

# In The Name Of Cool

For Immediate Release

## **CANADIAN NAPSTER USERS ARE NOT FREELOADERS, SAYS IN THE NAME OF COOL STUDY**

NATIONAL SYNDICATED RESEARCH STUDY ([www.inthenameofcool.com](http://www.inthenameofcool.com)) RETURNS WITH  
NEW FINDINGS ON MUSIC, MEDIA AND THE INTERNET

TORONTO – July 10, 2000. Despite their frequent use of Napster to download free music, most Canadian Napster users are committed music fans – they actively support the artists they like, according to a comprehensive new survey released today.

“Most early adopters of Napster in Canada are passionate music fans – they score right off the scale on virtually every measure of interest in music. They are above-average music buyers – and many are influencers who turn their friends onto their favourite new songs and artists,” said Kaan Yigit, Research Director for **In the Name of Cool**. “Suing the fans sends the wrong message – does the industry itself really want to punish these loyal fans who also serve as their greatest promoters?”

Among the key findings from the 2000 edition of **In the Name of Cool**:

- Approximately 1.8 million Canadians (15% of Canadian Internet users) 12 years of age and older have used Napster at least once to download MP3 files;
- Napster use in Canada extends beyond the college demographic – 29% of Napster users are teens (12-17), 32% are 18-24, and 39% are 25 or older;
- 72% of users are male, 28% are female – the average user downloaded 7 MP3 files in the last week;
- Napster users are big music fans and active music buyers – 73% have bought 4 or more CDs in the past six months (compared to an average of 49%) and they spend an average of 2.8 hours daily listening to music (compared to an average of 2.1 hours); and
- When asked to name music-related websites on a top-of-mind basis, 19% of Internet users mentioned [Napster](http://Napster) or [MP3.com](http://MP3.com) – three times the mentions garnered by the leading Canadian music and media site, [muchmusic.com](http://muchmusic.com) (6%).

“The widespread use of Napster points to a need for the music industry to rethink its business model,” said Edward Skira, Project Consultant for **In the Name of Cool**. “The music industry has to wake up and recognize that the one-hit, 15-song CD isn't working anymore. The music buyer wants choice, and if the industry doesn't provide that choice, they'll explore the options that technology provides.”

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The third (2000) edition of the national syndicated research study **In The Name of Cool** is based on a scientific telephone survey of 1,415 Canadians, aged 12 and older, between May 8 and 30, 2000. Along with 1996 and 1998 editions, **In the Name of Cool** represents the most comprehensive independent consumer trend database on music, entertainment and media in Canada.

The sample for the study statistically reflects the regional and age/sex composition of the Canadian population. The results of the survey are accurate to  $\pm 2.6$  points for the population as a whole, 19 times out of 20.

For more information, point your browser to...

[www.inthenameofcool.com](http://www.inthenameofcool.com)

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