



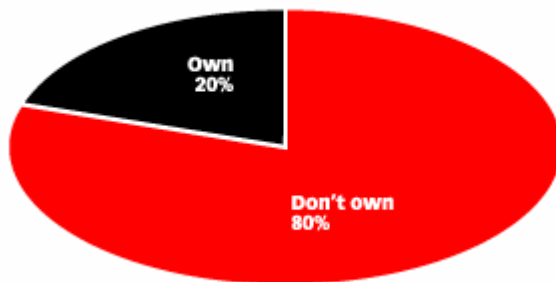
Hey RIAA, CDs Are Still Popular

10 September 2003

In the wake of the [RIAA's lawsuits](#) filed against 261 supposed online music file-swappers, [Parks Associates](#) reports that only 20% of US households with digital music users have MP3 players.

In fact, notes Parks, 50% of digital music users store less than 50 tracks on their PCs, but 80% own CD burners.

Percent of US Digital Music Households that Own an MP3 Player, 2003



Source: Parks Associates, September 2003

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Parks surveyed 1,005 US households to observe their digital music habits for its upcoming report "Digital Music: Market, Consumers, and Services." The research and consulting firm notes that CDs should be around for quite some time, and that the transition to an all-digital format will be gradual.

Supporting the Parks findings, Forrester Research reported in June that only 30% of young people between the ages of 12 and 22 say they buy fewer CDs because they can download any song they want online. Still, 68% also noted that they would stop downloading music if there was risk of going to jail or being presented with a serious fine. It seems the members of the RIAA have responded to the latter statistic.

**Attitudes toward Downloading and CD Burning
among Teenage Online Consumers in the US, by Age,
2003 (as a % of respondents)**

	12-13	14-15	16-17	18-19	20-22	Average
If there were serious risk that I would go to jail or have to pay a fine for downloading, I would stop*	69%	64%	74%	61%	68%	68%
If it took twice as long to download music, I would stop*	33%	28%	28%	29%	31%	30%
I buy fewer CDs because I can download any song I want	23%	25%	31%	37%	37%	30%

*Note: *those who download*

Source: Forrester Research, June 2003

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How is your company and/or Web site responding to the digital music trend? Need more user, usage and opinion data on the subject? Then subscribe to eMarketer's eStat Database -- an advanced search for tables and charts only, on the term "digital music," presents you with 53 records.

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