

## Internet Radio Listeners Are Movie & Video Enthusiasts

*TargetSpot Audience Insight*

Marketers looking for new ways to engage movie goers and video fans should make note of the growing audience of internet radio listeners who are, according to MRI Research, more likely to participate in movie-watching across all stages of a movies' life cycle—from attending a movie opening weekend, to renting and purchasing DVDs, to watching movies on-demand and pay-per-view.

### 1. Internet Radio Listeners Are More Likely to Frequent Movies

According to MRI Doublebase 2008, internet radio listeners lead the way in movie attendance.

Internet radio listeners are 32% more likely to attend movies once or more a week than even the average internet user. (See Table A)

Table A. Movie Attendance Frequency <i>Source: MRI Doublebase 2008</i>				
	Index	Once a month	2-3 times a month	Once a week or more
Online Radio	100	132	135	138
Radio	100	105	105	103
Internet	100	121	117	106
TV	100	99	100	101
Print	100	109	107	102

Internet radio listeners are also approximately 30% more likely to attend movies opening weekend, when compared to TV, Radio and Print audiences. (See Table B)

Table B. Movie Attendance Preferences <i>Source: MRI Doublebase 2008</i>				
	Index	Opening weekend	After opening weekend	After the second week
Online Radio	100	136	128	121
Radio	100	104	106	104
Internet	100	113	120	115
TV	100	101	100	100
Print	100	102	107	106

## 2. Internet Radio Listeners Are More Likely to Rent Movies and Purchase DVDs, Online and in-Store

Internet radio listeners are more likely than other audiences to rent movies in-store when compared to Radio, TV, Print, and general internet users. (See Table C)

Table C: Video Tape Or DVD Rental Source: MRI Doublebase 2008					
	Index	Blockbuster Video Store	Hollywood Video	Other Video Store	Grocery Store
Online Radio	100	143	138	112	129
Radio	100	107	105	106	108
Internet	100	121	117	110	112
TV	100	99	98	99	100
Print	100	107	105	101	116

Internet radio listeners are also roughly twice as likely as the national average to rent a movie from online services such as Netflix.com or Blockbuster.com. (See Table D)

Table: D: Video Tape Or DVD Rental Online Source: MRI Doublebase 2008			
	Index	Blockbuster.com	Netflix.com
Online Radio	100	200	197
Radio	100	107	104
Internet	100	131	132
TV	100	99	98
Print	100	107	105

Likewise, internet radio listeners are also more likely to purchase DVDs at video stores, such as Blockbuster and Hollywood video, and electronic stores. (See Table E)

Table E: Video Tape Or DVD Purchase Source: MRI Doublebase 2008						
	Index	Blockbuster Video Store	Hollywood Video	Discount Dept. Store	Electronics Store	Grocery store
Online Radio	100	141	135	117	164	126
Radio	100	107	104	105	107	105
Internet	100	118	111	117	128	111
TV	100	100	100	101	102	101
Print	100	109	102	107	111	105

### 3. Internet Radio Listeners Are More Likely to Watch Pay-Per-View

Internet radio listeners lead the way in pay-per-view TV movie viewing compared to other audiences, 50% more likely than the national average to have watched a pay-per-view movie in the past year, and 47% more likely than TV viewers to have pay-per-viewed a movie 4+ in that same period.

Table F. Pay-Per-View TV- movies viewed last 12 months  
 Source: MRI Doublebase 2008

	Index	1 time	2-3 times	4+ times
Online Radio	100	150	135	151
Radio	100	106	109	107
Internet	100	125	126	128
TV	100	103	104	104
Print	100	110	113	113

### 4. Internet Radio Listeners Are More Likely to Watch Video On-Demand

Marketers looking for opportunities to promote video-on-demand should note that internet radio listeners are notably more likely to watch. In fact, internet radio listeners are almost 30% more likely to watch video on-demand than general internet audiences and 58% more than TV audiences.

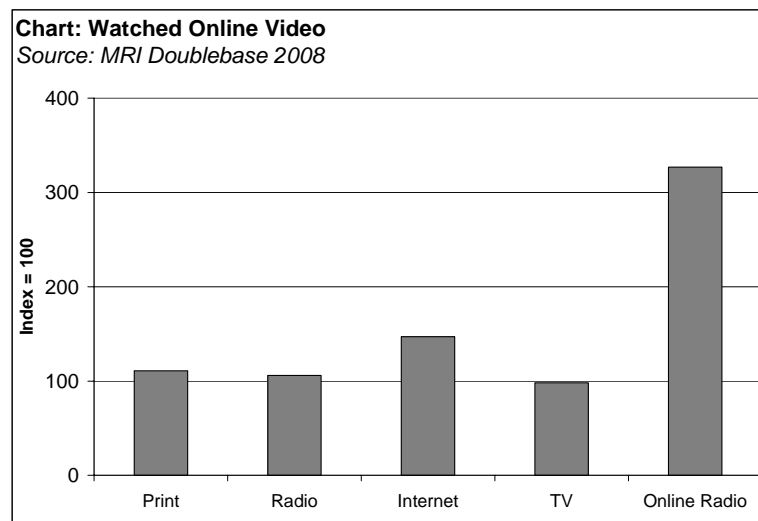
Table G: Video-on-Demand - Watched any programs  
 Source: MRI Doublebase 2008

	Index	Yes
Online Radio	100	162
Radio	100	108
Internet	100	133
TV	100	104
Print	100	115

## 5. Internet Radio Listener Are More Likely to Watch Video Online

As internet radio listeners are by definition audio streamers, it may not come as a surprise to note that they are most likely to watch video online as well.

What may be surprising, however, is the degree; even as general internet audiences are 47% more likely to watch online video than the national average, internet radio listeners measured more than twice as likely to do so when compared to that segment, and more than 3x the national average. (See chart below.)



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