



REMIX [hotel]

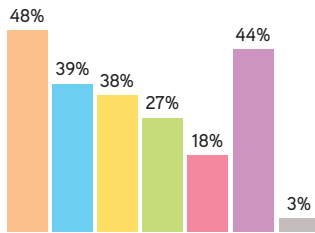
Remix Hotel NYC Visitor Demographics

2007

Remix Hotel New York had more than 2,500 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.

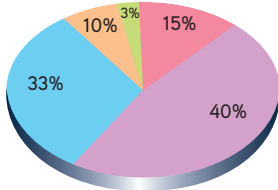
Primary reasons for attending Remix Hotel:

- Check out the latest music-production gear 48%
- Learn tips and techniques 39%
- Networking 38%
- Panels/Q&A sessions with artists 27%
- Meet the artists 18%
- All of the above 44%
- Other 3%



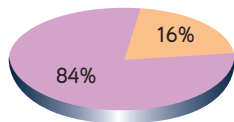
Remix Hotel visitors' age:

- 22-29 40%
- 30-39 33%
- 40-49 15%
- 16-21 10%
- 50 and above 3%



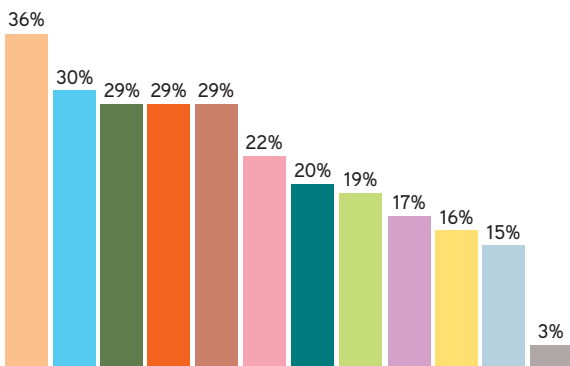
Male or female?

- Male 84%
- Female 16%



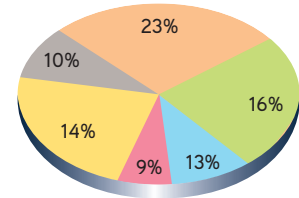
Remix Hotel visitors' plan to buy the following music-production hardware/software products in the next 12 months:

- Sound files/loops 36%
- Multitrack recording software 30%
- Desktop control hardware 29%
- Virtual synth samplers 29%
- Recording microphones 29%
- Loudspeakers 22%
- LCD plasma screens 20%
- Signal processing 19%
- Effects Processors/stomp boxes 17%
- Surround monitoring 16%
- Performance microphones 15%
- Other 3%



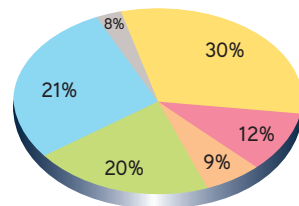
Remix Hotel Visitors' primary musical activity:

- DJ/turntablist 23%
- Producer 16%
- Music enthusiast 14%
- Musician 13%
- Engineer 9%
- Other 10%



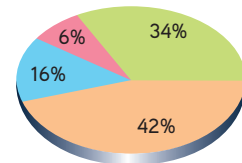
Remix Hotel visitors' level of music involvement:

- Full-time pro 30%
- Aspiring 21%
- Part-time 20%
- Enthusiast 12%
- Recreational 9%
- Other 8%



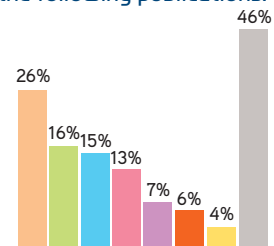
Remix Hotel visitors' use of computers for music production:

- Mac 42%
- PC 34%
- Both equally 16%
- None 6%



Remix Hotel visitors' subscribe to the following publications:

- Remix 26%
- Electronic Musician 16%
- Scratch 15%
- Mix 13%
- Future Music 7%
- URB 6%
- XLR8R 4%
- None of the above 46%



Where did visitors hear about Remix Hotel?

- Friend/word of mouth 27%
- Ads in Remix 15%
- Remix Hotel e-newsletter 15%
- Other e-mail/Web posting 12%
- Remix Transmissions e-newsletter 6%
- Technology Partner's Website 5%
- Ads in Mix or Electronic Musician 5%
- Flyer/poster/signage 3%
- Other 12%

