



Remix Hotel Los Angeles Visitor Demographics

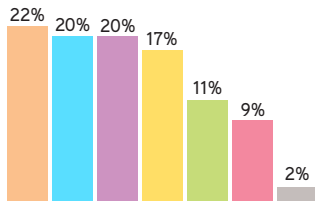
2007

Remix Hotel Los Angeles had more than 2,600 attendees in 2007, ranging from artists and music executives to production companies, experts on today's production gear and both established and burgeoning music aficionados.

REMIX [hotel]

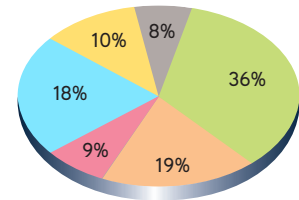
Primary reasons for attending Remix Hotel:

- Check out the latest music-production gear 22%
- Learn tips and techniques 20%
- All of the above 20%
- Networking 17%
- Panels/Q&A sessions with artists 11%
- Meet the artists 9%
- Other 2%



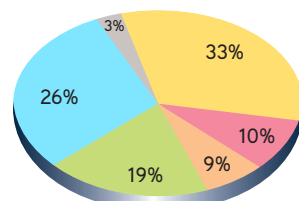
Remix Hotel Visitors' primary musical activity:

- Producer 36%
- DJ/turntablist 19%
- Musician 18%
- Music enthusiast 10%
- Engineer 9%
- Other 8%



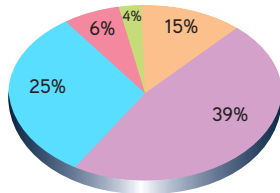
Remix Hotel visitors' level of music involvement:

- Full-time pro 33%
- Aspiring 26%
- Part-time 19%
- Enthusiast 10%
- Recreational 9%
- Other 3%



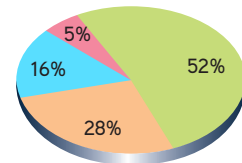
Remix Hotel visitors' age:

- 22-29 39%
- 30-39 25%
- 16-21 15%
- 40-49 6%
- 50 and above 4%



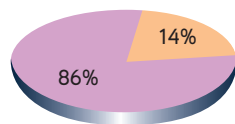
Remix Hotel visitors' use of computers for music production:

- PC 28%
- Mac 52%
- Both equally 16%
- None 5%



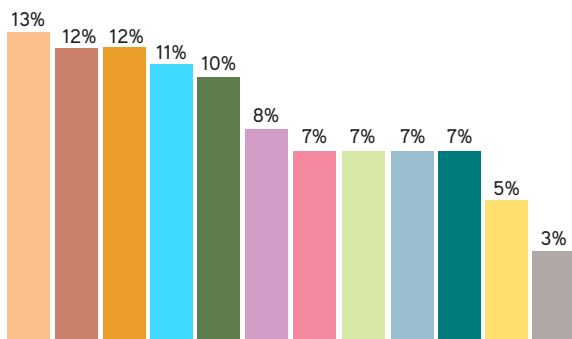
Male or female?

- Male 86%
- Female 14%



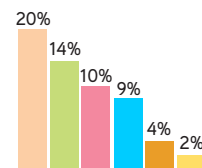
Remix Hotel visitors' plan to buy the following music-production hardware/software products in the next 12 months:

- Sound files/loops 13%
- Recording microphones 12%
- Virtual synth samplers 12%
- Multitrack recording software 11%
- Desktop control hardware 10%
- Effects Processors/stomp boxes 8%
- Loudspeakers 7%
- Signal processing 7%
- Performance microphones 7%
- LCD plasma screens 7%
- Surround monitoring 5%
- Other 3%



Remix Hotel visitors' subscribe to the following publications:

- Remix 20%
- Electronic Musician 14%
- Mix 10%
- Scratch 9%
- URB 4%
- XLR8R 2%



Where did visitors hear about Remix Hotel?

- Friend/word of mouth 26%
- Ads in Remix 16%
- Remix Hotel e-newsletter 14%
- Other e-mail/Web posting 10%
- Ads in Mix or Electronic Musician 6%
- Remix Transmissions e-newsletter 5%
- Technology Partner's Website 4%
- Flyer/poster/signage 2%
- Other 17%

