

IFPI's global study finds we're listening to more music in more ways than ever

~ IFPI's *Engaging with Music 2023* report: the largest music study of its kind ~

~ Time spent listening to music increases to 20.7 hours per week ~

~ Fans use an average of seven different methods to engage with music ~

[Download full report](#)

[Download infographic](#)

11th December 2023 - IFPI, representing the recording industry worldwide, today released *Engaging with Music 2023*, its global report examining how people around the world engage with and feel about music.

Based on the responses of more than 43,000 people across 26 countries, the report is the largest music study of its kind.

Highlights of the 2023 report's findings include:

- ***We're listening to more music than ever.***
20.7 hours – The time, on average, that people spent listening to music each week (up from 20.1 hours in 2022). That's the equivalent of listening to an additional thirteen three-minute songs per week in 2023.
- ***We're engaging with music via more methods.***
79% of people think there are more ways to listen to music than ever before (up from 76% in 2022). On average people use more than **seven** different methods to engage with music.
- ***There is high awareness of AI among music fans, but almost all think human creativity must be respected.***
79% agree that human creativity is essential to the creation of music.
74% of people with awareness of AI's music capabilities agree that AI should not be used to clone or impersonate music artists without authorisation.
- ***The audio streaming market continues to grow, led by subscription audio***
73% of people say they listen to music through licensed audio streaming services (subscription and ad-supported).
+7% – There was growth in time spent listening to music on subscription audio streaming services
- ***Pop is still the most popular genre in the world, but on the whole respondents listened to more than 700 music genres. Local genres are more and more in demand.***
57% of people say it's important to them that they can access music that comes from anywhere in the world – 65% among 16-24s. On average, fans worldwide listened to more than eight different genres of music.
- ***Music is hugely important for our mental health and well-being.***

71% say music is important to their mental health.
78% say music helps them relax and cope with stress.

- ***Unlicensed music is still a significant issue.***
29% use unlicensed or illegal ways to listen to or obtain music.

Frances Moore, IFPI Chief Executive, said: “Music is incredibly important to people’s lives. *Engaging with Music* shows how fans are seizing the opportunities to listen to more music in more ways than they have ever done before.

“However, the use of unlicensed music remains a significant issue for the music community, especially as technologies continue to evolve. We need to continue to do everything in our power to support and protect music’s value.”

As trailed last week, for the first time this year the report includes a section dedicated to artificial intelligence (AI) as the generative AI technology’s rapid advancement continues to present both opportunities and challenges for the music community and artists. What is clear is that fans deeply value authenticity – nearly eight-in-ten music fans (79%) feel human creativity remains essential to the creation of music.

For fans aware of generative AI’s ability to take and copy existing artists’ repertoire, authorisation for the use of any artist’s music is seen as absolutely non-negotiable: 76% feel that an artist’s music or vocals should not be used or ingested by AI without permission. Further, 74% agree that AI should not be used to clone or impersonate artists without authorisation. The vast majority of fans also support the need for transparency, as 73% agree that an AI system should clearly list any music that it has used.

Download the full report XXXX

Download infographic XXXX

ENDS

For further information please contact:

Email: press@ifpi.org

Tel: +44 (0) 20 7878 7979

Notes to editors

Link to specific AI press release - [HERE](#)

About IFPI

IFPI is the voice of the recording industry worldwide, representing over 8,000 record company members across the globe. We work to promote the value of recorded music, campaign for the rights of record producers and expand the commercial uses of recorded music around the world.

Methodology

Data is based on fieldwork conducted between August and October 2023 across 26 countries and gathered the views of over 43,000 respondents aged between 16-64. Panels were nationally representative in each country. For the full report methodology, please see page four of the report.