

For Immediate Release

## **“Have 375 Tunes in My Pocket, Will Travel.”**

TORONTO (September 6, 2005) – As market leader Apple prepares to upgrade its iPod products and launch Motorola's iTunes phone, a national study of 1,062 Americans finds that the average digital music player contains 375 songs.

Among key highlights of the research:

- ▶ Despite a relatively high average of 375 songs per player, 50% of digital music players hold fewer than 100 songs – suggesting a perfect target for limited capacity mobile phone / digital music player hybrids. A quarter of digital music players have 100-499 songs while the remaining 25% have more than 500 songs.
- ▶ 21% of young Americans (12-29) have a digital music player. Among those 30-49, ownership is 12%, and among those 50+, it drops to single digits: 4%.
- ▶ **Apple** is the leading brand with a whopping 53% market share of *all* digital music players, with **Sony** and **RCA** tied for a distant second with 9% share each.
- ▶ **iPod** owners are big music fans: they have significantly bigger libraries (504 songs on average) compared to owners of other digital music players (246 songs).
- ▶ Motorola's iTunes phone has significant market potential for **Cingular** – 14% of Cingular's customers have a digital music player but a larger proportion, 17%, say they want to buy one in the next twelve months.
- ▶ Mobile phone customers are already consuming music on their phones: one-in-four **Cingular** (26%) customers have downloaded a ringtone at some point in the past (lower than **Sprint Nextel** customers at 32% but higher than **Verizon** at 19%).
- ▶ Only one-in-five (22%) digital music player owners bought a song online at some point in the past, suggesting a majority of the music on the devices come from owners' CDs and P2P file-sharing sources.

The information for this release comes from a random national sample of 1,062 interviews conducted in the U.S. via telephone in May/June 2005. The survey is part of a series of North American syndicated research programs by Toronto-based Solutions Research Group – *Digital Life America* in the U.S. and *Fast Forward™* in Canada. To maintain an unbiased perspective, the company funds its own syndicated research.

 **DIGITALLIFE**  
AMERICA **FASTFORWARD™**

The sample for the survey statistically reflects the regional and age/sex composition of the U.S. population. The results of the overall survey are accurate to  $\pm 3.0$  points for the population, 19 times out of 20.

- 30 -

David Ackerman	<a href="mailto:dackerman@srgnet.com">dackerman@srgnet.com</a>	1.866.358.5986 x 25
Kaan Yigit	<a href="mailto:kyigit@srgnet.com">kyigit@srgnet.com</a>	1.866.358.5986 x 22