



## Online Media: All Change?



### Background

Back in the late 1990's the Internet was going to revolutionize everything we did as a society. When the Internet bubble burst some of those dreams evaporated. However, over time the Internet has continued to revolutionize. Some businesses are slowly being eroded and some have responded well to the challenge of the Internet era. This is perhaps most evident in the traditional media sector of Television, Newspapers and Radio. Online marketers, media executives, and those who support them need to know what the changing landscape of the online media environment looks like in order to maximize their user experience and successfully position themselves for the future.

The *Ipsos Inter@ctive Reid Report* examined the Online Media sector toward the end of 2008. The report examines the who, why, what, where and when of how Online Canadians are using the Internet for their media and entertainment needs.

### Online Media: All Change?

Approximately 2,644 online interviews were conducted among a cross-section of Internet panelists. Ipsos Reid is the only research company in Canada to have a fully staged, randomly selected representative sample of 245,000 Internet users across the country. The results are accurate to within  $\pm 1.9\%$ , 19 times out of 20.

Topics covered in this report include:

- Number of hours spent – past 7 days doing various media activities, i.e. watching TV, using Internet.
- Perceived change in number of hours using the Internet.
- Amount of time spent multi-tasking.
- Change in various media activities as a result of using the Internet.
- Online media activities ever done.
- Ever paid for various online media activities.
- Perceptions on future use of various online media activities.
- Ever downloaded TV/Movies
- Awareness of video sharing (free content websites).
- Attitudinal statements for various online media activities:
  - Use of free content
  - Best entertainment now found online
  - Willingness to pay to watch live TV
  - Willingness to pay to watch re-runs
  - Interest in pay-per-view sports
  - Interest in International content
  - Cancel Cable TV before Internet
  - Expectations about seeing advertising online
  - Optimal length of online advertisements (using van Westendorp analysis).

### Internet Access and Profiles Section

In addition, subscribers will also receive the demographic profile of online Canadians, giving them a clear understanding of who is online in Canada and adding valuable context to the results of the research.

This snapshot of our Access and Profiles section will give you a clear understanding of who online Canadians are by looking at the demographic breakdown of the Internet population by age, income, gender, region, household type, and Internet skill level.

### About the *Ipsos Canadian Inter@ctive Reid Report*

The *Ipsos Canadian Inter@ctive Reid Report* was developed by Ipsos Reid to monitor Canadian Internet behaviours and attitudes in order to provide subscribers with the most authoritative, comprehensive and up-to-date information about the web that is available. Our study is not simple measurement figures. Rather, it is the who, what, why, where, when and how of Canadians and the Internet. Whether you are in the high-tech sector, a traditional consumer company, or a social marketer, the information provided in this report will keep you up-to-date on what Canadians are doing online and why.

To obtain further information on the full version of this report, please visit:

[www.ipsos-reid.com/IREID.cfm](http://www.ipsos-reid.com/IREID.cfm)



# Ipsos Reid

## Order Form

### Online Media: All Change?

To order this Special Feature of *The Ipsos Canadian Inter@ctive Reid Report*, simply fill out the form and fax back to Ipsos Reid, or complete it online at [www.ipsos-reid.com/inside/cirr.cfm](http://www.ipsos-reid.com/inside/cirr.cfm)

This Special Feature is available now for the price of \$750 per hard copy. If you wish to purchase multiple copies to distribute within your organization, we will provide five hard copies and an electronic (PDF) version for the price of \$1,500.

### Order Options

- # \_\_\_\_\_ individual  
*Online Media: All Change?*  
hard copies @ \$750 each.
- Five hard copies of  
*Online Media: All Change?*  
and an electronic (PDF)  
version for unlimited internal  
distribution for \$1,500.

## Ipsos Reid

Attention: **Mark Laver**  
Associate Vice President  
Fax: 403.294.1535  
Tel: 403.294.7393  
Email: [mark.laver@ipsos.com](mailto:mark.laver@ipsos.com)

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Country: \_\_\_\_\_ Postal/Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Approval Signature: \_\_\_\_\_

The contents of this study constitute the sole and exclusive property of Ipsos Reid Corporation and Ipsos Reid retains all rights, title and interests in connection with this study. The contents of this study and its deliverables may be used only for internal use and may not be delivered or disclosed to any third party nor published in the public domain without prior written consent of Ipsos Reid Corporation.