



representing the
recording industry
worldwide

PRESS RELEASE

IFPI releases Music Consumer Insight Report 2018

In-depth study on global music listening habits

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London, 9th October 2018 – IFPI has today released its *Music Consumer Insight Report 2018*. The report examines the ways in which music consumers aged 16-64 engage with recorded music across 20 of the world's largest music markets.

Report highlights:

- **Music is an integral part of our lives:** On average, we each enjoy music for 17.8 hours per week, with the car being the most popular listening location.
- **Streaming is virtually ubiquitous:** 86% of us listen to music through on-demand streaming. Young music consumers are most engaged streamers, with 57% of 16-24 year olds using a paid audio streaming service.
- **Consumer are engaging with their local music genres:** Music consumers especially enjoy listening to local music genres, with 66% of consumers in Japan listening to J-Pop, 69% of consumers in France listening to Variété Française and, in Brazil, 55% listening to música popular brasileira.
- **High-growth music markets are seeing high levels of licensed engagement:** 96% of consumers in China and 96% in India listen to licensed music.
- **User upload services continue to dominate consumption:** Nearly half of all time spent listening to on-demand music is on YouTube.
- **Copyright infringement remains a significant issue:** More than one-third (38%) of consumers obtain music through infringing methods – with stream ripping the dominant method (32% of consumers).

Frances Moore, Chief Executive, IFPI, commented:

“This year’s *Music Consumer Insight Report* tells the story of how recorded music is woven into the lives of fans around the world. As it becomes increasingly accessible, it continues to be embraced across formats, genres and technologies.

“Record companies are working with their partners to sustain and develop these rich and diverse ways in which music is being enjoyed, ensuring that it continues on its exciting journey around the world.

“However, this report also shows the challenges the music community continues to face – both in the form of the evolving threat of digital copyright infringement as well as in the failure to achieve fair compensation from some user-upload services. Policymakers around the globe have been scrutinising these issues and increasingly acting to address them.”

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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 59 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.

Methodology

IFPI commissioned AudienceNet to carry out the fieldwork for global research which explores the way consumers engage and access music across licensed and unlicensed services. The research was conducted amongst a demographically representative sample of the online population aged 16-64 in the following eighteen territories: Argentina, Australia, Brazil, Canada, France, Germany, Italy, Japan, Mexico, Netherlands, Poland, Russia, South Africa, South Korea, Spain, Sweden, United Kingdom and United States. In addition, the study was also conducted in China and India but results from these two countries are not included in “global” figures within the report.

In each country, nationally representative quota samples of between 1,000-2,000 respondents were set in accordance with online population size and demographic structure, as determined by the latest respective census data in each territory. This ensured that a standard error of +/- 3% was achieved throughout the data, at a 95% confidence level.

These twenty territories accounted for 91.3% of global recorded music market revenues in 2017.

About AudienceNet

AudienceNet is an accredited, full-service market research agency, with a wealth of experience in conducting music and entertainment research across domestic and foreign markets. They provide music consumer data globally, currently conducting nationally representative research, across six continents.