

AHEAD OF WHAT'S NEXT.



Harris Buzz Report

Report #11 January 2012

November 2011 fieldwork

about us

We are a full service research agency specialising in technology, telecoms, media, entertainment and the modern consumer

We offer a full range of services for both quant and qual research, including:

- Concept testing
- Product/service launching, including pack testing
- New product development
- Pathways to purchase
- Product/service configuration
- Communications testing and tracking
- Brand equity / extension / tracking
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research May 2011
portable devices

http://www.harrisinteractive.com/vault/HI_UK_Corp-%20Portable-Device-Research.pdf

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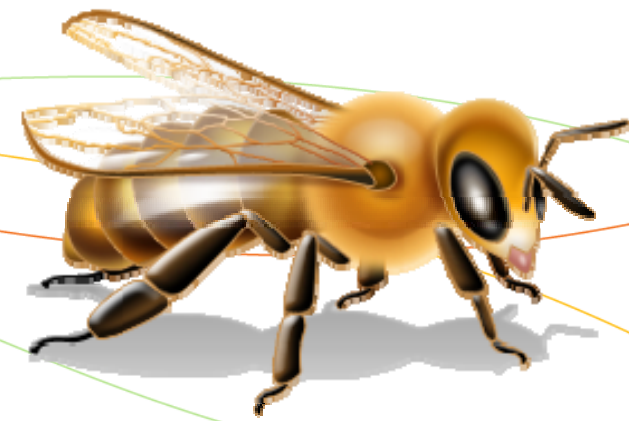
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INTERACTIVE

What is “Buzz”?

Each month, we find out the “buzz” of a dozen or so recent or upcoming releases/products for technology, telecoms, media and entertainment

We find out 3 key buzz metrics per release/product:

1. Level of **awareness** & familiarity
2. Degree to which it generates **discussion** among peers
3. Degree of **excitement** it generates



in this report, we look at:

(listed alphabetically)

Absolute Radio to launch two more “decade-themed” stations (60s and 70s) to add to their 80s and 90s stations
Batman: Arkham City video game
Battlefield 3 video game
Call of Duty: Modern Warfare 3 video game
Google announce ‘Google Music’ service in the US to rival iTunes
James Murdoch questioned again over News International phone hacking scandal
Major record label EMI sold to Universal Music
Michael Jackson doctor Conrad Murray found guilty of involuntary manslaughter
Pop stars including Coldplay, Lady Gaga & Jessie J play in special concert for Children in Need
Nokia unveil new range of ‘Lumia’ Windows mobile devices
Samsung revealed to be the world’s best-selling smartphone manufacturer
The Inbetweeners Movie
US firm Netflix to launch movie streaming service in the UK

methodology



- Robust quantitative method
- Conducted via the Harris Poll™ Online Omnibus
- 1,120 UK respondents this edition
- Online fieldwork mid-November 2011
- Data weighted to be representative of UK national demographics aged 16-64

sample profile

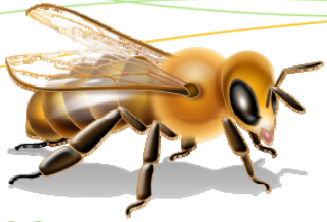
demographic	unweighted base
Total	1,120
All males	545
All females	575
16-24 year olds	156
25-34 year olds	276
35-44 year olds	264
45-54 year olds	216
55-64 year olds	208



AHEAD OF WHAT'S NEXT.

Metric 1 of 3

Awareness buzz



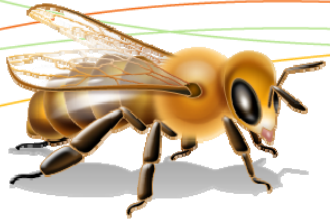
How we asked the question

Please take a look at this list of technology, mobile and entertainment topics, new products and services. Tell us how familiar you are with each.

- Extremely familiar
- Very familiar
- Somewhat familiar
- Just know the name and nothing more
- Never heard of this

Two important things to note

1. We gave no further information or images to respondents, we just showed them the text list as shown on Page 3 of this report
2. When considering all Buzz metrics, one needs to bear in mind that some products/services have been launched, some earlier than others, and some are yet to be launched (see over for more detail)



UK launch/news date details

Absolute Radio to launch 60s and 70s dedicated radio	Announced October 2011
Batman: Arkham City video game	Released October 2011
Battlefield 3 video game	Released October 2011
Call of Duty: Modern Warfare 3 video game	Released November 2011
EMI sold to Universal Music	Announced November 2011
Google announce 'Google Music' in US	Announced November 2011
James Murdoch re-questioning	October 2011
Michael Jackson's doctor found guilty	Announced October 2011
Netflix to launch in the UK	Announced October 2011
Nokia unveil new range of 'Lumia' Windows mobile devices	Announced late October 2011
Samsung global top selling smartphone manufacturer	Announced October 2011
The Inbetweeners movie	Released August 2011
UK pop stars for Children in Need concert	November 2011

Awareness buzz

Commentary

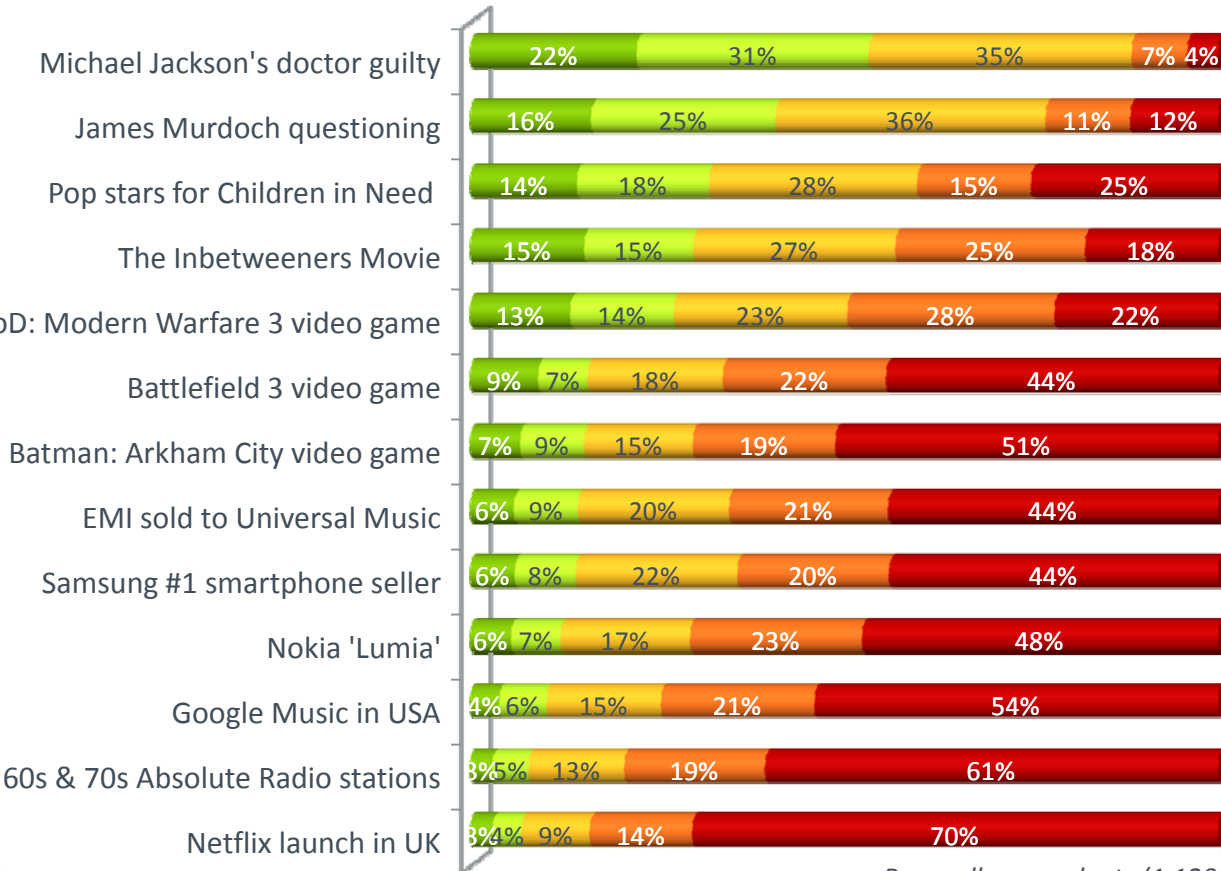
- Extremely familiar
- Very familiar
- Somewhat familiar
- Know name only
- Never heard of

Conrad Murray being found guilty of involuntary manslaughter tops the list of this month's awareness Buzz (the second highest awareness level ever recorded in Buzz)

The second round of questioning of James Murdoch over the News International phone hacking scandal caught the attention of over 3 in 4 of the general public. UK pop stars performing at a concert for Children in Need and The Inbetweeners Movie achieve a familiarity level of 3 in 5 amongst the UK public.

Out of the video games announced over the last couple of months Call of Duty: Modern Warfare 3 is the one that leads the list with over 2 in 5 aware of its release. *This is the highest ever awareness buzz measured for a video game.*

Less than 1 in 10 are familiar with the launch of Netflix in the UK, we see later that the online video streaming service generates a relatively robust level of buzz among those 'in the know'.



Base: all respondents (1,120)

		Total	Male	Fem	16-24	25-34	35-44	45-54	55-64
Base size		1,120	545	575	156	276	264	216	208
Absolute Radio	Extremely familiar	3%	4%	2%	6%	4%	2%	3%	-
	Very familiar	5%	5%	5%	6%	6%	3%	6%	3%
	Somewhat familiar	13%	14%	12%	14%	12%	14%	12%	12%
	Just know name	19%	19%	19%	14%	17%	23%	20%	20%
	Never heard of	61%	58%	63%	60%	61%	58%	60%	65%
Batman game	Extremely familiar	7%	10%	4%	18%	9%	3%	4%	<1%
	Very familiar	9%	11%	6%	12%	15%	8%	5%	3%
	Somewhat familiar	15%	18%	11%	17%	18%	20%	13%	3%
	Just know name	19%	17%	21%	21%	20%	20%	23%	11%
	Never heard of	51%	44%	59%	32%	39%	49%	55%	83%
Battlefield 3	Extremely familiar	9%	14%	4%	20%	10%	9%	5%	1%
	Very familiar	7%	9%	5%	10%	11%	4%	6%	2%
	Somewhat familiar	18%	23%	13%	28%	20%	19%	10%	13%
	Just know name	22%	17%	27%	19%	20%	22%	28%	20%
	Never heard of	44%	37%	52%	23%	39%	46%	51%	65%
CoD:MW3	Extremely familiar	13%	19%	8%	25%	17%	13%	8%	3%
	Very familiar	14%	15%	13%	21%	15%	15%	12%	6%
	Somewhat familiar	23%	26%	20%	31%	24%	27%	18%	14%
	Just know name	28%	22%	33%	16%	26%	28%	36%	33%
	Never heard of	22%	18%	26%	7%	18%	17%	26%	44%
EMI sold	Extremely familiar	6%	8%	3%	10%	3%	2%	8%	8%
	Very familiar	9%	12%	5%	7%	6%	8%	14%	9%
	Somewhat familiar	20%	20%	20%	13%	17%	25%	19%	26%
	Just know name	21%	18%	24%	17%	18%	24%	28%	20%
	Never heard of	44%	41%	48%	53%	56%	41%	32%	38%
Google Music	Extremely familiar	4%	6%	1%	11%	3%	2%	3%	1%
	Very familiar	6%	9%	4%	13%	7%	5%	4%	2%
	Somewhat familiar	15%	18%	13%	14%	17%	19%	20%	6%
	Just know name	21%	22%	20%	13%	18%	25%	17%	29%
	Never heard of	54%	45%	63%	49%	55%	50%	56%	62%
JM question	Extremely familiar	16%	19%	13%	15%	14%	12%	24%	18%
	Very familiar	25%	26%	23%	27%	14%	24%	29%	29%
	Somewhat familiar	36%	34%	38%	33%	37%	43%	28%	38%
	Just know name	11%	9%	13%	9%	16%	11%	11%	10%
	Never heard of	12%	11%	13%	16%	18%	10%	9%	5%

		Total	Male	Fem	16-24	25-34	35-44	45-54	55-64
Base size		1,120	545	575	156	276	264	216	208
Inbetweeners	Extremely familiar	15%	16%	14%	39%	16%	10%	8%	2%
	Very familiar	15%	13%	16%	17%	18%	22%	11%	4%
	Somewhat familiar	27%	26%	28%	26%	34%	34%	25%	15%
	Just know name	25%	24%	26%	12%	18%	21%	40%	37%
	Never heard of	18%	20%	16%	7%	14%	13%	16%	41%
MJ's doctor	Extremely familiar	22%	24%	21%	28%	21%	17%	28%	19%
	Very familiar	31%	29%	34%	23%	34%	36%	34%	29%
	Somewhat familiar	35%	35%	35%	39%	30%	39%	24%	41%
	Just know name	7%	7%	8%	7%	11%	4%	9%	8%
	Never heard of	4%	5%	4%	4%	4%	5%	5%	3%
Netflix	Extremely familiar	3%	5%	1%	10%	3%	1%	2%	<1%
	Very familiar	4%	6%	2%	8%	7%	3%	2%	<1%
	Somewhat familiar	9%	12%	6%	14%	13%	8%	6%	4%
	Just know name	14%	17%	11%	17%	12%	16%	14%	9%
	Never heard of	70%	61%	80%	50%	66%	73%	77%	86%
Nokia 'Lumia'	Extremely familiar	6%	8%	3%	10%	5%	7%	5%	<1%
	Very familiar	7%	10%	3%	12%	9%	5%	5%	3%
	Somewhat familiar	17%	18%	16%	21%	20%	20%	11%	14%
	Just know name	23%	20%	26%	19%	22%	25%	28%	21%
	Never heard of	48%	44%	51%	38%	45%	44%	51%	62%
Popstars & CIN	Extremely familiar	14%	14%	15%	19%	12%	13%	19%	8%
	Very familiar	18%	13%	23%	18%	22%	18%	13%	16%
	Somewhat familiar	28%	28%	28%	27%	23%	37%	27%	23%
	Just know name	15%	16%	15%	12%	14%	11%	16%	24%
	Never heard of	25%	30%	20%	23%	29%	20%	25%	30%
Samsung #1	Extremely familiar	6%	10%	2%	14%	6%	5%	3%	3%
	Very familiar	8%	11%	5%	12%	10%	8%	6%	5%
	Somewhat familiar	22%	22%	21%	19%	16%	27%	23%	22%
	Just know name	20%	20%	21%	13%	15%	20%	27%	27%
	Never heard of	44%	38%	51%	43%	53%	40%	41%	43%

Awareness buzz 
demographic breakdown
 (alphabetical order)

Awareness buzz



all time list

Please consider launch/fieldwork dates to place results into proper context
 NYR = not yet released at time of fieldwork; This edition's items are highlighted green

	launch or news date	field-work date	% at least somewhat familiar		launch or news date	field-work date	% at least somewhat familiar		launch or news date	field-work date	% at least somewhat familiar
Phone hacking	6/11	7/11	89%	Google+	6/11	7/11	41%	Halo: Reach video game	9/10	11/10	25%
Michael Jackson's doctor	10/11	11/11	88%	Kindle eBook	10/09	11/10	40%	Vevo launched	12/09	5/11	25%
Oscars	1929	2/11	87%	Android-based tablet devices	6/10	2/11	39%	YouTube full movie rentals	10/11	10/11	24%
Baftas	1954	2/11	85%	Google Chrome OS	NYR	7/10	39%	Google buy Motorola mobile	8/11	9/11	24%
Brits	1982	2/11	84%	The Times paywall	6/10	8/10	39%	Amazon Cloud Player	3/11	4/11	24%
Apple boss Steve Jobs dies	10/11	10/11	82%	Sky 3D Channel	10/10	8/10+11/10	38% (+4)	HTC service questioned	10/11	10/11	23%
Final Harry Potter	7/11	7/11	82%	Xbox Kinect	11/10	7/10+11/10	37% (+20)	HP to focus on software	8/11	9/11	22%
London 2012 tickets issued	6/11	7/11	81%	FIFA 12 video game	9/11	10/11	36%	Portal 2 video game	6/11	6/11	22%
Murdoch questions	10/11	7+11/11	77% (-2)	Samsung #1 smartphone seller	10/11	11/11	36%	Playstation Vita	NYR	6/11	22%
BlackBerry users suffer outage	10/11	10/11	74%	Spotify	2/09	7/10+2/11	36% (+11)	Fable III video game	6/11	6/11	22%
PS3 accounts hacked	4/11	5/11	74%	Skype on Facebook	6/11	7/11	36%	Steam (gaming service)	2002	8/10	22%
Golden Globes	1944	2/11	74%	3D Wimbledon	7/11	7/11	35%	“.xxx” sex domain (18+)	4/11	4/11	22%
Charlie Sheen in news	3/11	4/11	68%	Call of Duty: Black Ops game	11/10	11/10	35%	UK Radioplayer	3/11	4/11	22%
3D TV sets	1/10	7/10+5/11	63% (+27)	EMI sold to Universal Music	11/11	11/11	35%	Google TV	10/10	7+11/10	22% (+5)
DAB Radio	1999	8/10	64%	iPhone 4	6/10	7/10	34%	'60s and '70s Absolute Radio	10/11	11/11	21%
Freeview HD	2010	7/10	64%	Samsung Galaxy Tab	2/11	4/11	34% (+2)	'The Daily' iPad newspaper	NYR	2/11	21%
Pop stars for Children in Need	11/11	11/11	60%	3D Blu-ray players	2010	8/10	34%	Samsung Galaxy	4/10	8/10	21%
Twitter super-injunctions	6/11	6/11	58%	Battlefield 3 game	10/11	11/11	34%	Apple TV	9/10	11/10	21%
IE9 launched	3/11	5/11	58%	Sony recall 1.6m TVs	10/11	10/11	33%	Rage video game	10/11	10/11	20%
Big Brother re-launched on C5	8/11	9/11	57%	Apple iCloud	10/11	6/11+10/11	32% (-1)	Motorola Xoom	2/11	2+6/11	20% (+2)
Murdoch's BSKyB bid	6/10	2/11	57%	BlackBerry PlayBook	6/11	11/10+6/11	32% (+15)	Crysis 2 game	3/11	4/11	20%
The Inbetweeners Movie	8/11	11/11	57%	Google launch Cloud music	5/11	5/11	32%	"Newport" Jay-Z spoof	8/10	8/10	20%
Facebook profile new design	9/11	10/11	56%	Google launch Chromebooks	5/11	5/11	32%	Fallout: New Vegas game	10/10	11/10	20%
iPad 2	3/11	4/11	56%	Nokia/MS partnership	2/11	4/11	32%	Sony Move	9/10	7+11/10	19% (+5)
iPhone 4S	NYR	10/11	55%	Nintendo unveil 'Wii U'	6/11	6/11	31%	HTC Flyer tablet	6/11	6/11	19%
Microsoft buy Skype	5/11	5/11	54%	HP TouchPad	7/11	7/11	31%	Warner films on Facebook	3/11	4/11	19%
Steve Jobs resigns as Apple CEO	8/11	9/11	53%	Apple-Samsung legal battle	8/11	9/11	30%	Homefront video game	3/11	4/11	18%
Nintendo 3DS	3/11	7/10,2+6/11	53% (+3)	Batman: Arkham City game	10/11	11/11	30%	World of Warcraft free	6/11	7/11	17%
Call of Duty: Modern Warfare 3	11/11	11/11	51%	Orange / B'card "Quick Tap"	6/11	6/11	30%	Netflix in UK	10/11	11/11	16%
iPhone secretly tracking	4/11	5/11	50%	Nokia E7 smartphone	2/11	5/11	30%	Deus Ex: Human Revolution game	8/11	9/11	16%
Amazon Kindle Touch	NYR	10/11	47%	Nokia 'Lumia'	NYR	11/11	29%	BlackBerry launch music service	8/11	9/11	16%
BT Vision	2/06	11/10	47%	Microsoft unveils Windows 8 OS	NYR	9/11	28%	Google Buzz	2/10	8/10	16%
Star Wars films released on BD	9/11	5/11+9/11	46% (+11)	Sonic the Hedgehog 20 years	1991	7/11	28%	Google One Pass	2/11	4/11	16%
Firefox 4 launched	3/11	5/11	46%	Apple Siri software	10/11	10/11	27%	Yahoo! company put up for sale	9/11	9/11	15%
iPad	6/10	7/10	46%	Gears of War 3 video game	9/11	9/11	27%	Qriocity streaming service	3/11	4/11	15%
Windows 7 Mobile	11/10	7/10+2/11	44% (+21)	Sony Ericsson Xperia Play	4/11	4/11	27%	UK HuffPo launched	7/11	7/11	15%
iPhone4 reception issue	6/10	8/10	44%	Google Music in USA	11/11	11/11	26%	Virgin Gaming	7/10	8/10	13%
Bing	6/09	8/10	44%	BT ordered to block pirate sites	7/11	9/11	26%	YouView	NYR	1/10	13%
Digital display screens	2009	8/10	43%	LA Noire videogame	6/11	6/11	26%	FA Cup match on Facebook	8/11	9/11	12%
Amazon Kindle Fire	NYR	10/11	42%	HTC/Apple dispute	5/11	7/11	26%	Dell Streak	6/10	7/10	11%
BBC News website redesign	7/10	8/10	42%	Myspace sold for £35M	6/11	7/11	26%	Net neutrality	n/a	11/10	10%
Smart TV	2010	4/11	41%	Blinkbox launched	2008	5/11	25%	Mflow	11/09	7/10	7%



AHEAD OF WHAT'S NEXT.

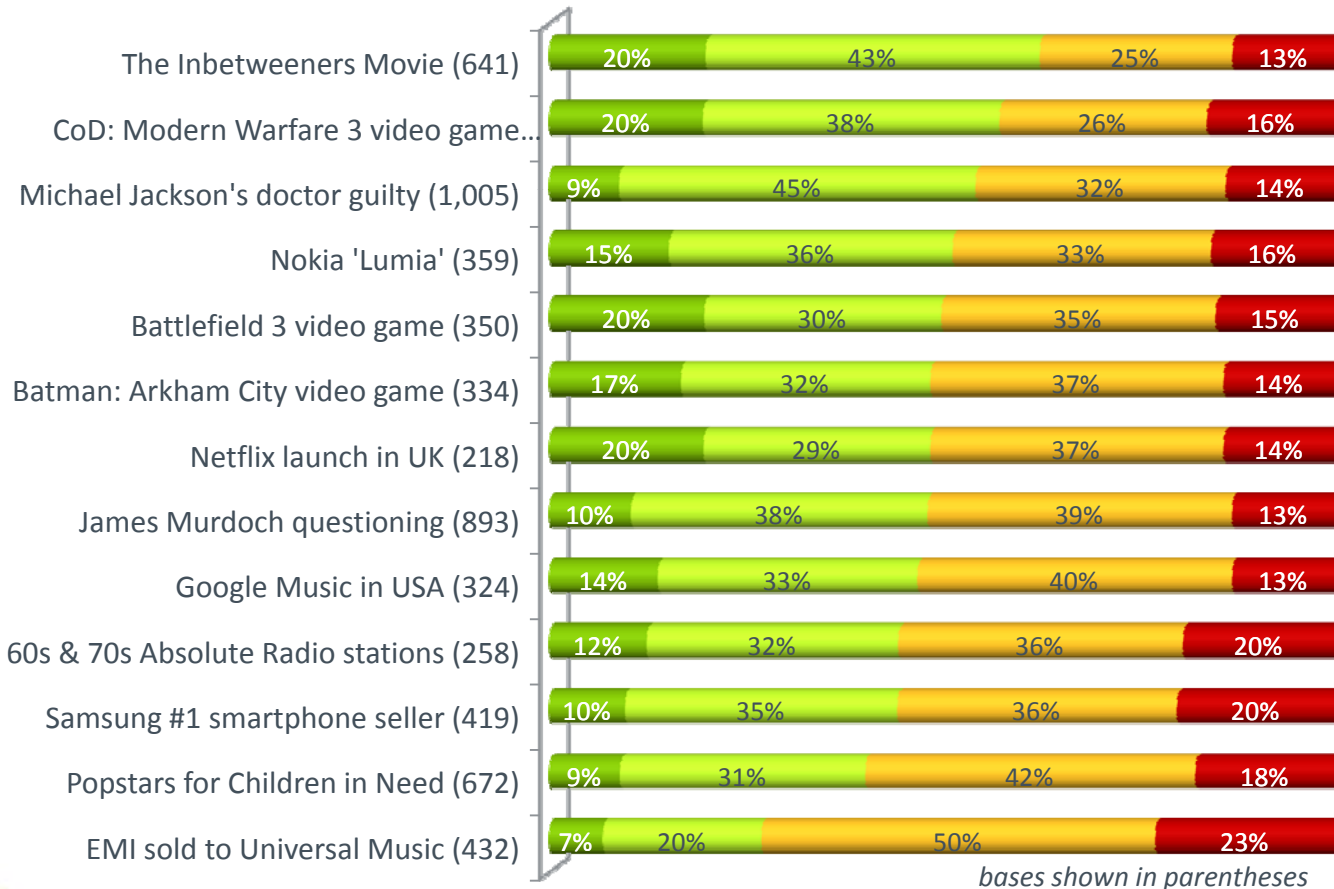
Metric 2 of 3

Discussion buzz

Discussion buzz

Among those at least somewhat aware of each

- Have/will discuss a great deal
- Have/will discuss a little
- Have not discussed this at all and probably won't
- It would never occur to me to discuss this



bases shown in parentheses

Commentary

The Inbetweeners Movie, the latest game in the Call of Duty series and Michael Jackson's doctor being found guilty are the most talked about news items amongst those familiar

The Inbetweeners Movie tops the discussion buzz with almost 2 in 3 of the UK general public aware of it talking about it.

Among all games covered in this edition of Buzz, the latest Call of Duty game creates the highest level of discussion – *the highest ever discussion buzz recorded for a video game.*

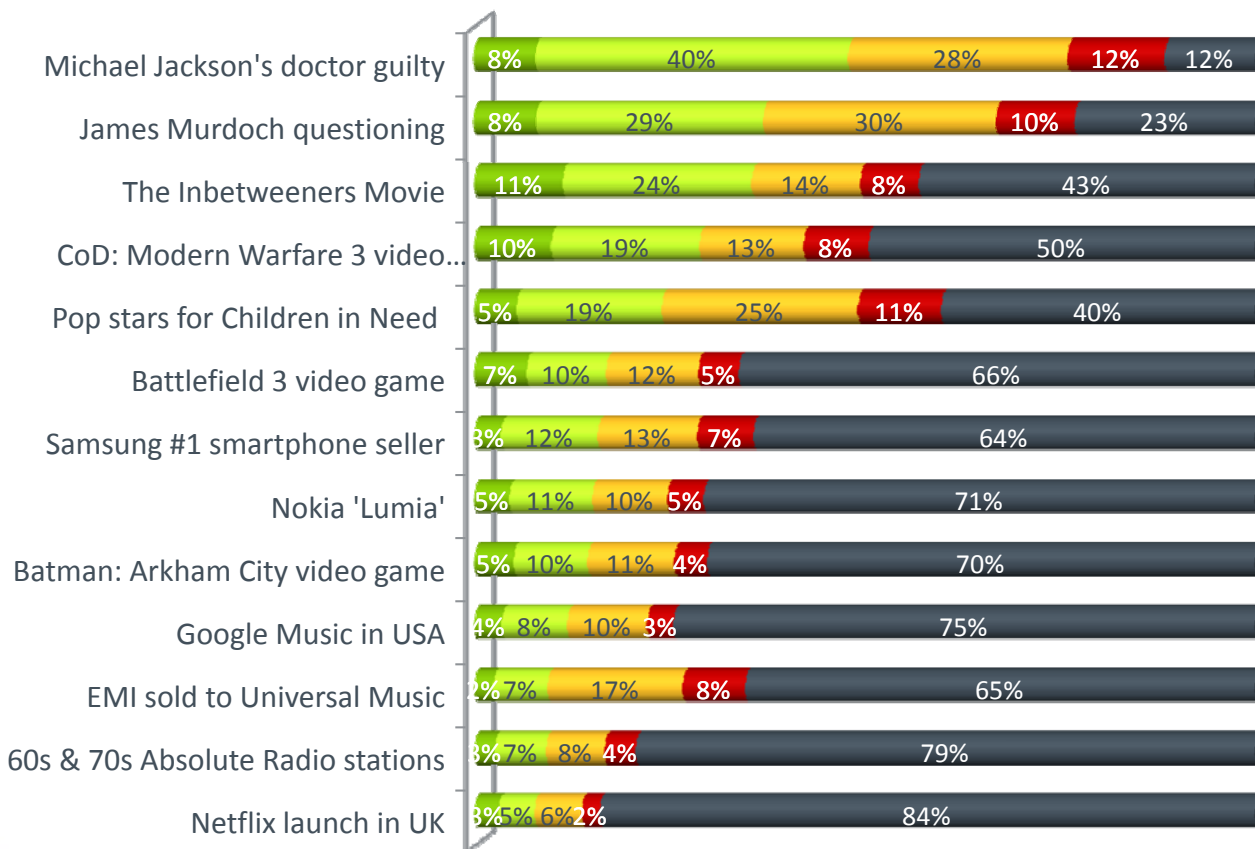
Whilst awareness of Netflix is not that high among the general UK public, its launch in the UK is been talked about by 1 in 2 people 'in the know'. Similarly, the US announcement of Google Music is discussed by over 2 in 5 of those "in the know".

Discussion buzz

Among all respondents, including unfamiliar

Commentary

- Have/will discuss a great deal
- Have/will discuss a little
- Have not discussed this at all and probably won't
- It would never occur to me to discuss this
- Unfamiliar (not asked about discussion level)



Base: all respondents (1,120)

We look now at the same data but including people not familiar with the various news covered in this edition of Buzz

Conrad Murray and James Murdoch stories top the list of what the nation has been discussing.

The movie based on the successful TV series *The Inbetweeners* comes third in the list of most talked about news in the country.

The launch of Call of Duty: Modern Warfare 3 still tops the list of games most talked about.

Netflix's UK launch comes last but this is mainly related to the low familiarity among the general public.

		Total	Male	Fem	16-24	25-34	35-44	45-54	55-64
Base size		1,120	545	575	156	276	264	216	208
Absolute Radio	Discuss great deal	3%	4%	1%	6%	3%	3%	1%	-
	Discuss a little	7%	6%	7%	8%	10%	5%	7%	3%
	Have not / won't	8%	8%	7%	7%	7%	8%	9%	6%
	Would never occur	4%	4%	4%	5%	2%	4%	4%	5%
	Unfamiliar	79%	77%	81%	74%	77%	81%	80%	85%
Batman game	Discuss great deal	5%	8%	2%	11%	6%	4%	3%	-
	Discuss a little	10%	12%	7%	15%	16%	9%	5%	2%
	Have not / won't	11%	14%	9%	17%	15%	14%	7%	2%
	Would never occur	4%	5%	3%	4%	4%	5%	7%	2%
	Unfamiliar	70%	61%	80%	53%	59%	69%	78%	95%
Battlefield 3	Discuss great deal	7%	10%	3%	12%	9%	8%	4%	<1%
	Discuss a little	10%	15%	6%	20%	13%	8%	5%	5%
	Have not / won't	12%	14%	9%	18%	12%	11%	9%	7%
	Would never occur	5%	7%	3%	8%	7%	5%	3%	3%
	Unfamiliar	66%	54%	79%	42%	59%	68%	79%	85%
CoD:MW3	Discuss great deal	10%	15%	5%	20%	9%	13%	6%	<1%
	Discuss a little	19%	20%	18%	33%	27%	15%	13%	7%
	Have not / won't	13%	16%	11%	15%	13%	17%	11%	10%
	Would never occur	8%	10%	7%	10%	6%	10%	9%	6%
	Unfamiliar	50%	40%	59%	23%	44%	45%	62%	77%
EMI sold	Discuss great deal	2%	4%	1%	5%	3%	2%	1%	-
	Discuss a little	7%	10%	4%	8%	9%	3%	10%	6%
	Have not / won't	17%	20%	15%	14%	9%	19%	23%	22%
	Would never occur	8%	8%	8%	3%	5%	11%	7%	15%
	Unfamiliar	65%	59%	72%	70%	74%	65%	60%	57%
Google Music	Discuss great deal	4%	6%	1%	9%	4%	3%	2%	-
	Discuss a little	8%	11%	6%	13%	12%	8%	7%	2%
	Have not / won't	10%	13%	8%	12%	10%	12%	12%	4%
	Would never occur	3%	4%	3%	4%	2%	2%	6%	3%
	Unfamiliar	75%	67%	82%	62%	73%	75%	73%	91%
JM question.	Discuss great deal	8%	10%	6%	10%	6%	6%	9%	9%
	Discuss a little	29%	26%	32%	22%	24%	32%	40%	28%
	Have not / won't	30%	32%	28%	38%	21%	33%	24%	32%
	Would never occur	10%	11%	9%	4%	15%	9%	7%	17%
	Unfamiliar	23%	20%	26%	26%	35%	21%	20%	15%

		Total	Male	Fem	16-24	25-34	35-44	45-54	55-64
Base size		1,120	545	575	156	276	264	216	208
Inbetweeners	Discuss great deal	11%	10%	12%	27%	14%	8%	6%	<1%
	Discuss a little	24%	22%	27%	34%	33%	28%	18%	6%
	Have not / won't	14%	15%	13%	12%	15%	21%	11%	9%
	Would never occur	8%	9%	6%	8%	6%	9%	9%	6%
	Unfamiliar	43%	44%	42%	19%	32%	35%	56%	79%
MJ's doctor	Discuss great deal	8%	8%	8%	15%	8%	8%	6%	3%
	Discuss a little	40%	35%	45%	35%	47%	40%	45%	33%
	Have not / won't	28%	30%	26%	33%	19%	30%	24%	35%
	Would never occur	12%	15%	10%	7%	11%	13%	12%	20%
	Unfamiliar	12%	12%	11%	11%	15%	9%	15%	11%
Netflix	Discuss great deal	3%	5%	1%	8%	4%	3%	1%	-
	Discuss a little	5%	7%	2%	7%	9%	3%	4%	1%
	Have not / won't	6%	8%	4%	14%	7%	4%	4%	2%
	Would never occur	2%	3%	2%	5%	3%	1%	1%	2%
	Unfamiliar	84%	78%	91%	67%	78%	89%	91%	96%
Nokia 'Lumia'	Discuss great deal	5%	7%	2%	11%	4%	5%	3%	<1%
	Discuss a little	11%	13%	8%	13%	14%	11%	8%	7%
	Have not / won't	10%	11%	9%	13%	12%	11%	7%	4%
	Would never occur	5%	6%	4%	6%	4%	5%	4%	6%
	Unfamiliar	71%	64%	78%	57%	67%	69%	79%	83%
Popstars & CiN	Discuss great deal	5%	6%	5%	11%	4%	4%	8%	1%
	Discuss a little	19%	15%	23%	20%	21%	21%	22%	8%
	Have not / won't	25%	23%	28%	22%	24%	33%	20%	24%
	Would never occur	11%	11%	10%	12%	8%	12%	9%	14%
	Unfamiliar	40%	46%	35%	35%	43%	31%	41%	53%
Samsung #1	Discuss great deal	3%	5%	1%	9%	4%	3%	1%	<1%
	Discuss a little	12%	15%	9%	19%	15%	12%	8%	8%
	Have not / won't	13%	14%	11%	13%	8%	16%	11%	13%
	Would never occur	7%	8%	7%	4%	5%	9%	11%	8%
	Unfamiliar	64%	58%	71%	56%	68%	61%	68%	70%

Discussion buzz 
demographic breakdown
(alphabetical order)

Discussion buzz



Please consider launch/fieldwork dates to place results into proper context
 NYR = not yet released at time of fieldwork; This edition's items are highlighted green

all time list

	launch or news date	field-work date	% have or will discuss this		launch or news date	field-work date	% have or will discuss this		launch or news date	field-work date	% have or will discuss this
Phone hacking	6/11	7/11	66%	Amazon Kindle Touch"	NYR	10/11	21%	Bing	6/09	8/10	13%
Final Harry Potter	7/11	7/11	55%	Amazon Kindle Fire	NYR	10/11	20%	Sony Move	9/10	7/10+11/10	13% (+5)
Apple boss Steve Jobs dies	10/11	10/11	52%	Star Wars films released on BD	9/11	5/11+9/11	20% (0)	Sony recall 1.6m TVs	10/11	10/11	12%
Michael Jackson's doctor	10/11	11/11	48%	FIFA 12 video game	9/11	10/11	19%	Gears of War 3 video game	9/11	9/11	12%
London 2012 tickets issued	6/11	7/11	47%	Nintendo unveil 'Wii U'	6/11	6/11	19%	XXX sex domain	4/11	4/11	12%
Oscars	1929	2/11	47%	BlackBerry PlayBook	6/11	11/10+6/11	19% (+9)	'The Daily' digital newspaper	NYR	2/11	12%
Brits	1977	2/11	47%	BT Vision	12/06	11/10	19%	Google Music in USA	11/11	11/11	12%
BlackBerry users suffer outage	10/11	10/11	46%	Orange / B'card "Quick Tap"	6/11	6/11	18%	BT ordered to block pirate sites	7/11	9/11	11%
Baftas	1947	2/11	46%	Samsung Galaxy Tab	11/10	2/11+6/11	18% (-1)	HTC Flyer tablet	6/11	6/11	11%
PS3 accounts hacked	4/11	5/11	43%	Google launch Chromebooks	5/11	5/11	18%	Digital display screens	2009	8/10	11%
3D TV sets	1/10	7/10+5/11	42% (+15)	Sony Ericsson Xperia Play	4/11	4/11	18%	Apple TV	9/10	11/10	11%
iPad 2	3/11	4/11	39%	Nokia / MS partnership	2/11	4/11	18%	Fallout: New Vegas	10/10	11/10	11%
Freeview HD	2010	7/10	38%	Google+	6/11	7/11	18%	3D Wimbledon	7/11	7/11	11%
Murdoch questioning	7/11	7+11/11	37% (-13)	Battlefield 3 game	10/11	11/11	17%	YouTube full movie rentals	10/11	10/11	10%
The Inbetweeners Movie	8/11	11/11	36%	Apple iCloud	10/11	6/11+10/11	17% (-4)	HP to focus on software	8/11	9/11	10%
Facebook profile new design	9/11	10/11	35%	LA Noire video game	6/11	6/11	17%	HTC/Apple dispute	5/11	7/11	10%
iPad	6/10	7/10	34%	Portal 2 video game	6/11	6/11	17%	Google One Pass	2/11	4/11	10%
Twitter/super-injunctions	6/11	6/11	32%	Google launch cloud music	5/11	5/11	17%	Qriocity streaming service	3/11	4/11	10%
Charlie Sheen in news	3/11	4/11	32%	Nokia E7 smartphone	2/11	5/11	17%	Google TV	10/10	7/10+11/10	10% (+3)
iPhone 4S	NYR	10/11	31%	Google Chrome OS	NYR	7/10	17%	EMI sold to Universal Music	11/11	11/11	9%
Nintendo 3DS	3/11	7/10,2+6/11	31% (+5)	Samsung #1 smartphone seller	10/11	11/11	16%	'60s and '70s Absolute Radio	10/11	11/11	9%
Golden Globes	1944	2/11	31%	Apple Siri software	10/11	10/11	16%	Google buy Motorola mobile	8/11	9/11	9%
DAB Radio	1999	8/10	30%	The Times paywall	6/10	8/10	16%	Sonic the Hedgehog 20 years	1991	7/11	9%
Call of Duty: Modern Warfare 3	11/11	11/11	29%	Crysis 2 video game	3/11	4/11	16%	"Newport" Jay-Z spoof	8/10	8/10	9%
iPhone secretly tracking	4/11	5/11	28%	Nokia 'Lumia'	NYR	11/11	15%	Steam (gaming service)	2002	8/10	9%
IE9 launched	3/11	5/11	27%	Playstation Vita	NYR	6/11	15%	Netflix in UK	10/11	11/11	8%
Murdoch's BSKyB bid	6/10	2/11	27%	Amazon Cloud Player	3/11	4/11	15%	Rage video game	10/11	10/11	8%
Big Brother re-launched on C5	8/11	9/11	26%	BBC News website redesign	7/10	8/10	15%	HTC service questioned	10/11	10/11	8%
Microsoft buy Skype	5/11	5/11	26%	3D Blu-ray players	2010	8/10	15%	Deus Ex: Human Revolution game	8/11	9/11	8%
Kindle eBook	10/09	11/10	25%	Batman: Arkham City game	10/11	11/11	14%	Samsung Galaxy	4/10	8/10	8%
Pop stars for Children in Need	11/11	11/11	24%	Fable III video game	6/11	6/11	14%	YouView	NYR	11/10	8%
iPhone4 reception issue	6/10	8/10	24%	Blinkbox launched	2008	5/11	14%	Net neutrality	n/a	11/10	7%
iPhone 4	6/10	7/10	24%	Vevo launched	12/09	5/11	14%	Myspace sold for £35M	6/11	7/11	7%
Xbox Kinect	11/10	7/10+11/10	24% (+13)	Halo: Reach video game	9/10	11/10	14%	BlackBerry launch music service	8/11	9/11	6%
Spotify	2/09	2/11	24% (+8)	Apple-Samsung legal battle	8/11	9/11	13%	FA Cup match on Facebook	8/11	9/11	6%
Windows 7 for Mobile	11/10	7/10+2/11	24% (+13)	Microsoft unveils Windows 8 OS	NYR	9/11	13%	World of Warcraft free	6/11	7/11	6%
Android-based tablet devices	6/10	2/11	24%	Motorola Xoom	2/11	2/11+6/11	13% (+1)	Dell Streak	6/10	7/10	6%
Firefox 4 launched	3/11	5/11	23%	HP TouchPad	7/11	7/11	13%	Google Buzz	2/10	8/10	5%
Smart TV	2010	4/11	23%	Skype on Facebook	6/11	7/11	13%	Yahoo! company put up for sale	9/11	9/11	4%
Steve Jobs resigns as Apple CEO	8/11	9/11	22%	Homefront video game	3/11	4/11	13%	UK HuffPo launched	7/11	7/11	4%
Sky 3D Channel	NYR	8/10+11/10	22% (+4)	UK Radioplayer	3/11	4/11	13%	Virgin Gaming	7/10	8/10	4%
Call of Duty: Black Ops game	11/10	11/10	22%	Warner films on Facebook	3/11	4/11	13%	Mflow	11/09	7/10	4%

AHEAD OF WHAT'S NEXT.



Metric 3 of 3

Excitement buzz

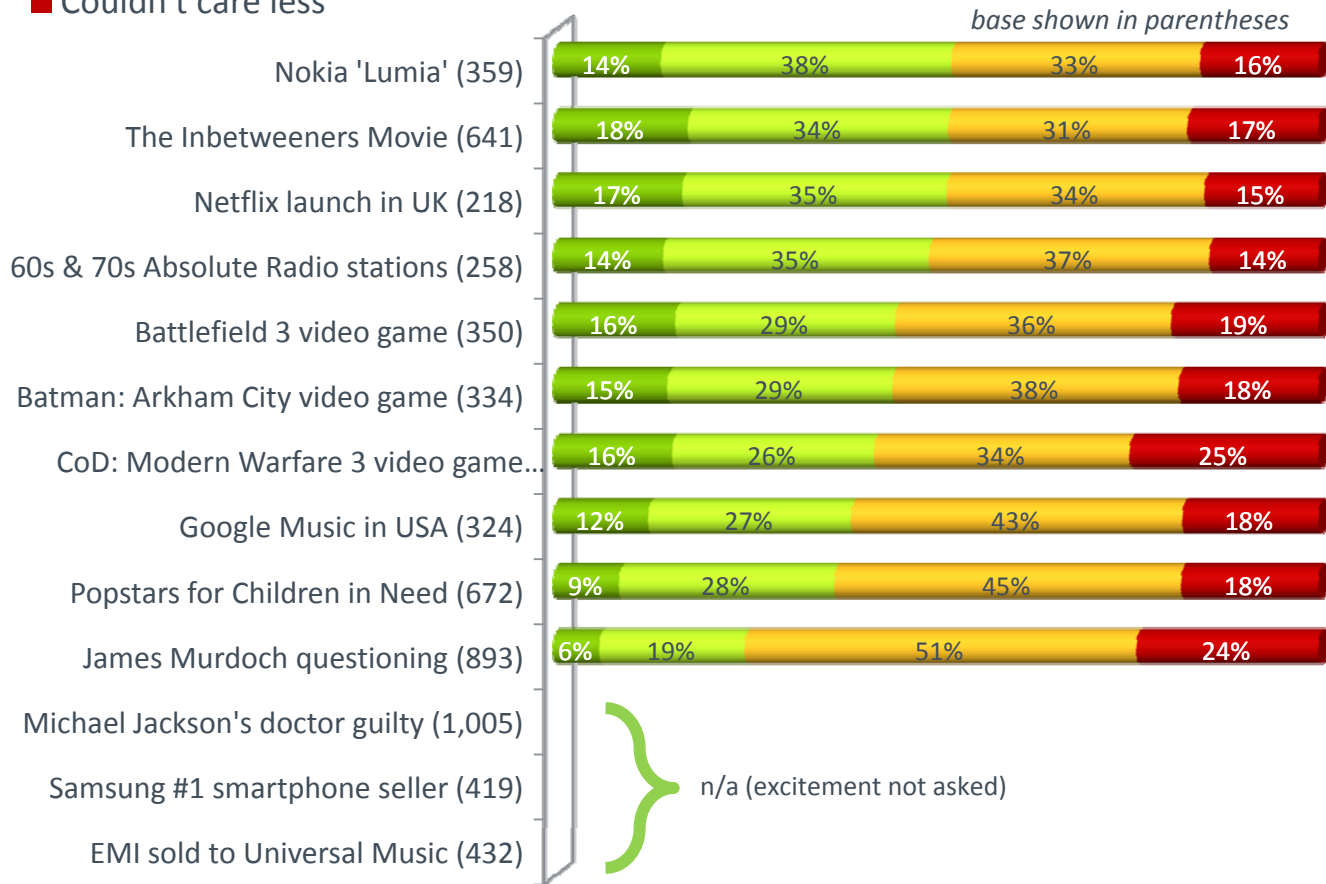
Excitement buzz



Among those at least somewhat aware of each

Commentary

- Very excited
- Somewhat excited
- Not at all excited
- Couldn't care less



Nokia's new smartphones, *The Inbetweeners* Movie and Netflix are the news that generate most excitement among those familiar with them

Looking at the list of news based on familiarity we see some significant movements in the order of those based on the excitement generated.

Despite having relatively low level of familiarity the news related to Nokia and the launch of Netflix in the UK create the highest level of excitement in the country among those familiar. Similarly, *The Inbetweeners Movie* generates a certain level of excitement in 1 in 2 people "in the know".

There isn't a great deal of differentiation in the level of excitement generated by the games covered in this month's edition with 2 in 5 people familiar with those getting excited.

Excitement buzz

Among all respondents, including unfamiliar

- Very excited
- Somewhat excited
- Not at all excited
- Couldn't care less
- Unfamiliar (not asked about excitement level)

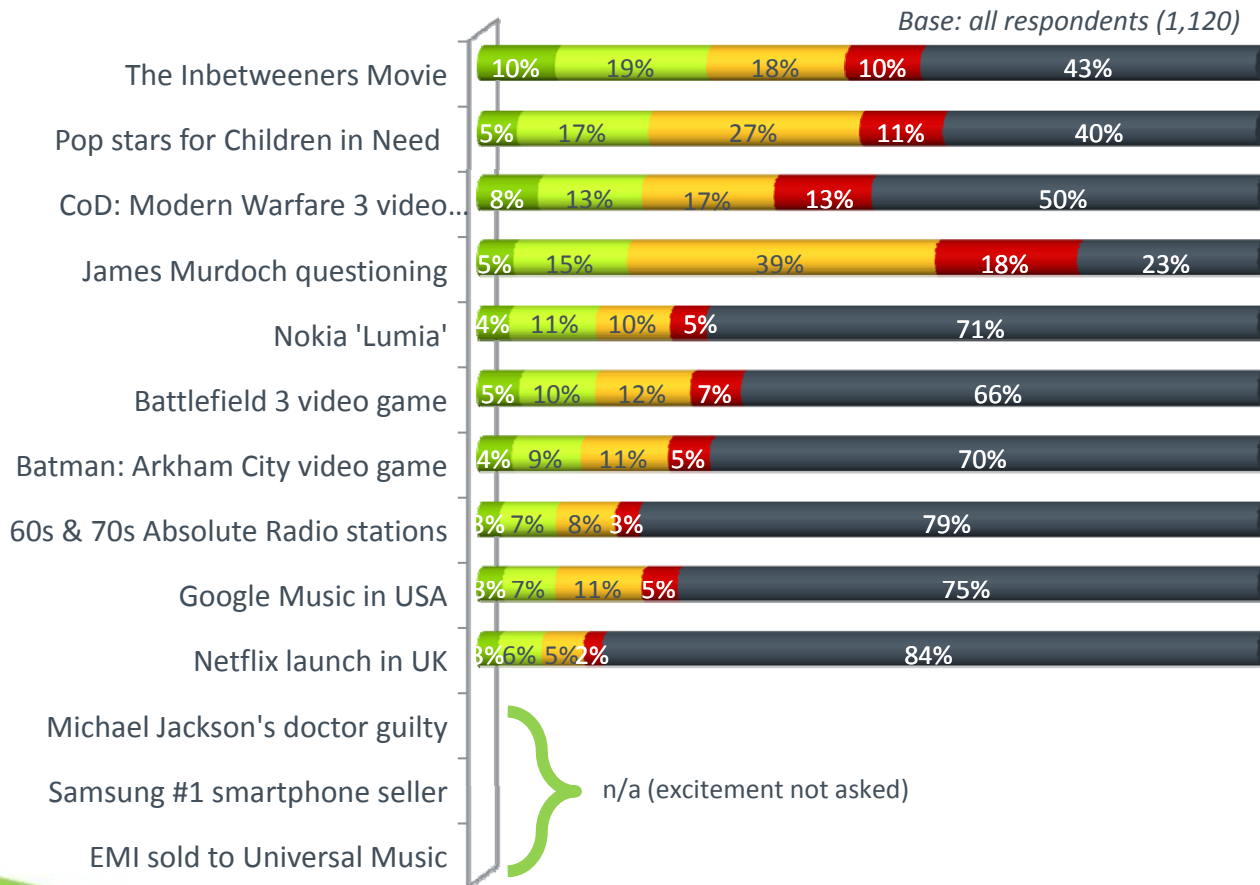
Commentary

We now look at the level of excitement generated by the various news including those unfamiliar.

Based on the degree of familiarity with the news listed we see some changes in the order of those on the excitement generated.

The Inbetweeners Movie tops the list of this month's excitement buzz among the general UK public and it is in the Top 5 of all news covered so far in Buzz.

Call of Duty: Modern Warfare 3 tops the list of games measured, driven by high familiarity (and it also tops the all-time list of games for Excitement Buzz measured to date).



	Total	Male	Fem	16-24	25-34	35-44	45-54	55-64	
Base size	1,120	545	575	156	276	264	216	208	
Absolute Radio	Very excited	3%	5%	1%	7%	5%	2%	2%	-
	Somewhat excited	7%	7%	7%	8%	9%	7%	6%	6%
	Not at all excited	8%	7%	8%	7%	7%	8%	9%	7%
	Couldn't care less	3%	3%	3%	5%	2%	2%	4%	2%
	Unfamiliar	79%	77%	81%	74%	77%	81%	80%	85%
Batman game	Very excited	4%	7%	2%	9%	7%	4%	1%	-
	Somewhat excited	9%	12%	6%	19%	13%	6%	4%	2%
	Not at all excited	11%	12%	10%	12%	17%	14%	10%	2%
	Couldn't care less	5%	8%	3%	8%	5%	6%	7%	2%
	Unfamiliar	70%	61%	80%	53%	59%	69%	78%	95%
Battlefield 3	Very excited	5%	10%	1%	11%	7%	6%	2%	1%
	Somewhat excited	10%	13%	6%	16%	13%	9%	5%	5%
	Not at all excited	12%	16%	8%	15%	14%	15%	9%	7%
	Couldn't care less	7%	6%	7%	16%	6%	3%	5%	3%
	Unfamiliar	66%	54%	79%	42%	59%	68%	79%	85%
CoD:MW3	Very excited	8%	13%	2%	20%	10%	6%	1%	2%
	Somewhat excited	13%	18%	8%	23%	13%	17%	8%	5%
	Not at all excited	17%	17%	16%	15%	21%	22%	17%	9%
	Couldn't care less	13%	11%	14%	20%	12%	10%	12%	8%
	Unfamiliar	50%	40%	59%	23%	44%	45%	62%	77%
EMI sold	Very excited	n/a (excitement not asked)							
	Somewhat excited								
	Not at all excited								
	Couldn't care less								
	Unfamiliar								
Google Music	Very excited	3%	5%	1%	8%	4%	2%	1%	-
	Somewhat excited	7%	9%	5%	8%	10%	9%	5%	2%
	Not at all excited	11%	13%	9%	17%	9%	10%	14%	5%
	Couldn't care less	5%	6%	3%	5%	4%	5%	7%	3%
	Unfamiliar	75%	67%	82%	62%	73%	75%	73%	91%
JM question	Very excited	5%	8%	1%	10%	3%	3%	3%	5%
	Somewhat excited	15%	16%	13%	17%	10%	15%	15%	16%
	Not at all excited	39%	35%	44%	34%	34%	42%	47%	40%
	Couldn't care less	18%	21%	16%	14%	19%	20%	15%	23%
	Unfamiliar	23%	20%	26%	26%	35%	21%	20%	15%

	Total	Male	Fem	16-24	25-34	35-44	45-54	55-64	
Base size	1,120	545	575	156	276	264	216	208	
Inbetweeners	Very excited	10%	11%	9%	25%	13%	8%	4%	-
	Somewhat excited	19%	17%	22%	32%	28%	21%	11%	3%
	Not at all excited	18%	17%	18%	13%	17%	27%	20%	10%
	Couldn't care less	10%	10%	10%	12%	9%	10%	9%	8%
	Unfamiliar	43%	44%	42%	19%	32%	35%	56%	79%
MJ's doctor	Very excited	n/a (excitement not asked)							
	Somewhat excited								
	Not at all excited								
	Couldn't care less								
	Unfamiliar								
Netflix	Very excited	3%	4%	1%	8%	4%	1%	1%	-
	Somewhat excited	6%	8%	3%	9%	11%	5%	2%	1%
	Not at all excited	5%	7%	4%	11%	5%	4%	5%	2%
	Couldn't care less	2%	3%	2%	5%	3%	2%	1%	2%
	Unfamiliar	84%	78%	91%	67%	78%	89%	91%	96%
Nokia 'Lumia'	Very excited	4%	6%	2%	8%	4%	5%	3%	1%
	Somewhat excited	11%	15%	7%	19%	14%	9%	8%	6%
	Not at all excited	10%	10%	9%	9%	11%	13%	8%	5%
	Couldn't care less	5%	5%	4%	6%	4%	4%	3%	6%
	Unfamiliar	71%	64%	78%	57%	67%	69%	79%	83%
Popstars & CiN	Very excited	5%	6%	4%	13%	5%	4%	3%	1%
	Somewhat excited	17%	13%	21%	21%	20%	17%	19%	7%
	Not at all excited	27%	25%	30%	18%	24%	35%	27%	30%
	Couldn't care less	11%	11%	10%	13%	7%	13%	11%	9%
	Unfamiliar	40%	46%	35%	35%	43%	31%	41%	53%
Samsung #1	Very excited	n/a (excitement not asked)							
	Somewhat excited								
	Not at all excited								
	Couldn't care less								
	Unfamiliar								

Excitement buzz 
demographic breakdown
 (alphabetical order)

Excitement buzz

Please consider launch/fieldwork dates to place results into proper context
 NYR = not yet released at time of fieldwork; This edition's items are highlighted green

all time list

(base size >1,000)

	launch or news date	field-work date	% at least somewhat excited		launch or news date	field-work date	% at least somewhat excited		launch or news date	field-work date	% at least somewhat excited
Final Harry Potter	7/11	7/11	41%	Portal 2 video game	6/11	6/11	16%	3D Wimbledon	7/11	7/11	9%
Oscars	1929	2/11	32%	Nokia 'Lumia'	NYR	11/11	15%	Skype on Facebook	6/11	7/11	9%
Baftas	1947	2/11	31%	Battlefield 3 game	10/11	11/11	15%	Sonic the Hedgehog 20 years	6/11	7/11	9%
Brits	1977	2/11	30%	Apple iCloud	10/11	6/11+10/11	15% (-2)	".xxx" sex domain (18+)	4/11	4/11	9%
Freeview HD	2010	7/10	30%	Blinkbox	2008	5/11	15%	Qriocity streaming service	3/11	4/11	9%
The Inbetweeners Movie	8/11	11/11	29%	Nokia/MS partnership	2/11	4/11	15%	Google One Pass	2/11	4/11	9%
3D TV sets	1/10	7/10+5/11	29% (+7)	Facebook profile new design	9/11	10/11	14%	Steam (gaming service)	2002	8/10	9%
iPad 2	3/11	4/11	29%	Big Brother re-launched on C5	8/11	9/11	14%	Samsung Galaxy	4/10	8/10	9%
iPad	6/10	7/10	24%	Fable III video game	6/11	6/11	14%	Netflix in UK	10/11	11/11	8%
DAB Radio	1999	8/10	24%	Playstation Vita showcased	NYR	6/11	14%	"Newport" Jay-Z spoof	8/10	8/10	8%
Firefox 4 launched	3/11	5/11	23%	Orange / B'card "Quick Tap"	6/11	6/11	14%	YouView	NYR	11/10	8%
Pop stars for Children in Need	11/11	11/11	22%	Vevo	12/09	5/11	14%	BT ordered to block pirate sites	7/11	9/11	7%
Nintendo 3DS	3/11	7/10,2+6/11	22% (-1)	Amazon Cloud Player	3/11	4/11	14%	Deus Ex: Human Revolution game	8/11	9/11	7%
London 2012 tickets issued	6/11	7/11	22%	Batman: Arkham City game	10/11	11/11	13%	HP to focus on software	8/11	9/11	7%
IE9 launched	3/11	5/11	22%	Apple Siri software	10/11	10/11	13%	Bing	6/09	8/10	7%
Smart TV	2010	4/11	22%	Microsoft unveils Windows 8 OS	NYR	9/11	13%	BlackBerry launch music service	8/11	9/11	6%
Golden Globes	1944	2/11	22%	Crysis 2 video game	3/11	4/11	13%	FA Cup match on Facebook	8/11	9/11	6%
Xbox Kinect	11/10	7/10+11/10	22% (+12)	Halo: Reach video game	9/10	11/10	13%	Google buy Motorola mobile	8/11	9/11	6%
Call of Duty: Modern Warfare 3	11/11	11/11	21%	BT Vision	12/06	11/10	13%	Dell Streak	6/10	7/10	6%
iPhone 4S	NYR	10/11	21%	Google+	6/11	7/11	13%	Google Buzz	2/10	8/10	5%
Android-based tablet devices	6/10	2/11	21%	FIFA 12 video game	9/11	10/11	12%	Virgin Gaming	7/10	8/10	5%
Star Wars films released on BD	9/11	5/11+9/11	17% (-3)	HP TouchPad	7/11	7/11	12%	UK HuffPo launched	7/11	7/11	5%
Sky 3D Channel	NYR	8/10+11/10	20% (+6)	Motorola Xoom	NYR	2/11	12% (+1)	Word of Warcraft free	6/11	7/11	4%
iPhone 4	6/10	7/10	20%	Google Chrome OS	NYR	7/10	12%	Myspace sold for £35M	6/11	7/11	4%
Spotify	2/09	2/11	20% (+7)	UK Radioplayer	NYR	4/11	12%	mflow	11/09	7/10	3%
Windows 7 for Mobile	11/10	7/10+2/11	20% (+11)	Charlie Sheen in news	3/11	4/11	12%	Apple boss Steve Jobs dies	10/11	10/11	n/a
Call of Duty: Black Ops game	11/10	11/10	20%	Homefront video game	3/11	4/11	12%	BlackBerry users suffer outage	10/11	10/11	n/a
Murdoch questioning	7/11	7+11/11	19% (-8)	HTC Flyer	6/11	6/11	11%	HTC service questioned	10/11	10/11	n/a
Amazon "Kindle Fire"	NYR	10/11	19%	Warner films on Facebook	3/11	4/11	11%	Sony recall 1.6m TVs	10/11	10/11	n/a
Amazon "Kindle Touch"	NYR	10/11	19%	"The Daily" digital newspaper	NYR	2/11	11%	Apple-Samsung legal battle	8/11	9/11	n/a
Microsoft buy Skype	5/11	5/11	19%	Digital display screens	2009	8/10	11%	Steve Jobs resigns as Apple CEO	8/11	9/11	n/a
Kindle eBook	10/09	11/10	19%	Apple TV	9/10	11/10	11%	Yahoo! company put up for sale	9/11	9/11	n/a
Google launch Chromebooks	5/11	5/11	18%	Fallout: New Vegas game	10/10	11/10	11%	Twitter/super-injunctions	5/11	6/11	n/a
Google launch cloud music	5/11	5/11	17%	'60s and '70s Absolute Radio	10/11	11/11	10%	PS3 accounts hacked	4/11	5/11	n/a
Nokia E7 smartphone	2/11	5/11	17%	Google Music in USA	11/11	11/11	10%	iPhone secretly tracking	4/11	5/11	n/a
Sony Ericsson Xperia Play	4/11	4/11	17%	YouTube full movie rentals	10/11	10/11	10%	iPhone4 reception issue	6/10	8/10	n/a
3D Blu-ray players	2010	8/10	17%	Gears of War 3 video game	9/11	9/11	10%	Murdoch's BskyB bid	6/10	2/11	n/a
Nintendo showcase 'Wii U'	6/11	6/11	16%	BBC News website redesign	7/10	8/10	10%	Net neutrality	n/a	11/10	n/a
BlackBerry PlayBook	6/11	11/10+6/11	16% (+7)	Sony Move	9/10	7/10+11/10	10% (+3)	The Times payroll	6/10	8/10	n/a
Samsung Galaxy Tab	11/10	2/11+6/11	16% (-3)	Google TV	10/10	7/10+11/10	10% (+1)	Phone hacking	6/11	7/11	n/a
LA Noire video game	6/11	6/11	16%	Rage video game	10/11	10/11	9%	HTC/Apple dispute	5/11	7/11	n/a

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