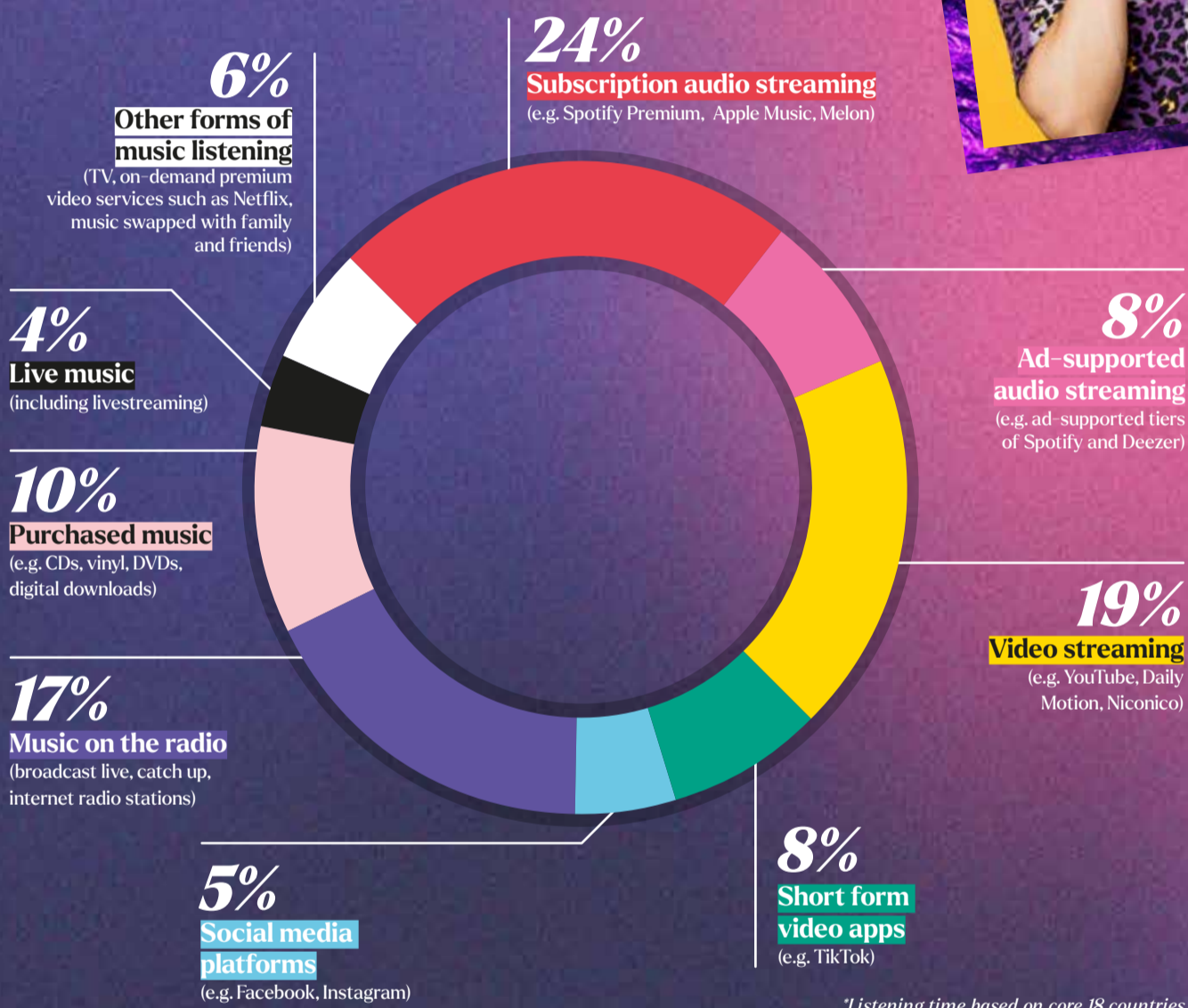


A GLOBAL SNAPSHOT OF MUSIC ENGAGEMENT IN 2022

BASED ON RESEARCH CONDUCTED BY IFPI ACROSS 22 OF THE WORLD'S LEADING MUSIC MARKETS, THESE FINDINGS HIGHLIGHT PEOPLE'S CONTINUED APPETITE AND PASSION FOR MUSIC, SHINING A LIGHT ON THE PIVOTAL ROLE IT PLAYS IN SO MANY DIFFERENT AREAS OF OUR LIVES.

THE MUSIC ENGAGEMENT MIX



20.1 hours

Time spent listening to music each week (up from 18.4 hours in 2021)

That's the equivalent of listening to an additional 34 3-minute songs per week in 2022

**Listening time based on core 18 countries*



On average, people use

6+ different methods to engage with music



People listen to

8+ different genres of music on average

46%

Nearly half listened to music using subscription audio streaming

69%

of people say music is important to their mental health

50%

use short form video apps

58%

have watched a music-focused TV show or film in the last month

32%

have watched a music livestream such as a concert in the last month

30%

still use unlicensed or illegal ways to listen to or obtain music