

## **MTV SURVEY REVEALS WHAT MATTERS TO YOUTH AT MUSIC MATTERS- THE ASIA PACIFIC MUSIC FORUM**

**Youth in India, Vietnam, Thailand and the Philippines  
have the strongest passion for music**

**Asia loving Asia marches on but majority wants music on mobile for free**

### **FOR IMMEDIATE RELEASE**

**Hong Kong/ Singapore – 4 June 2008:** Music passion is at an all time high. MTV Networks Asia has undertaken a survey to find out how passionate young Asians are about music and what music related activities they are engaged in. The third annual MTV Music Matters survey released today at the Music Matters Forum in Hong Kong tells that young people in India, Vietnam, Thailand and the Philippines have the highest passion for music; they would listen to it every minute of the day if they could. As music passion continues to grow, music is being consumed by nearly everyone across TV, computer and mobile screens.

Commissioned by MTV Networks Asia and partnered with TNS, the fieldwork was completed in March this year which encompassed 5,741 online interviews with urban individuals aged between 15-34 year-olds in 12 markets in Asia Pacific including China, Hong Kong, India, Indonesia, Korea, Malaysia, the Philippines, Singapore, Taiwan, Thailand, Vietnam and Australia.

Ian Stewart, Senior Vice President of Viacom Brand Solutions & Research, MTV Networks Asia, said, "We continue to see the dominance of Asian music across the region, with over 80% of preference being for artists in local language. A handful of global celebrities make the top list of favored singers, though very few regional artists that cross many borders. The Asia Loving Asia trend remains, with a very local spin this year."

The study also found that mobile phones are commonly used for listening to music. One in four young Asians paid to download digital music recently, while twice as many added to their music library without paying.

"The mobile phone as a preferred music device grows in popularity. While only a minority of Asian youth currently uses their phone as their main player, the vast majority see this as the future - one gadget in the pocket," said Stewart.

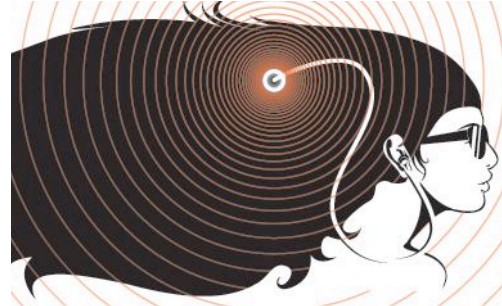
#### **Main findings are:**

##### **Music Passion**

- South and Southeast Asian love music, led by India, Vietnam, Thailand and the Philippines. Hong Kong youths are the least passionate about music.
- Australians have the largest music collection on CDs and DVDs, followed by Vietnam and Malaysia.
- While Passion for International artists has shot up, there is growing interest in music from within Asia and Korea in particular. The "Asia Loving Asia" trend marches on.

##### **Music and Multiplatform**





# MUSICMATTERS

THE ASIA PACIFIC MUSIC FORUM 3-5 JUNE 2008, GRAND HYATT, HONG KONG

- 66% are listening to more music now that it's digital and 46% think that all their music will be digital in the future.
- Most popular type of content downloads are songs and ringtones. 50% have downloaded a song to their phone recently.
- The phone is becoming much more multi-media, with a much larger group of teens using their mobile to play games and watch music videos. 74% want to replace their MP3 or iPod with a music phone.
- New findings also confirm that the power of social networking, instant messaging are virtual friends are a massive youth driver: Vietnam and China are leading the charge in terms of this "Forwarding Culture".
- More Youth in Greater China are writing and uploading content to their own blog, with 69% led by China and Thailand, 62% by Taiwan and 60% followed by Hong Kong.

## Music Consumption

- MTV is more than just a music channel; it is a trusted source of music news as well as a place for youth to learn about new music and artists.
- Korea shows a huge appetite for music consumption. Vietnam has emerged as having a very music centric group of youth with high music passion and strong consumption.
- Downloading and paying for music is not what youth want. 73% said the music industry should work closely with telecommunications companies to help them get music on their phone.
- 55% have downloaded music without paying. Countries like China, Philippines and Thailand have not complied with the pressure to reduce the piracy.
- Digital is the future but there is still a market for CDs: looking forward, close to half believes all of their music will be in digital format, but more than a third will play both CD and digital format. The trend towards digital music is getting stronger.

On MTV Music Matters Survey, Stewart commented, "Through validated music trends and consumer insights, it has helped us grow our relationship with our viewers as well as develop strategic relationship with our clients and partners. As such, we continue to be the one media owner in Asia Pacific that understands our audience the best!

Jasper Donat, Co-Founder and Executive Director, Branded Ltd. added, "We are very pleased to continue supporting MTV's research in conjunction with our Music Matters conference. To gain a solid view of music across Asia sets the opening tone for the event. It also allows delegates to streamline their business models in the Asia Pacific region to the market, maintaining their relevance and currency to the ever changing industry. And as in previous surveys we are happy to see that music does indeed matter to Asia youth."

## About MTV Networks in Asia and the Pacific

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks in Asia and the Pacific comprises three distinctly branded channels in the region reaching more than 400 million households: MTV, the world's largest television network and the leading multimedia brand for youth; Nickelodeon, the leading entertainment brand dedicated exclusively to kids; and VH1, the music video network that keeps adult viewers connected to the music they love. In Asia and the Pacific, MTV and Nickelodeon's businesses also include branded consumer products, program sales and digital media comprising of 19 websites, three broadband services and various mobile platforms. MTV Networks in Asia and the Pacific has a total of 25 channels which are seen via 24-hour and programming blocks.

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