

兩岸網民最愛

Mindshare剛公布的一項網上下載的調查，顯示內地網民最喜歡下載的是新電影（41%），而台灣網民則最喜歡下載電視節目（25%）。

調查是去年11月進行，訪問了中台、印度、馬來西亞、新加坡及澳洲六個亞洲市場一千五百名十五至三十五歲的互聯網用戶，發現這六個市場有62%受訪者願意付費一美元下載連



內地網民最愛下載電影觀看（彭博圖片）

廣告的電影：若要他們改用兩美元來購買連廣告的電影，則只有53%受訪者願意下載。調查顯示，這六個市場有近半數（49%）受訪者曾付費下載內容，其中內地網民有67%曾付費下載，台灣則有62%，新加坡有40%，而澳洲則有38%。

若此調查屬實，對網上內容供應商可說相當具鼓舞性。



More Asians would pay for Net shows, says poll

Staff reporter

More Web surfers in Asia would now readily pay to download a movie or television show, an online survey revealed.

The survey, conducted by international media investment management company MindShare last November, covered 1,500 Internet users aged between 15 and 35, with 250 respondents in each of six nations — Australia, China, India, Malaysia, Singapore and Taiwan.

Forty-nine percent of all respondents had paid to download content, with Chinese respondents being the top at 67 percent, trailed by Taiwanese at 62 percent. Forty percent of Singaporeans and 38 percent of Australians had done the same.

The survey also revealed 28 percent of respondents would pay US\$1 (HK\$7.80) to download a 30-minute television show that came with advertising, while those who were willing to pay the same price for a new movie with

advertising reached 62 percent. If advertising was deleted but the price bumped up to US\$2, 20 percent said they would still pay for the TV show while 60 percent said they would pay for the movie.

MindShare Asia Pacific Insights director James Chadwick said the figures depicted a massive demand in Asia for downloading digital content, and a huge potential for combining downloading and advertising.

The Chinese downloaded movies (41 percent) and exclusive celebrity interviews (17 percent) — whether paid or unpaid — more than their counterparts in the five other nations, while Taiwanese downloaded TV shows (25 percent) and music (56 percent) the most.

Overall, 28 percent preferred a mobile phone for playing back songs, while 75 percent expected portable digital video players would become more popular.

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