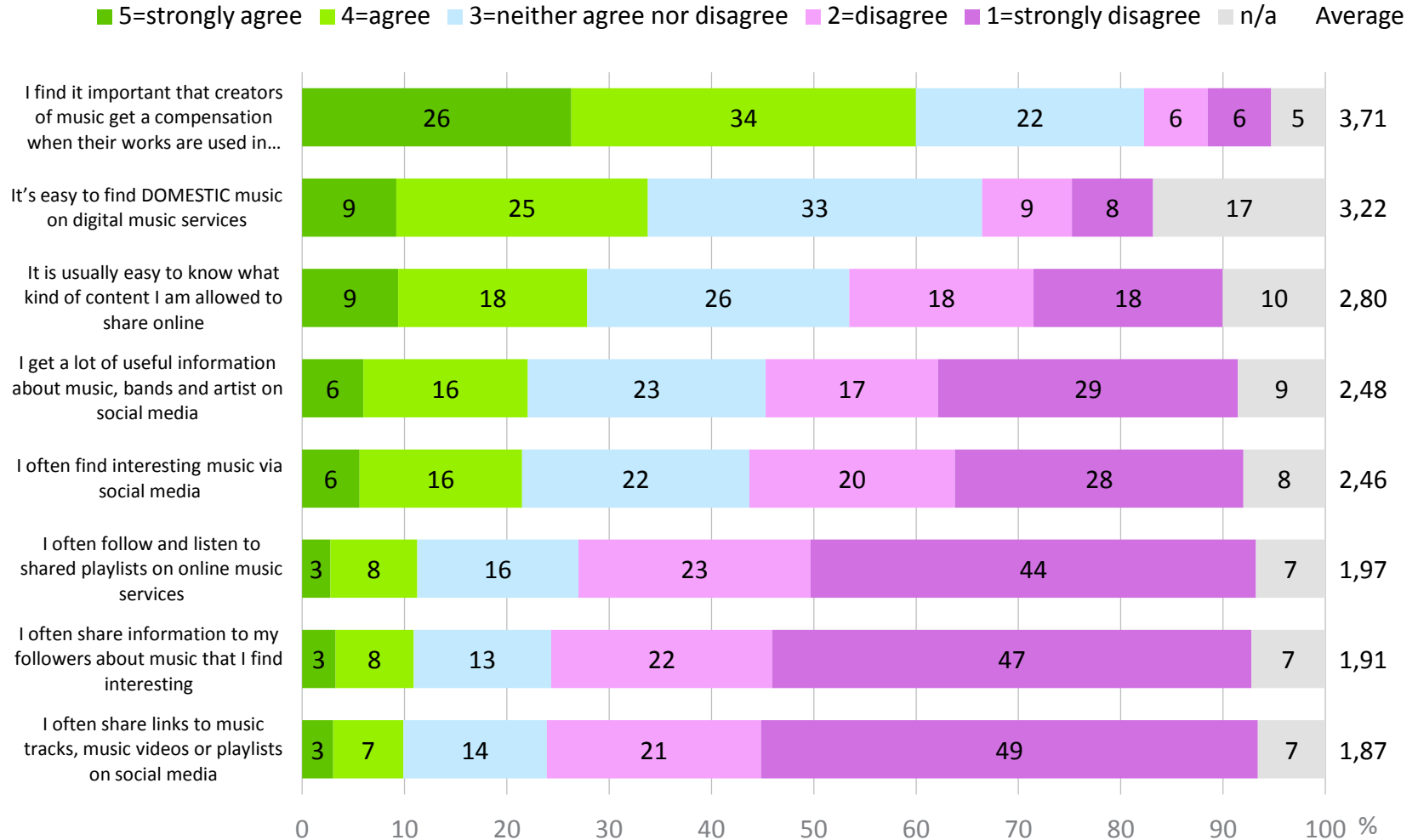
## Sharing links to individual music tracks or playlists on online music services or YouTube

n=4020



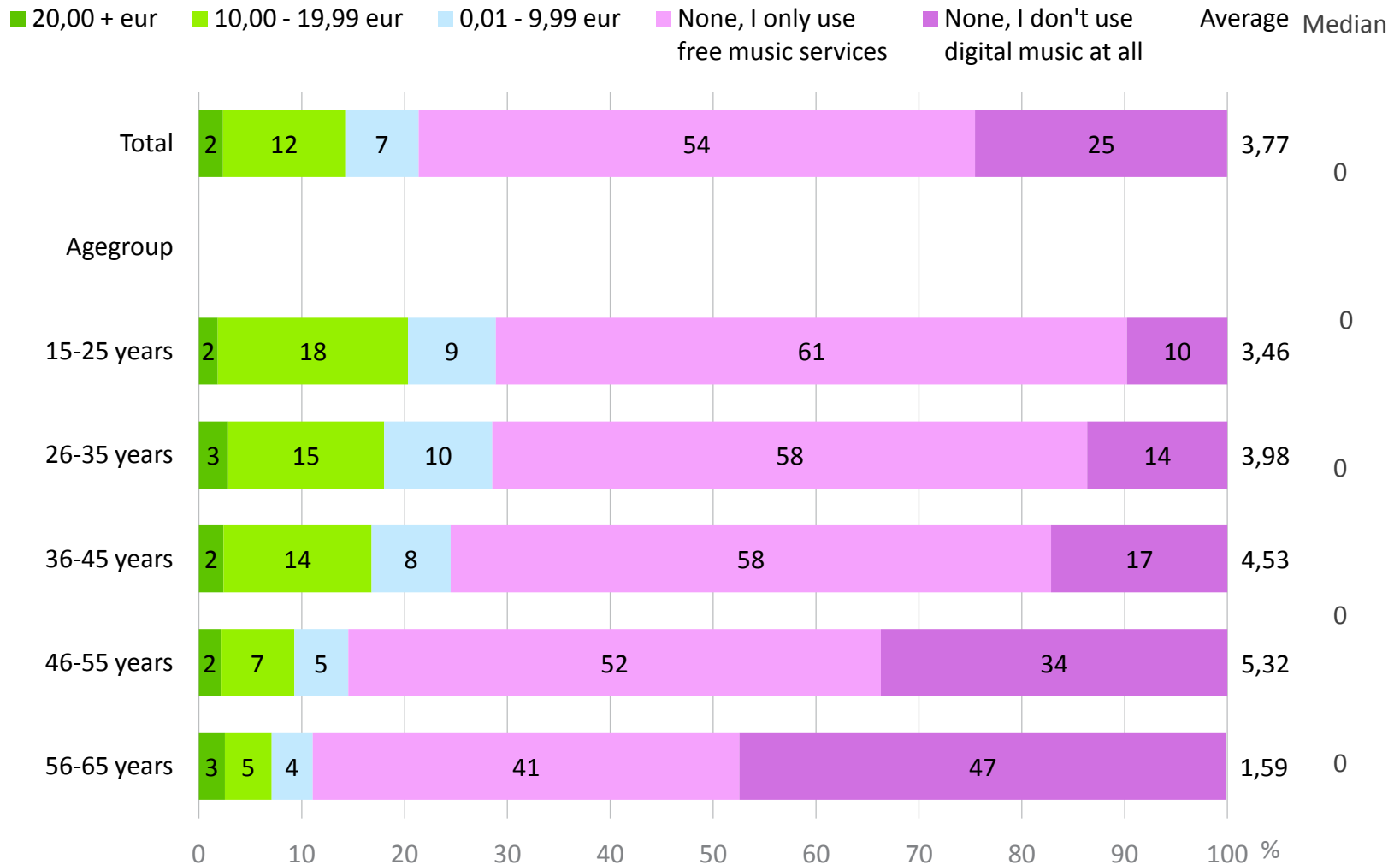
# Using and sharing digital music content

## n=4020

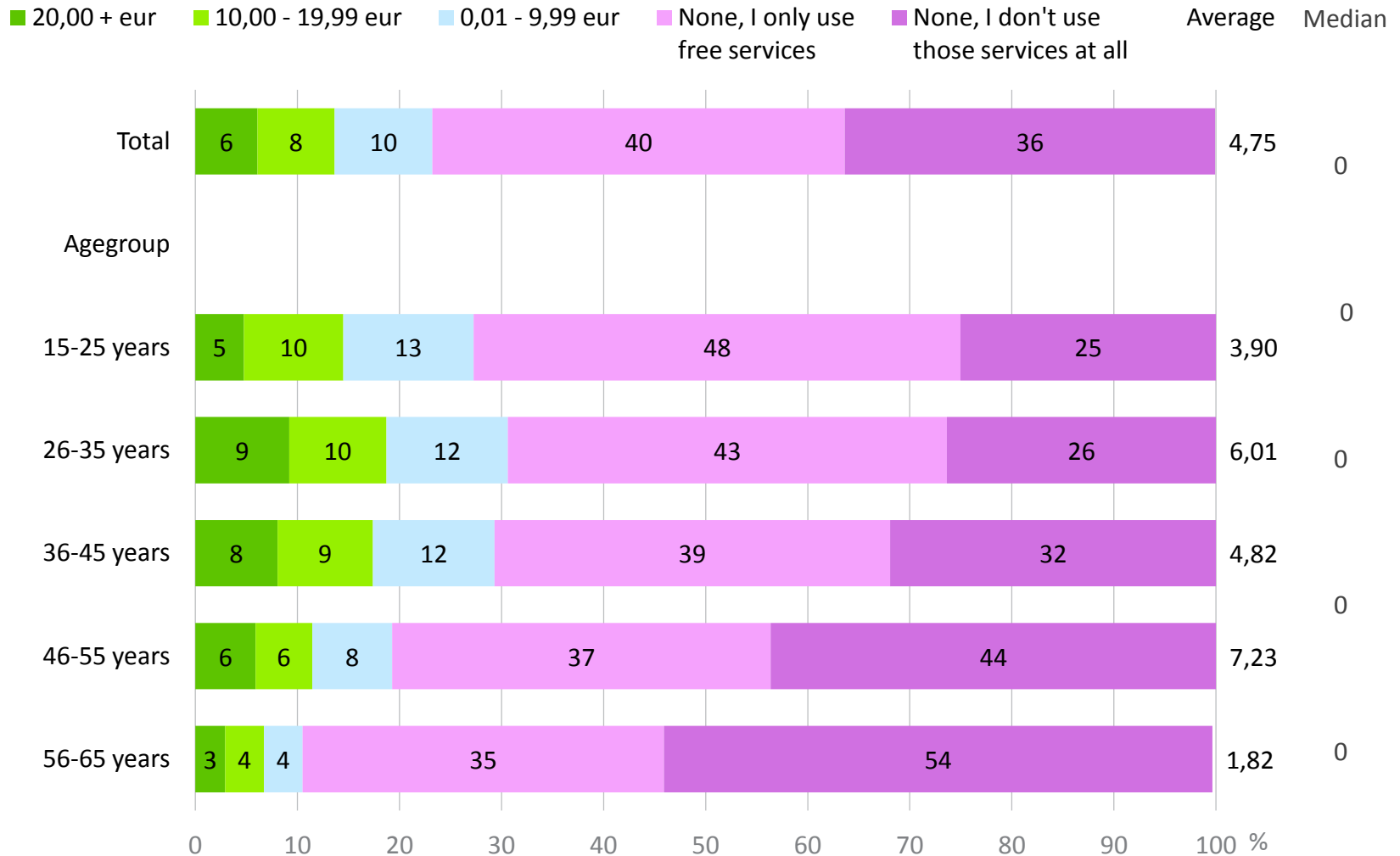


# Average monthly spending on digital music

n=4020

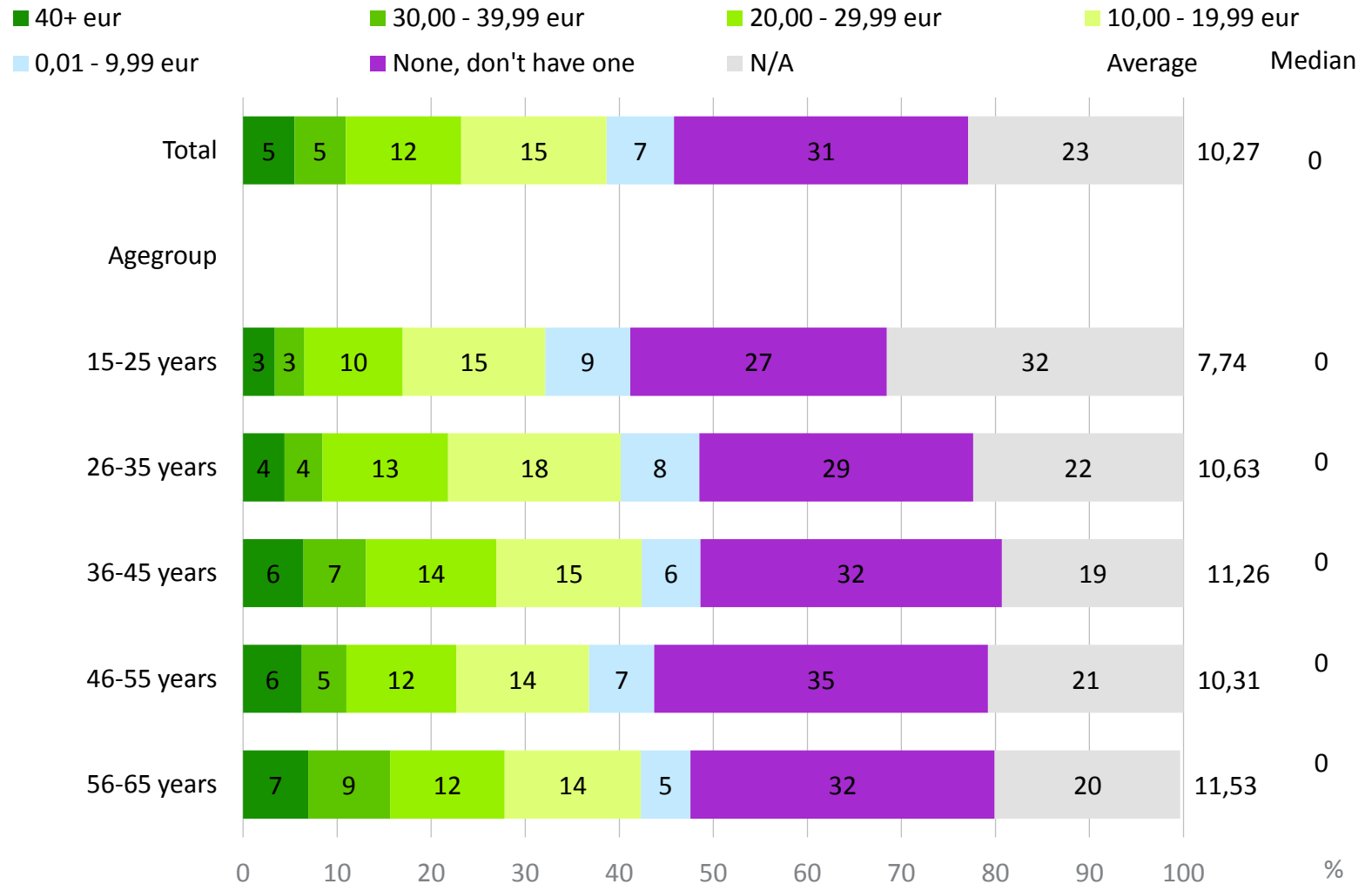


# Average monthly spending on subscriptions or on-demand TV or movie content n=4020





# Average monthly spending on a mobile broadband connection n=4020



# Average monthly spending on a fixed broadband connection n=4020

