

# iPod users big on content creation

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iPod owners are significantly more likely to create and spread consumer-generated media on the Internet, a survey reports.

Analytics firm Intelliseek said Monday this is a trend likely to increase with the incorporation of video content into iPods.

According to Intelliseek's 2005 Consumer-Generated Media and Behavior Study, iPod users are twice as likely to have authored a blog than consumers who do not own MP3 players, and they outpace other MP3 owners on creating and posting content online. iPod users are also 2.5 times as likely to exchange text messages on cellular phones (59 percent vs. 24 percent of non-owners), three times as likely to take photos with a camera phone (45 percent vs. 15 percent), and three times as likely to download video clips and movies to a personal computer (47 percent vs. 16 percent).

The study finds that iPod users also are product innovators, significantly more likely to own digital video recorders, personal digital assistants, digital cameras, laptop computers and cell phones than non-iPod owners. They tend to link to the Internet via broadband and wireless connections and are more likely than others to skip past or filter advertisements, especially online, a behavior that may be linked as much to high usability/interface expectations as it is to a dislike of advertising.

The representative study of 660 online consumers was conducted in August 2005.

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