
DOWNLOADING TV PROGRAMS, WATCHING VIDEO AND MAKING ONLINE PHONE CALLS REPRESENT BIGGEST ONE-YEAR INTERNET ACTIVITY INCREASE

--E-Mail, News Gathering and Paying Bills Still Tops Among U.S. Adults--

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NEW YORK, NY, November 20, 2008—Downloading TV programs, watching online videos and making online phone calls posted the biggest year-to-year percent increase among adult Internet users, according to new data from Mediamark Research & Intelligence (MRI).

E-mail, news gathering and paying bills online continue to be among the most widely used Internet activities by U.S. consumers ages 18+, the MRI data show.

According to responses from MRI's just released Fall 2008 *Survey of the American Consumer*, 3.2% of adults said they had downloaded a TV program in the last 30 days. That represents a year-to-year increase of 141.4%. The number of adults who reported they watched online video increased 35.4% during the same period, to a total of 23.3% of the adult population, while 4.0% of respondents reported they had made an online phone call, an increase of 32.0%.

The Internet activities engaged in by the greatest number of adults were use of e-mail (74.2%), obtaining news (46%) and paying bills online (39.6%). These have been popular online activities among adults for several years.

MRI began measuring Internet activities in 1997 and continually adds new Internet behavior questions to its survey. The fall 2008 data include four new Internet activities: sharing photos (done by one in four adults in the last 30 days); sending electronic greeting cards (9% of adults); watching a live TV program online (5.3% of the U.S. adult population); and uploading or adding video to a Web site (4.1% of adults).

Internet Activities		
U.S. Adults with Access to the Internet		
<i>Which, if any, of these activities did you do on the Internet in the last 30 days?</i>	% All Adults Fall 2008	% Change From Fall 2007
Used E-mail	74.2	+5.2
Obtained the Latest News/Current Events	46.0	+9.8
Paid Bills Online	39.6	+15.3
Made a Purchase for Personal Use	37.2	+7.8
Used Instant Messenger	29.7	+23.6
Obtained Financial Information	28.3	+9.6
Obtained Sports News/Information	28.1	+10.6
Shared Photos Through Internet Website	25.4	N/A
Looked for Recipes	24.8	+24.8
Played Games Online	24.6	+8.0
Watched Online Video	23.3	+35.4
Downloaded Music	21.6	+9.6
Made Personal or Business Travel Plans	20.5	+3.6
Obtained Medical Information	19.9	+4.3
Looked up Movie Listings or Show Times	19.7	+16.8
Visited a TV network's or TV show's website	18.7	+15.4
Looked for Employment	15.3	+23.6
Tracked Investments/Traded Stocks, Bonds or Mutual Funds	13.2	+14.7
Listened to Radio on the Internet	13.1	+10.4
Obtained Information about Real Estate	12.9	+5.4
Made a Purchase for Business Use	11.4	+3.4
Visited Online Blogs	11.0	+17.9
Obtained Information for a New Car Purchase	10.6	No change
Sent an Electronic Greeting Card	9.0	N/A
Looked at TV Listing Online	7.7	+5.9
Obtained Childcare or Parenting Information	5.3	+12.7
Watched A Live TV Program	5.3	N/A
Wrote an Online Blog	4.3	+16.3
Uploaded or Added Video to a Website	4.1	N/A
Made a Phone Call Online	4.0	+32.0
Downloaded a Podcast	3.8	+22.1
Downloaded a TV Program	3.2	+141.4

Source: MRI's Fall 2008 and Fall 2007 Survey of the American Consumer
N/A=New MRI Question; Not asked in Fall '07
Field Dates for MRI's Fall 2008 survey: September 2007 to October 2008

Note: During the personal interview, MRI asks readers of individual magazines if, as a result of reading that magazine, they visited the magazine's website. That data are not included in this general Internet Activities data

“We should not be surprised that relatively new activities such as downloading TV programs from the Internet have a lower overall usage,” said Anne Marie Kelly, Senior Vice President of Marketing & Strategic Planning. “What is interesting is that virtually all activities—including mainstream ones such as using email—have shown growth in the last year. In fact, just about one-half of the highlighted activities have enjoyed double-digit growth.”

About MRI....

Founded in 1979, MRI interviews approximately 26,000 U.S. adults in their homes each year, asking about their use of media, their consumption of products and their lifestyles and attitudes.

MRI is the country's leading provider of magazine audience and multimedia research data. The company releases data from *Survey of the American Consumer* (adults 18+) twice yearly, in the spring and fall. MRI data have become the basic media-planning currency for the majority of the media plans that are created each year by national advertisers and their agencies. The company's 26,000 in-home interviews each year represent the biggest survey of its kind.

MRI Starch, a leader in providing marketing intelligence of print advertising effectiveness, is a division of MRI.

MRI is part of GfK Group AG, Nuremberg, Germany. For more information, please visit <http://www.mediamark.com/>.