

A dynamic and exciting landscape for music engagement

The music engagement mix

5%

Other forms of music listening

(e.g., TV, on-demand premium video services such as Netflix or music swapped with family and friends)

2%

Live

(including livestreaming)

9%

Purchased music

(e.g., CDs, vinyl, DVDs, downloads)

16%

Music on the radio

(e.g., broadcast live, catch-up, internet radio stations)

3%

Social media platforms

(e.g., Facebook, Instagram)

23%

Subscription audio streaming

(e.g., Spotify Premium, Apple Music, Melon)

9%

Ad-supported audio streaming

(e.g., free tier of Spotify and Deezer)

22%

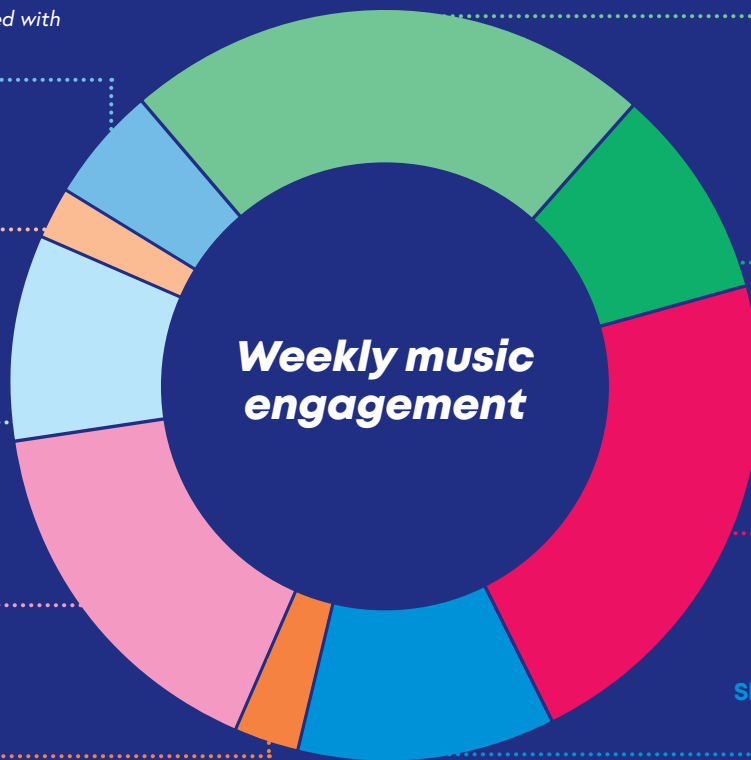
Video streaming

(e.g., YouTube, DailyMotion, Niconico)

11%

Short form video apps (new)

(e.g., TikTok, Triller)



18.4
hours

Time spent listening to music each week (up from 18 hours in 2019)

That's the equivalent of listening to 368 3-minute songs a week



+51%

Music listening time through audio streaming rose



87%

said that music provided enjoyment and happiness during the pandemic

A new and exciting landscape for music listeners



68%



of the time spent on short form video apps involved music-dependent videos such as lip syncing and dance challenges



52%



of gamers are interested in watching virtual music concerts on gaming platforms

29%



Watching music livestreams was popular, with almost 1 in 3 tuning into an event in the the last 12 months



65% agreed that they would continue to watch music livestreams even when in-person concerts are possible

Music was vital for engagement with radio



66%

agreed that without music, they wouldn't listen to the radio

The demand for physical music continues, especially in younger age groups

15%
of 25-34s



purchased a CD in the last month
9% of 55-64s

11%
of 25-34s



purchased vinyl in the last month
4% of 55-64s

A rich and diverse mix of genres



Music was vital for engagement with radio

The availability of unlicensed music remains an issue



29%

Almost 1 in 3 people still admit to using unlicensed or illegal ways to listen to download music

27%

used stream ripping sites to download unlicensed music

14%

used unlicensed social media platforms for music purposes



representing the recording industry worldwide

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Data is based on fieldwork conducted in June and July 2021 across 21 countries and gathered the views of 43,000 respondents aged between 16-64. Panels were nationally representative in each country.