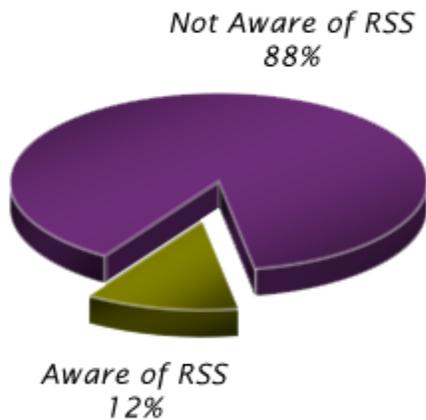


# RSS—Crossing into the Mainstream

## Key Findings

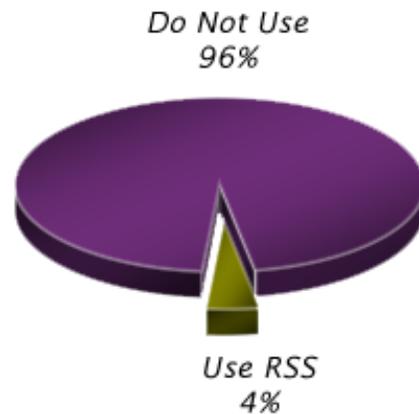
- Awareness of RSS is quite low among Internet users. 12% of users are aware of RSS, and 4% have knowingly used RSS.
- 27% of Internet users consume RSS syndicated content on personalized start pages (e.g., My Yahoo!, My MSN) without knowing that RSS is the enabling technology.
- 28% of Internet users are aware of podcasting, but only 2% currently subscribe to podcasts.
- Even tech-savvy "Aware RSS Users" prefer to access RSS feeds via user-friendly, browser-based experiences (e.g., My Yahoo!, Firefox, My MSN).
- My Yahoo! has the highest awareness and use of any RSS-enabled product.

### Awareness of RSS



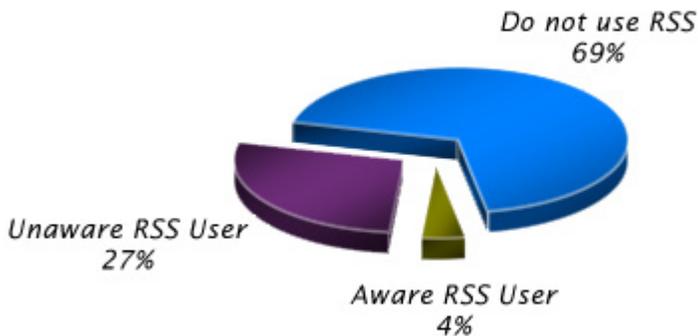
U.S. online population

### Stated Usage of RSS



U.S. online population

### Total Usage of RSS



U.S. online population

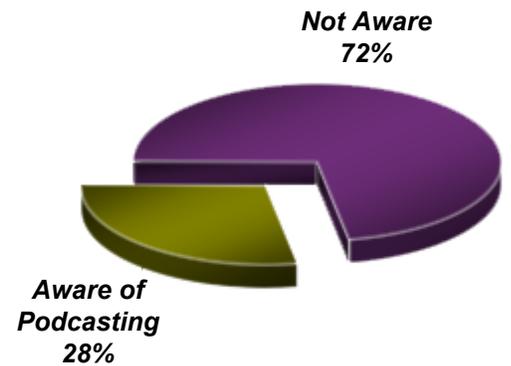
*In the survey, respondents who were unaware of RSS and who use a personalized start page supporting RSS feeds were asked to select the items displayed on their page. Customers who selected known RSS content feeds were categorized as "RSS Unaware users." (More detail in the methodology section.)*

## Demographics of RSS Users

	Total Internet Users	RSS Usership		
		Aware RSS User	Unaware RSS User	Non-User
<b>Gender</b>				
Male	48%	71%	45%	47%
Female	52%	29%	55%	53%
<b>Age</b>				
18-34	37%	50%	38%	36%
35-49	32%	29%	34%	32%
50+	31%	22%	29%	33%
<b>Education</b>				
High school graduate or less	11%	3%	10%	11%
Some college/technical school	40%	29%	45%	39%
College graduate	28%	36%	27%	27%
Some post-graduate or Post-graduate degree	21%	31%	18%	22%
<b>Household Income</b>				
Average Household Income	\$62,655	\$74,116	\$59,748	\$63,095

US online population

## Awareness of Podcasting



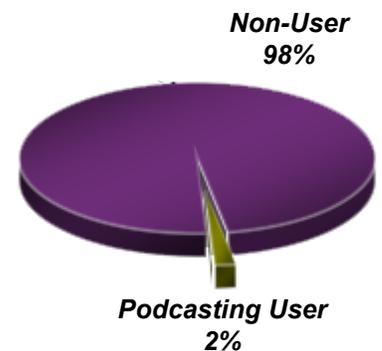
U.S. online population

## Products Used by "Aware RSS users"

	Aware of RSS Tools	Use of RSS Tools	Primary Method for reading RSS
My Yahoo!	52%	39%	32%
Firefox (livebookmarks)	47%	30%	23%
My MSN	27%	11%	8%
Apple Safari RSS	21%	12%	8%
Google Personal Start Page	18%	7%	4%
Bloglines	11%	3%	2%
NewsGator	10%	1%	1%
News Crawler	9%	1%	0%
FeedDemon	8%	0%	-
NetNewsWire	6%	1%	1%
Newsfire	4%	0%	-

Among Aware RSS Users

## Usage of Podcasting



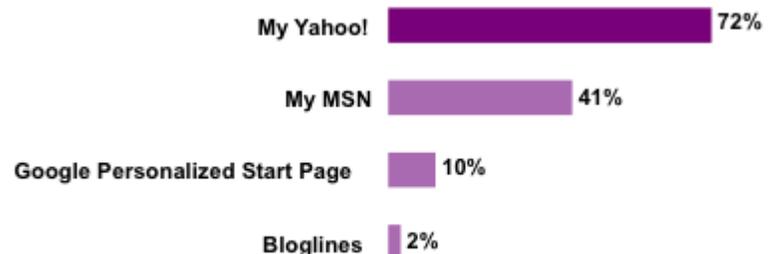
U.S. online population

## Consumption Level of RSS Feeds

RSS feeds you currently subscribe to or access?	
Average	6.6
Hours per week you spend reading RSS feeds?	
Average	4.1

Among Aware RSS Users

## Usage of Personalized Websites



Among Unaware RSS Users