

TECH IS THE NEW BLING
NEW OXYGEN WOMEN'S WATCH STUDY, *GIRLS GONE WIRED*
FIND WOMEN WOULD CHOSE TECH OVER TRADITIONAL LUXURY ITEMS

Oxygen Reveals Results of Research on Women and Technology
Women's Watch: Girls Gone Wired

NEW YORK, August 1, 2006 – Oxygen's newly released study, *Women's Watch: Girls Gone Wired*, a comprehensive examination of Women and Technology shows that the technology gender gap has virtually closed and that the majority of women are hungry – even voracious – for technology. 77% would even prefer a new plasma TV to a diamond solitaire necklace! The study shows that a full 79% of the female market is interested in and using technology, breaking the myth that the only women interested in technology are urban trendsetters.

"We are proud to be giving women the credit that they deserve for being savvy and knowledgeable about technology – something we have long suspected and are thrilled to be able to quantify," said Geraldine Laybourne, Chairman and CEO, Oxygen Media. "*Girls Gone Wired* is Oxygen's most ambitious *Women's Watch* study yet, and we have gotten amazing new insights into women and technology. We're anxious to share our findings with our advertisers and affiliate partners."

Select findings follow:

Technology is not a "guy thing" anymore.

- **Technology is closing the gender gap – men and Women are digital peers**
 - *Similar number of devices owned: women (6.6) and men (6.9)*
 - *Similar number of devices used weekly: women (4.4) and men (4.9)*
- **Both women and men spend most of their waking hours interfacing with tech**
 - *Women (15 hrs/ day) and men (17 hrs/ day)*
- **Both own and use similar numbers of devices, relying most heavily on their computers and cell phones**
 - *% who use their computers weekly: women (73%) and men (71%)*
 - *% who use their cell phones weekly: women (62%) and men (61%)*
- **As with most items, when it comes to technology, women hold the purse strings. Women are making important purchase decisions about technology**
 - *73% of women make tech purchasing decisions on their own (only 27% of women defer to others when choosing what tech to buy - vs. 24% of men)*

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Don't talk down to women about technology.

- **Women are comfortable with technology and are not afraid of it**
- **Women are equally comfortable as men in their technology skin**
 - 79% of women feel comfortable using tech (only 21% of women wish they felt more comfortable using tech vs. 20% of men wish they felt more comfortable)
- **They feel confident that they can figure out how to work technological items**
 - 83% are not afraid to play around with their tech gadgets (while only 17% of women fear activating functions on devices that they don't know how to use)
 - 72% of women prefer a hands-on approach to technology (i.e. playing with a device in order to learn how to use it)
 - 46% do their own computer troubleshooting
- **83% of women are excited about getting a new tech item, and only 7% are afraid they might break it**
- **One third of women identify themselves as "techie," and 79% feel fully confident using technology** (only 21% desire to have more confidence in using technology)
- **More than two thirds have virtually no fear being left behind by its fast paced evolution** (23% fear being left behind - same percentage as men).

If you want to sell women on technology, show them how it "gets the job done."

- **Most women see tech as a means to an end. If it makes women's lives easier, they want it.**
 - 76% will buy a cell phone even if it's unattractive, as long as it does everything they need it to do – functionality is more important than appearance
 - Only 24% say a cell phone could have all the latest features and do everything they want it to do, but they won't buy it if it's not attractive
 - Only 15% feel a cell phone is a fashion accessory, like jewelry and handbags (again, the majority are selecting their phones based on function, not appearance)
- **Women are incorporating technology into their lives as a practical tool, allowing them to stay connected, up-to-date, and in control of their busy lives.**
 - The majority say they would have problems succeeding in the workplace or at school if they didn't know how to use the latest technology
 - More than one third say they totally depend on technology to help them organize their lives

There can't be too much tech.

- **All in, women have an amazing 15 hour tech day.**
- **Far from wanting a break from technology, they are looking to increase their usage over time (and decrease sleep, one would guess!) It's actually men who feel a greater need to take a break from tech.**
 - Over the next five years, women see themselves increasing their usage of six tech activities more than men, including digital cameras, cell phone calls, email, camera phones, SMS, and IM
 - Only 15% of women often need a break from technology (vs. 20% of men)
 - Only 12% of women would be relieved if they were without their cell phones (vs. 20% of men)

Nothing says "I love you" like a new tech item.

- **Given the choice, tech items are generally preferred over luxury items like jewelry or vacations**
- **Big screen TV vs. Bling – it's the plasma all the way**
 - 77% prefer a new plasma TV vs. a diamond solitaire necklace
 - 56% prefer a new plasma TV vs. a weekend vacation in Florida
- **Cell phone vs. Stilettos. It's the cell phone, hands down.**
 - 78% of women prefer a new top-of-the-line cell phone with all the latest features and a sleek new design vs. designer shoes
- **Shoes Lose Again!**
 - 86% prefer new digital video camera vs. designer shoes
 - 90% prefer media center PC vs. designer shoes
- **Women would chose an iPod over a little black dress (or a romantic dinner, massage, or a girls night out)**
 - When asked what they would buy if they had \$500 to spend,
 - 37% of women chose a new iPod, cell phone, digital camera, or other tech device
 - 35% of women chose a shopping spree at a clothing store
 - 18% of women chose a romantic evening with someone special
 - 7% of women chose spa treatments
 - 4% of women chose a night on the town with friends

Women's Watch: Girls Gone Wired is the third in a series of longitudinal studies undertaken by the Oxygen Network. The goal of the research is to give the network, its advertisers and affiliates deeper knowledge of a particular topic that is important to women.

About Oxygen Media

Oxygen, the only cable network owned and operated by women, is currently available in over 68 million homes. The network was launched in 2000 to fill a void in the television landscape -- creating a network targeted to younger women. Oxygen is rewriting the rulebook for women's television, with vast array of unconventional and original programming including *The Janice Dickinson Modeling Agency*, *Mo'Nique's Fat Chance* and *Campus Ladies*. Geraldine Laybourne, the network's founder, Chairman and CEO, has led the company to be a strong advocate for women. Through programs like *The Mentor's Walk*, Oxygen's national program for bringing along the next generation, and "Who Cares About Girls," Oxygen's new documentary series -- Oxygen is creating The New Girls Network.