



REMIX [hotel]

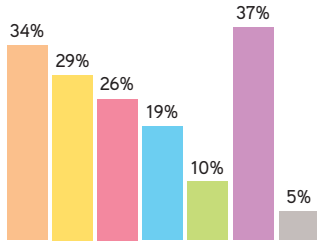
Remix Hotel Miami Visitor Demographics

2007

Remix Hotel Miami had more than 9,000 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.

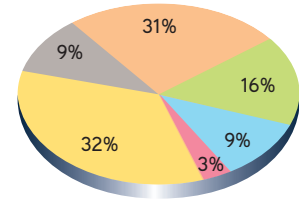
Primary reasons for attending Remix Hotel:

- Check out the latest music-production gear 34%
- Networking 29%
- Meet the artists 26%
- Learn tips and techniques 19%
- Panels/Q&A sessions with artists 10%
- All of the above 37%
- Other 5%



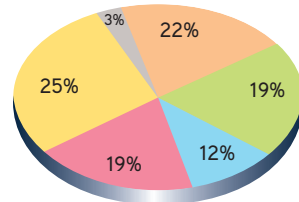
Remix Hotel Visitors' primary musical activity:

- DJ/turntablist 31%
- Music enthusiast 32%
- Producer 16%
- Musician 9%
- Engineer 3%
- Other 9%



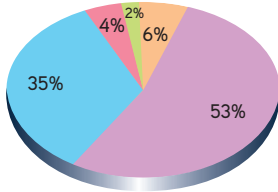
Remix Hotel visitors' level of music involvement:

- Full-time pro 25%
- Recreational 22%
- Enthusiast 19%
- Part-time 19%
- Aspiring 12%
- Other 3%



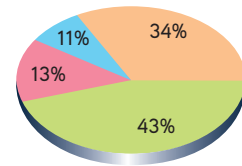
Remix Hotel visitors' age:

- 22-29 53%
- 30-39 35%
- 16-21 6%
- 40-49 4%
- 50 and above 2%



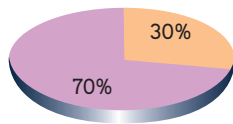
Remix Hotel visitors' use of computers for music production:

- PC 43%
- Mac 34%
- None 13%
- Both equally 11%



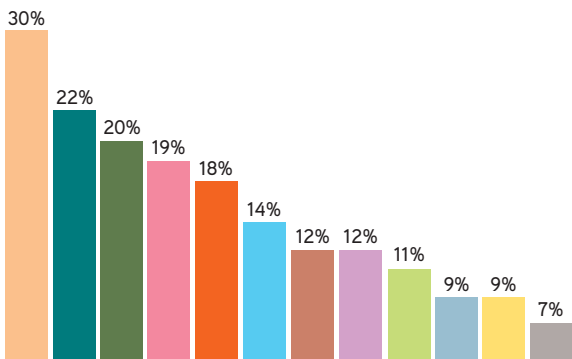
Male or female?

- Male 70%
- Female 30%



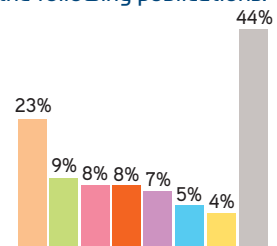
Remix Hotel visitors' plan to buy the following music-production hardware/software products in the next 12 months:

- Sound files/loops 30%
- LCD plasma screens 22%
- Desktop control hardware 20%
- Loudspeakers 19%
- Virtual synth samplers 18%
- Multitrack recording software 14%
- Recording microphones 12%
- Effects Processors/stomp boxes 12%
- Signal processing 11%
- Performance microphones 9%
- Surround monitoring 9%
- Other 7%



Remix Hotel visitors' subscribe to the following publications:

- Remix 23%
- Electronic Musician 9%
- Mix 8%
- URB 8%
- Future Music 7%
- Scratch 5%
- XLR8R 4%
- None of the above 44%



Where did visitors hear about Remix Hotel?

- Friend/word of mouth 34%
- Ads in Remix 16%
- Remix Hotel e-newsletter 10%
- Flyer/poster/signage 8%
- Other e-mail/Web posting 7%
- Technology Partner's Website 6%
- Remix Transmissions e-newsletter 5%
- Ads in Mix or Electronic Musician 5%
- Other 9%

