

Online Content: What Consumers Want

5 May 2003

According to a PaymentOne survey of US consumers and online content providers, over one-half of consumers say they would buy online content if more secure online payments could be guaranteed. When it comes to the future of the online content business, the PaymentOne survey indicates that the actual content is not necessarily the issue -- only 19% cite improved content as a factor that would persuade them to buy online content and a mere 18% say affordable content would convince them to buy online.

Factors That Would Persuade US Consumers to Buy Online Content, 2003

Affordable broadband services to enable faster download of content
10%



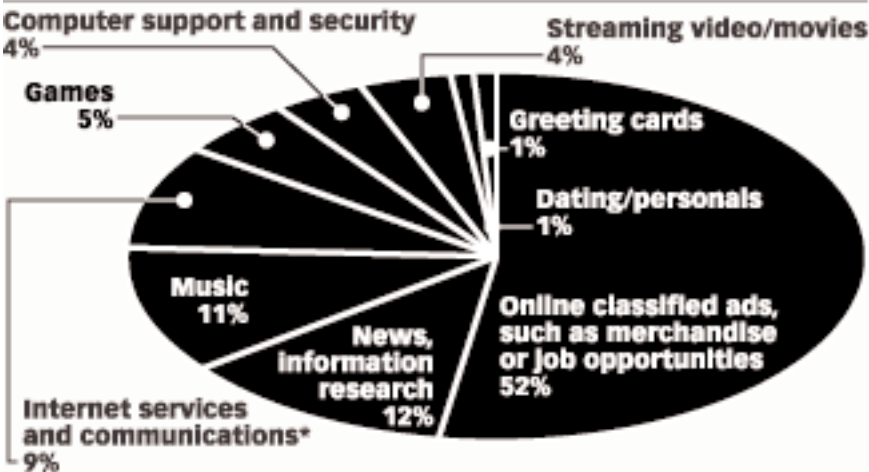
Source: PaymentOne, April 2003

049289 ©2003 eMarketer, Inc.

www.eMarketer.com

PaymentOne commissioned Javelin Strategy & Research to help with the survey of 1,038 consumers and discussions with 31 content executives. When determining what kind of content consumers would be interested in purchasing online, PaymentOne found that over 50% would like to buy online classifieds, while 11% would like to buy music online and 5% would like to buy games.

Online Content and Services that US Consumers Are Most Interested in Buying, 2003 (as a % of respondents)



Note: *includes Internet access and premium e-mail
Source: PaymentOne, April 2003

According to the OPA and comScore Networks, as of March 2003, over 10% of the US population is an online paid content consumer.

Online Paid Content Consumers in the US, Q1 2002-Q4 2002 (as a % of the population)



Source: Online Publishers Association (OPA)/comScore Networks Inc., March 2003

048425 ©2003 eMarketer, Inc.

www.eMarketer.com

Jupiter Research projects that online content spending will jump from \$2 billion this year to over \$5 billion by 2007

US Consumer Spending on Paid Content, 2002, 2003 & 2007 (in billions)



Source: Jupiter Research, March 2003

048130 ©2003 eMarketer, Inc.

www.eMarketer.com

For a full perspective on the online content market, including the opportunities broadband could hold, read eMarketer's Online Content report.