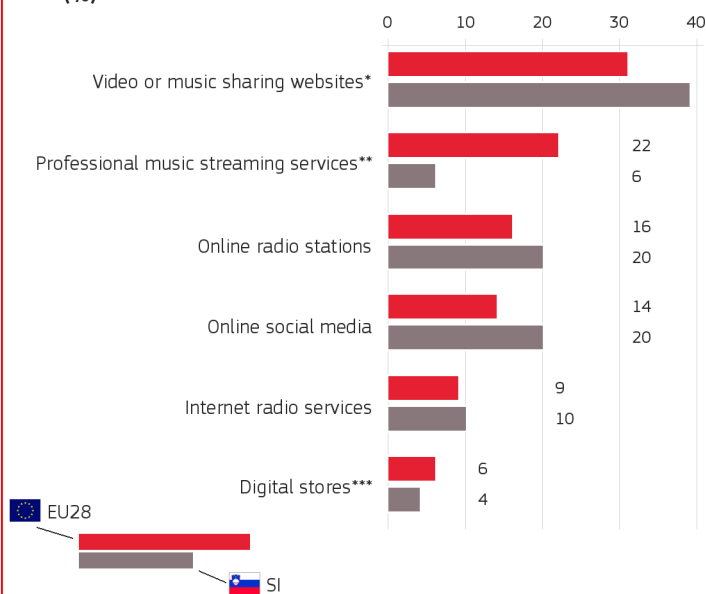


1. ACCESS TO MUSIC ONLINE

Q3a What type of service do you use the most often to access music online?
(ONE ANSWER ONLY)

(%)



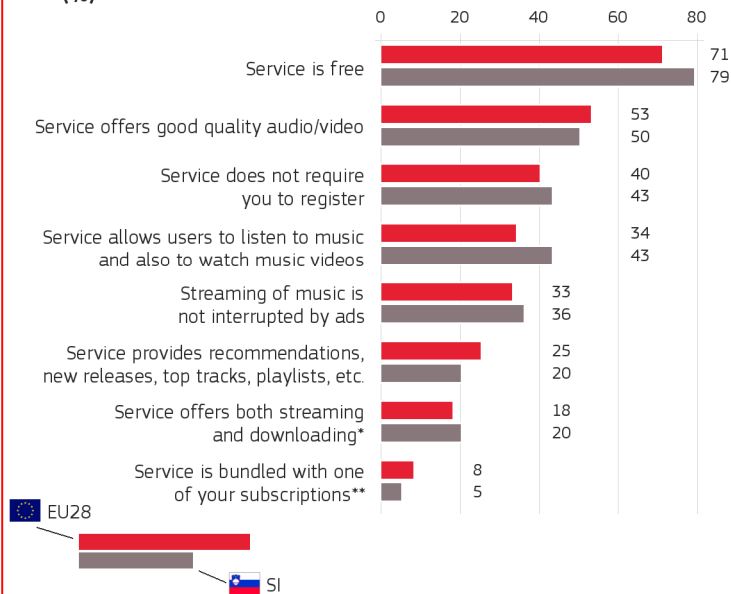
* Full label is: 'Video or music sharing websites where you can find a variety of music/videos uploaded by individual users, artists or companies'

** Full label is: 'Professional music streaming services (free or paid) that enable you to listen to music over the Internet'

*** Full label is: 'Digital stores from which you can download music that you can store permanently on your device'

Q5T Which of the following criteria are important to you when choosing the service you use to access music? (MAX. 4 ANSWERS)

(%)



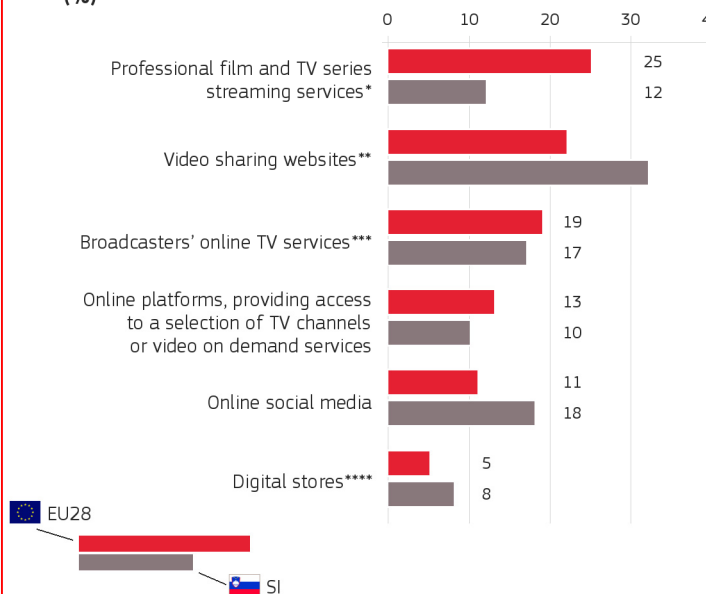
* Full label is: 'Service offers both streaming and downloading, either directly or by using a freely available tool (stream ripping)'

** Full label is: 'Service is bundled with one of your subscriptions, e.g. with your telecom operator'

2. ACCESS TO FILMS AND TV SERIES ONLINE

Q7a What type of service do you use the most often to access films or TV series online?
(ONE ANSWER ONLY)

(%)



* Full label is: 'Professional film and TV series streaming services (free or paid) that allow you to watch films or TV series online'

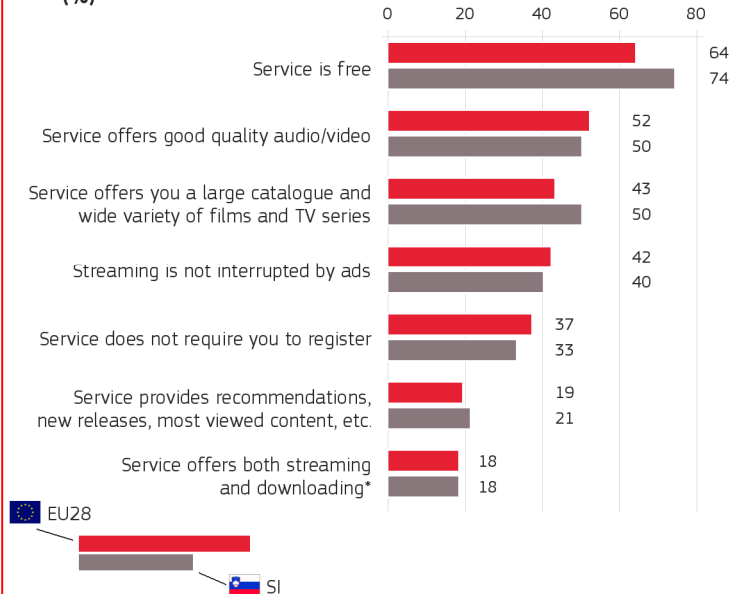
** Full label is: 'Video sharing websites where you can find films and TV series uploaded by individual users, artists or companies'

*** Full label is: 'Broadcasters' online TV services (including catch-up and on-demand services)'

**** Full label is: 'Digital stores, from which you can download films and TV series that you can permanently save on your device'

Q9T Which of the following criteria are important to you when choosing the service you use to access films or TV series online? (MAX. 4 ANSWERS)

(%)



* Full label is: 'Service offers both streaming and downloading, either directly or by using a freely'

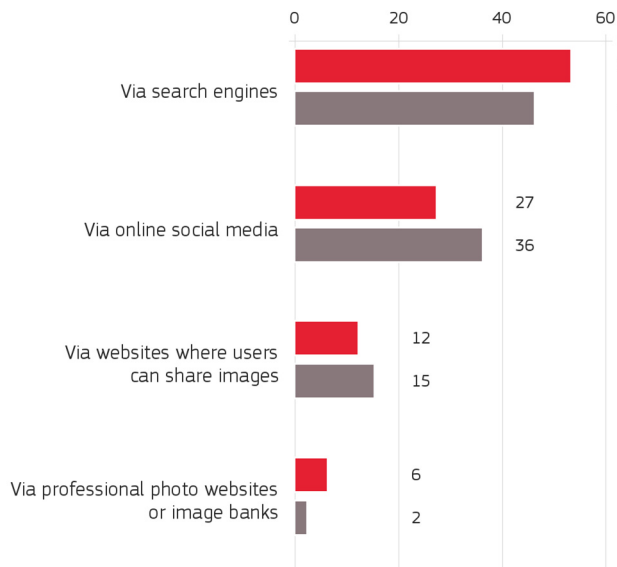
13.483 interviews
10 > 21 / 03 / 2016

504 interviews
10 > 18 / 03 / 2016

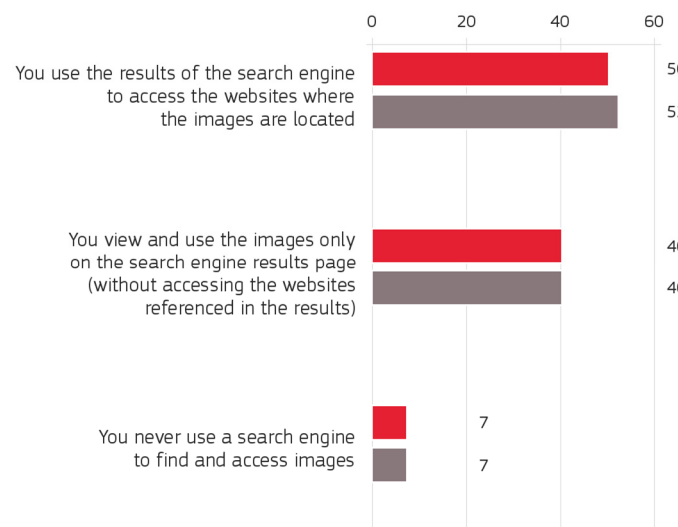
Methodology: online

3. ACCESS TO IMAGES ONLINE

Q11 How do you access images online the most often? (ONE ANSWER ONLY)
(%)

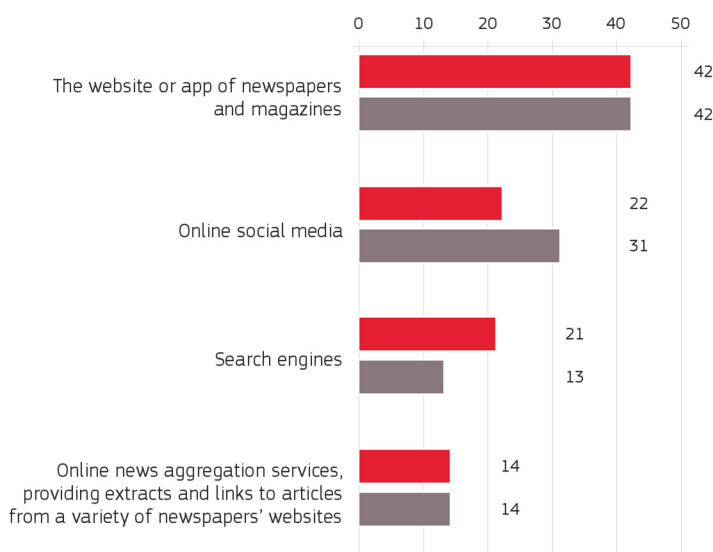


Q12 When you use a search engine to find and access images online, what do you do the most often once you obtain the search engine results? (ONE ANSWER ONLY)
(%)



4. ACCESS TO THE NEWS ONLINE

Q16 What are the services you mainly use to read the news online? (ONE ANSWER ONLY)
(%)



Q17 When you access the news via news aggregators, online social media or search engines, what do you most often do? (ONE ANSWER ONLY)
(%)

