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**In the Internet Age, Summertime Means Computer Time**

*New reports reveal a surprise - 36% of all entertainment is now consumed via computers*

**San Francisco, June 26, 2008** – Netpop Research, the syndicated research division of Media-Screen LLC, today announced new research underscoring the central role of the PC as a primary access-point for entertainment. Despite the arrival of summer’s traditional pastimes – blockbuster movies, novels, and fashion magazines – teens and adults today are spending more time in front of computers.

In a typical month, desktop and laptop computers are the device-of-access for:<sup>1</sup>

- 30 percent of time spent listening to **audio** content, e.g., music, podcasts, recorded books)
- An astonishing 48 percent of time spent watching **video** content, e.g., TV shows, full-length films, short videos
- 37 percent of time spent reading **print** content, e.g. newspapers, magazines, books

“Increasingly, the medium is no longer the message for entertainment content.” said Josh Crandall, managing director of Media-Screen LLC, the creator of Netpop. “With content set free, marketers and advertisers need to think beyond the medium, beyond the device, to capture eyeballs in a meaningful way.”

**Social Media Around Entertainment Content Brings Paradigm Shift in Advertising**

Netpop research also reveals another key factor in the shift from traditional to digital media. “Communitainment” – or the social activities that support online entertainment content – is on the rise among Internet users. Among 13 to 34 year-olds, 60 percent regularly engage in at least one of the Communitainment activities measured in the study, spending an average of 78 minutes per weekday. This includes, for example, posting comments about a favorite TV show, or recommending a new album to a friend. Findings underscore the fans’ increasing ability to affect the success or failure of a new film, song, game, graphic novel or any other content through the online equivalent of word-of-mouth.

“Social media add an entirely new dimension to entertainment content, extending and deepening fan engagement,” examples Crandall. “Now is the time for companies to begin experimenting with product placements and sponsorships. Advertising that has

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<sup>1</sup> Base: 13 to 34 year-olds who access the Internet through a broadband connection

traditionally been designed to interrupt consumers from what they are involved with at the time are less effective – and potentially damaging, in fact – to brands in social media environments.”

### **About Netpop**

Netpop changes the way professionals access consumer information by providing on-demand, affordable research that will guide important business decisions, today and into the future. The ongoing study highlights the diversity within the broadband population, with a special focus on their attitudes and behaviors around advertising, shopping, community, entertainment and mobile devices. Netpop helps companies better understand their customers, constructing an industry-wide framework to drive successful product and marketing initiatives in the digital and physical marketplaces. Visit <http://www.netpop.com> to learn more.

Netpop Research is a division of Media-Screen LLC, a strategic market research and consulting firm based in San Francisco. Since 1997, Media-Screen has offered research products and services focused on the online consumer, establishing its unique domain expertise and creating industry-accepted metrics for understanding the modern consumer market.

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