

# PRESS RELEASE



representing the  
recording industry  
worldwide

## IFPI RELEASES 2017 MUSIC CONSUMER INSIGHT REPORT

*Download the full report [here](#)*

London, 19<sup>th</sup> September 2017 – IFPI has today released ‘Connecting with Music’, the 2017 [Music Consumer Insight Report](#). Based on research conducted by Ipsos Connect, the report examines the ways in which fans are engaging with recorded music across 13 of the world’s leading music markets.

### Report highlights:

- **Fans worldwide are increasingly engaged with audio streaming:** Globally, 45% are listening through a licensed audio streaming service (up from 37% in 2016). 90% of paid audio streamers listen to music using a smartphone.
- **Young fans remain highly engaged with music despite an abundance of competing media:** 13–15 year-olds are highly engaged with music, with 85% using streaming services.
- **The ‘Value Gap’ persists:** User upload video services, such as YouTube, account for the majority of on-demand streaming time yet do not return fair value to the music community. 85% of YouTube visitors use the site for music each month and 76% of YouTube visitors use it for music already known to them.
- **Copyright infringement remains a significant issue, with stream ripping the top source:** 40% of consumers access unlicensed music, including 35% who stream rip music – 53% among 16-24 year-olds.

**Frances Moore, CEO of IFPI,** commented:

“This report shows some amazing trends defining this new era, how fans around the world are enjoying recorded music and connecting with the artists they love in so many ways.

“The increasingly digital global music environment did not just happen. It requires an enormous amount of work from record companies and their partners to license over 40 million tracks to hundreds of digital services around the world.

“The report also highlights the ongoing challenges for the industry. It provides further evidence of the Value Gap – the mismatch between the value that user upload services,

such as YouTube, extract from music and the revenue returned to those who invest in and create it. The global music community is united in urging policy makers to act to address this.”

Read the full report [here](#)

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### **Notes to editors:**

#### **About IFPI**

IFPI is the organisation that promotes the interests of the international recording industry worldwide. Its membership comprises some 1,300 major and independent companies in 60 countries. It also has affiliated industry national groups in 57 countries. IFPI’s mission is to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music in all markets where its members operate.

#### **About the Music Consumer Insight Report 2017**

IFPI commissioned Ipsos Connect to carry out global research into the behaviour of today’s music consumers.

This report is based on research that was conducted with internet users predominantly aged 13 – 64 in 13 of the world’s leading music markets (Australia, Brazil, Canada, France, Germany, Italy, Japan, Mexico, South Korea, Spain, Sweden, United Kingdom, and United States). These territories account for 85% of the global recorded music market.

All figures, unless stated otherwise, refer to the last 6 months’ usage.