



Ipsos Reid

Keeping Pace with Digital Music and Video Behaviour in Canada

The Ipsos Reid *MOTION* and *TEMPO* Studies for 2008

Technology and the Internet have changed the way we view and hear our world. Nowhere is that truer than in the world of entertainment, where digital music is now mainstream and digital video content and services are revolutionizing the industry.

So how are Canadians using these technologies? Ipsos Reid is taking a look at that. Building off of our highly successful *MOTION* and *TEMPO* studies in the United States, we are turning to Canadians to assess their changing appetite, attitudes, and behaviours concerning online entertainment content. As well, we will be focusing on the role of emerging technologies, and the impacts on other distribution and entertainment channels.

MOTION: Keeping Pace with Digital Video Behaviour

This study carefully tracks the rapidly changing video environment, informing strategic business decisions with consumer insights – primary consumer data that measures and tracks how video behaviours are growing and evolving.

TEMPO: Keeping Pace with Digital Music Behaviour

This digital music market report, measures and tracks developing trends based on quantitative primary data collection – real consumers offering real information on their music listening, purchase, and entertainment behaviours.

Reaching Canadians

Both the Canadian *MOTION* and *TEMPO* studies for 2008 will continue the consistent, proven quarterly tracking methodology of their related U.S. studies. Each quarter, *MOTION* and *TEMPO* will feature over 1,000 representative interviews with Canadians ages 13 and over, as well as an additional 500 interviews with Canadian teens ages 13 to 18.

Subscription

Cost for the Canadian *MOTION* and *TEMPO* is **\$29,500** per year. Subscribers will receive in-depth and valuable information on Canadian trends in online music and video use, including:

- Quarterly report
- Annual in-depth report on downloads and viewing behaviour
- Quarterly data tables (based on more than 1,500 online interviews per quarter and 6,000 annually)
- Optional presentation
- Access to *MOTION* and *TEMPO* online, a unique data warehouse. This unique data warehouse provides digital media decision makers with a one-stop reference point for all of the data.

Contact

For more information on this offer and how to subscribe, please contact **Rob Chilton**, by telephone at 416.572.4414 or by email at rob.chilton@ipsos-reid.com.