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More Asians would pay for Net shows, says poll

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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.

Source : The Standard.

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