



# MUSIC CONSUMER INSIGHT REPORT

2018



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## METHODOLOGY

IFPI conducted global research in April-May 2018 which explored the way consumers engage and access music across licensed and unlicensed services.

The field work was carried out by AudienceNet amongst a demographically representative sample of the online population aged 16-64 in the following 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. 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.

For more about IFPI visit [www.ifpi.org](http://www.ifpi.org)



# INTRODUCTION



## MUSIC IS AN INTEGRAL PART OF OUR LIVES

The *Music Consumer Insight Report* tells the story of how recorded music is woven into the lives of people around the world.

We are passionate about music. It is personal to us. Increasingly accessible, music is embraced across genres and geographies, ages and formats - from radio to streaming and beyond.

This report looks at how music soundtracks the many parts of our day and how this love of music is also driving fans' growing adoption of technologies. From smartphones to smart speakers, music is a force ushering in these connected devices that are being taken up globally.

As ever, local repertoire continues to dominate countries' charts. There will always be something special about local music that speaks to us. In this interconnected world, country-specific genres, like K-Pop in Korea and música popular brasileira in Brazil, are not only embraced at home but are also beginning to find a broader global audience.

In this year's report, for the first time, we take a close look at the exciting, evolving music markets in China and India. In both countries, music fans are highly engaged with licensed music and local music is flourishing.

Across the globe, record companies are working to sustain and develop these rich and diverse ways in which music is being enjoyed. Driving digital innovation and

increasing the availability of music, record companies have licensed over 45 million tracks to hundreds of digital services around the world.

However, for music to thrive in a digital world there must be a fair digital marketplace. This report also shows the challenges the music community continues to face - both in the form of the evolving threat of digital copyright infringement and in fair revenues not being returned by some user-upload services.

Music unites us globally and adds enormous value to people's lives. Record companies are essential to this as they continue to develop, support and invest in music, playing a crucial role in ensuring that it continues on its exciting journey around the world.

**"RECORD COMPANIES CONTINUE TO DEVELOP, SUPPORT AND INVEST IN MUSIC, PLAYING A CRUCIAL ROLE IN ENSURING THAT IT CONTINUES ON ITS EXCITING JOURNEY AROUND THE WORLD."**

FRANCES MOORE | CHIEF EXECUTIVE, IFPI





# 1 MUSIC CONSUMPTION IN 2018

Based on research conducted by IFPI in 2018, this report provides a snapshot of how consumers across 18 of the world's leading music markets are engaging with recorded music.



**2.5 hrs**  
a day

**86%**

of consumers are listening to music through on-demand streaming

**50%**

of 16-24s would choose audio streaming if there were only one way to listen to music

**75%**

of consumers use smartphones to listen to music

**38%**

of consumers obtain music through copyright infringement



# 2 MUSIC IS AN INTEGRAL PART OF OUR DAILY LIVES

Consumers are embracing music at all points of the day demonstrating the importance and value that it has in our lives.

## 17.8hrs

spent listening to music each week globally

### CONSUMERS MOST TYPICALLY LISTEN TO MUSIC WHILE:

#### In the car

       **66%** (global)

 South Africa 80%

 Germany 77%

 US 75%

#### Commuting to work or education

       **54%** (global)

 Argentina 62%

 Mexico 62%

 Germany 60%

#### Working or studying

    **40%** (global)

 Mexico 68%

 Argentina 58%

 South Africa 57%

#### Going to sleep

  **19%** (global)

 Brazil 33%

 Poland 29%

 South Africa 25%

#### Relaxing at home

         **63%** (global)

#### Cooking and cleaning

         **54%** (global)

#### Exercising or at the gym

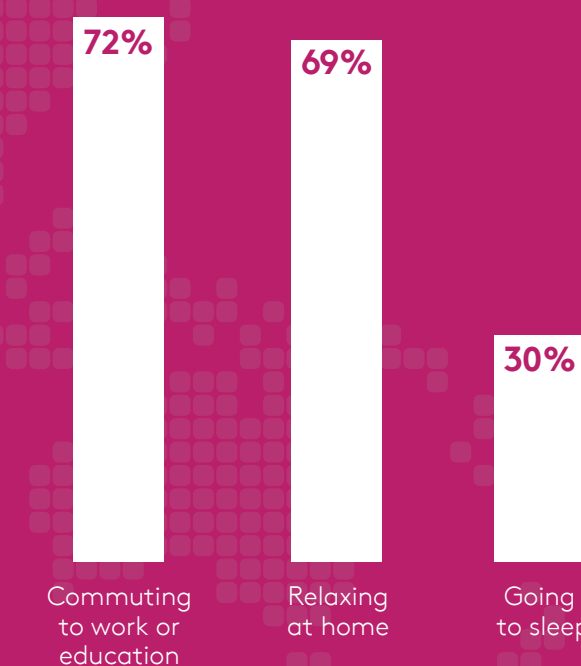
        **36%** (global)

#### At concerts, gigs and festivals

        **36%** (global)

### YOUNGER CONSUMERS ARE LISTENING TO MORE MUSIC IN MORE WAYS

Younger consumers (16-24s) are more likely to listen to music during any activity and much more likely to listen on their way to work or education or while at work or education.





# 3 THE WORLD'S FAVOURITE GENRES

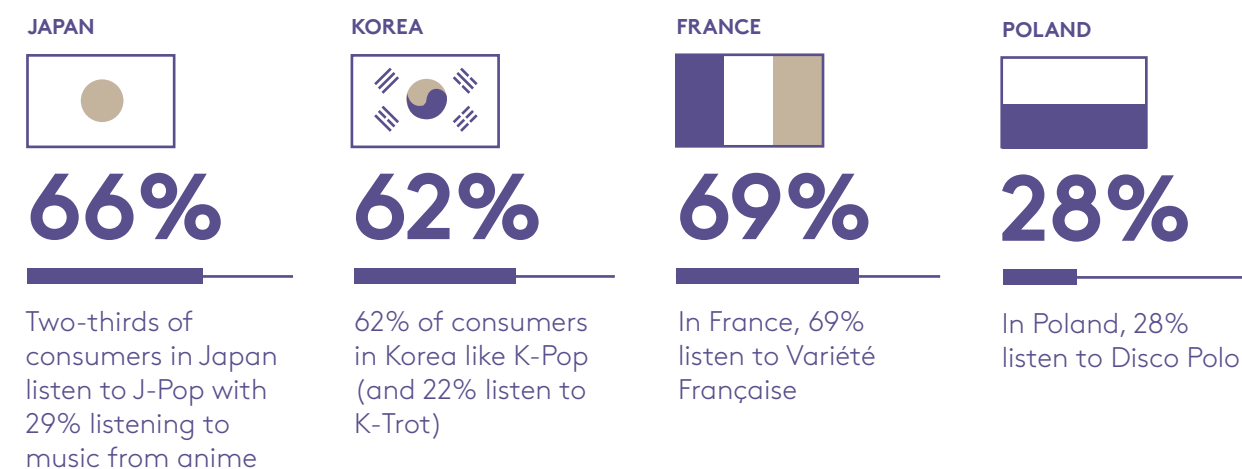
WHAT MUSIC DO PEOPLE TYPICALLY LISTEN TO?  
HERE WE TAKE A LOOK AT THE TOP TEN GENRES



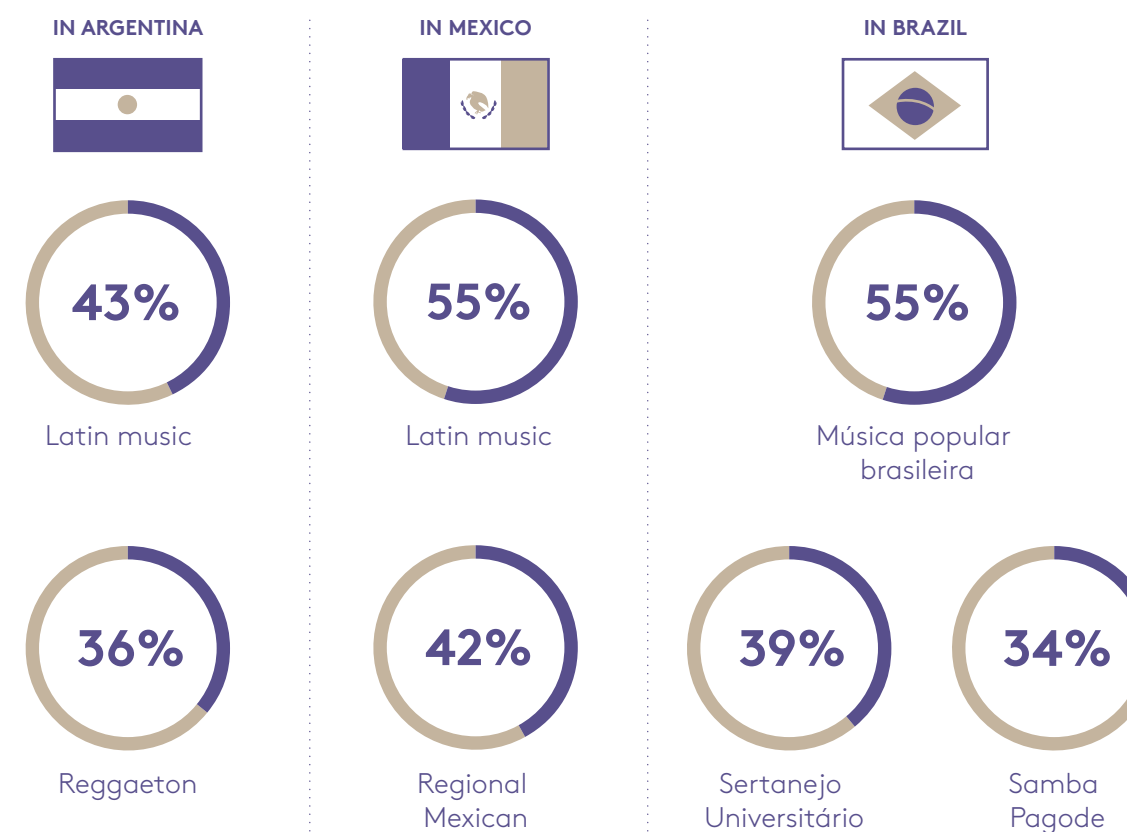
Base: All participants (n=19,000) from all 18 countries surveyed.  
Genre data is based on the participants' own definitions of genre

## LOCAL MUSIC IS EMBRACED BY CONSUMERS

Local culture influences consumers' listening habits, with many enjoying domestic genres.



## LATIN AMERICAN CONSUMERS ARE ENGAGED WITH LOCAL GENRES



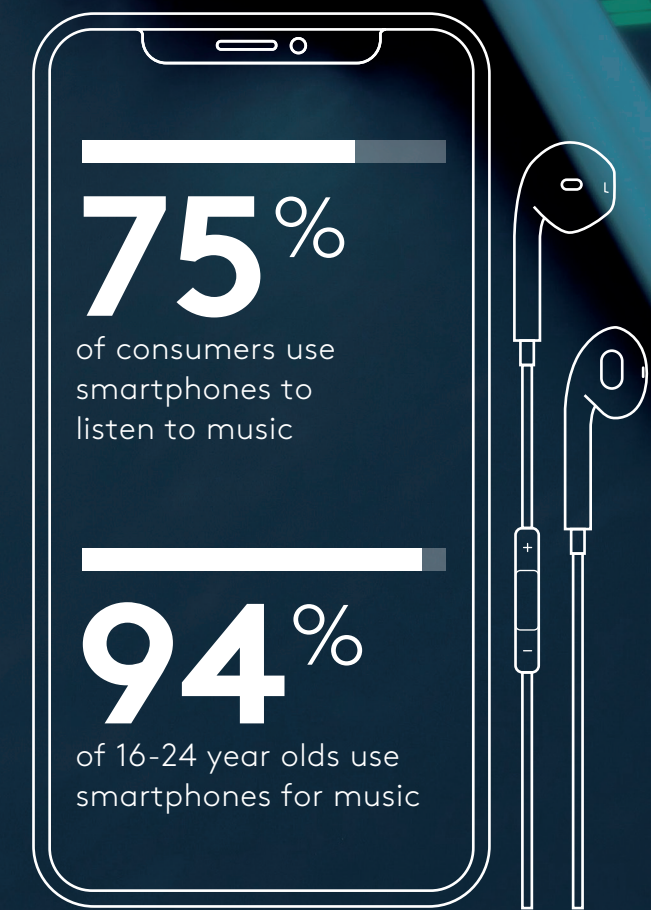


# 4 MUSIC DRIVES TECHNOLOGY ENGAGEMENT

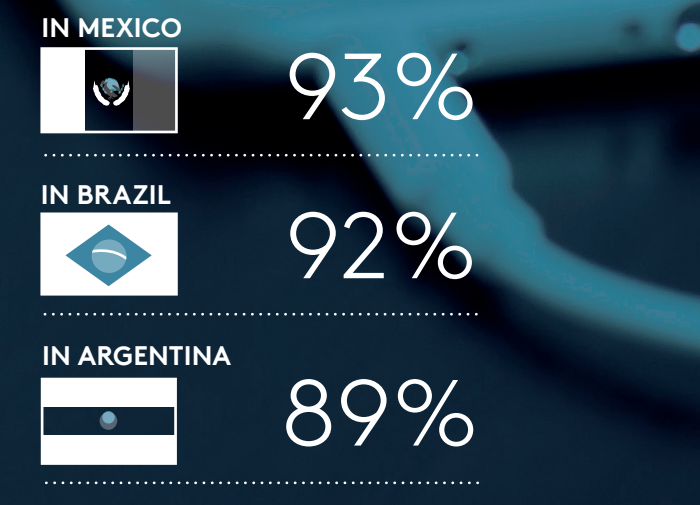
From smartphones to smart speakers, across the world connected devices are a growing part of the listening experience.

Record companies have licensed music across hundreds of digital music services allowing consumers to have easier access to the music they love, wherever they are.

## USING SMARTPHONES TO LISTEN TO MUSIC



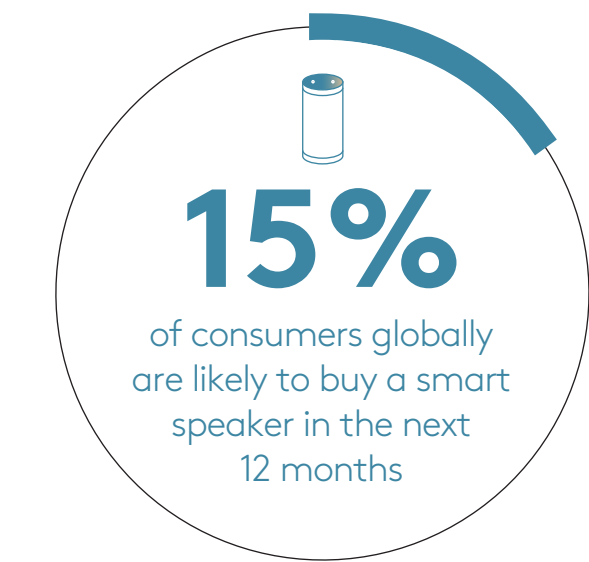
## THE HIGHEST RATE OF SMARTPHONE USE FOR MUSIC IS IN LATIN AMERICA



## SMART SPEAKERS

Record companies have been working behind the scenes to help make it possible for consumers to access their favourite tracks using voice-activated smart speakers.

As engagement continues to grow around the world, we look at the profile of a typical smart speaker user.

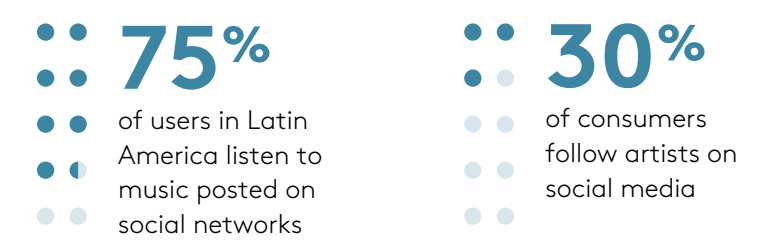


## Compared to all consumers, smart speaker users are:

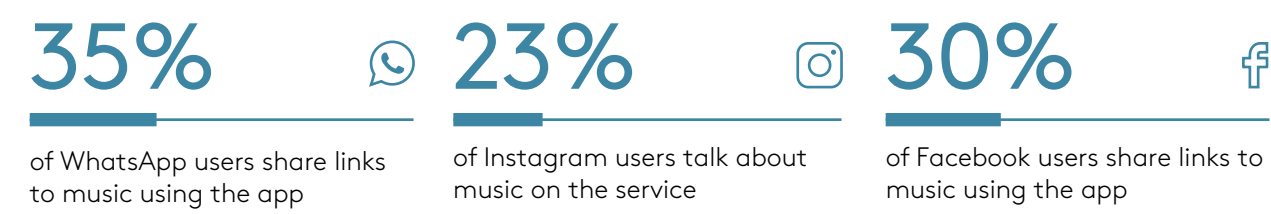
- Most likely 25-34
- Most likely to listen to Hip-Hop & Rap/ Dance Music/Jazz/Reggae
- Twice as likely to use paid audio streaming
- Much more likely to attend gigs/concerts
- Much more likely to use a turntable

## SOCIAL MEDIA

Consumers are taking to social media and messenger apps to share and discuss their favourite music. As record companies continue to work with technology partners to license tracks for consumers, music will continue to drive online conversations.



## GLOBALLY, CONSUMERS ARE USING SOCIAL NETWORKS TO DISCUSS MUSIC

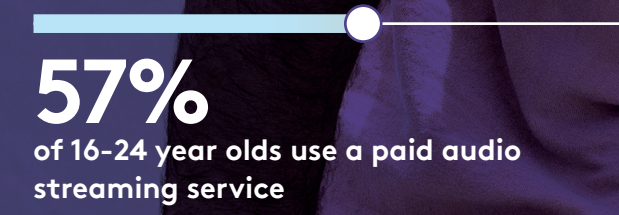


Base: All participants (n=19,000) from all 18 countries surveyed.



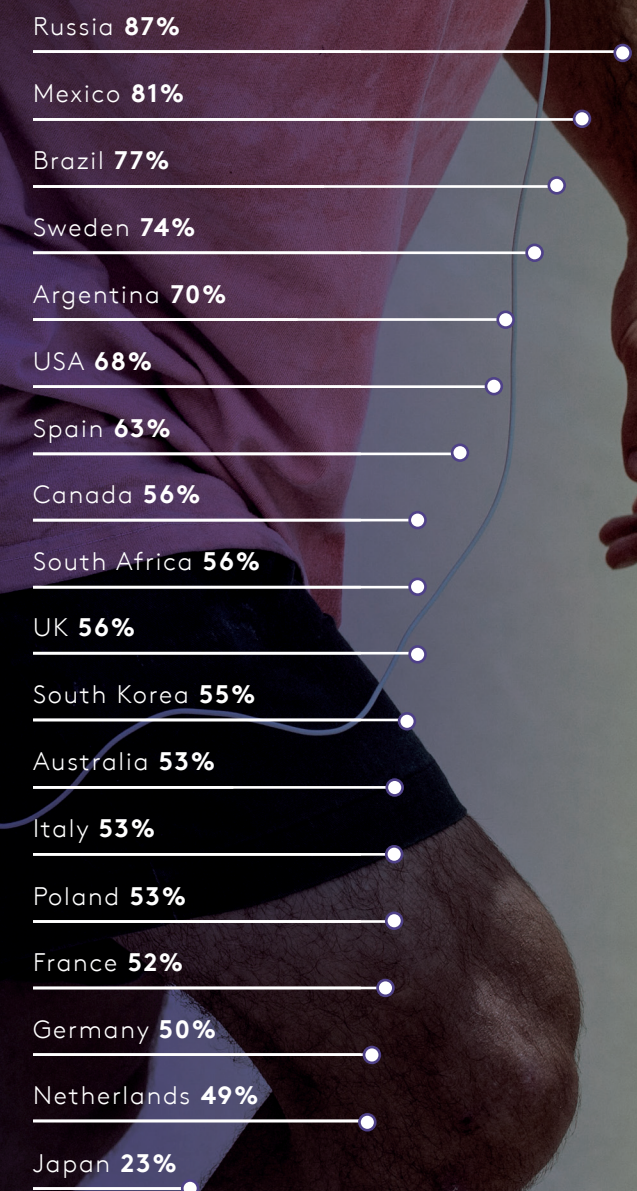
# 5 ON-DEMAND STREAMING LEADS MUSIC CONSUMPTION GLOBALLY

Licensed on-demand streaming is popular with consumers the world over.



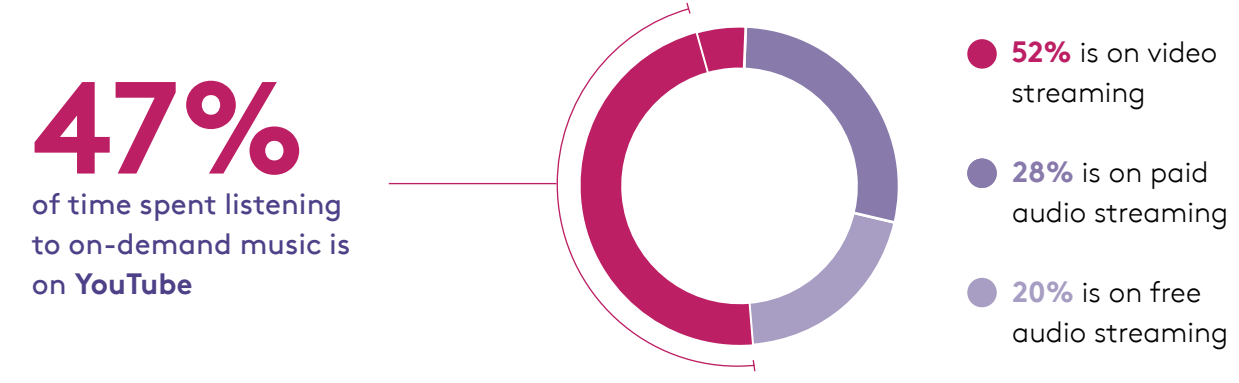
## AUDIO STREAMING USE

GLOBAL: 61%



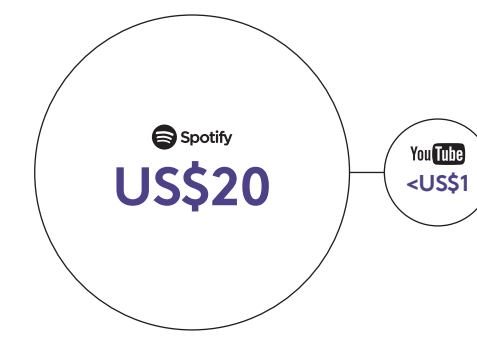
Base: All participants (n=19,000) from all 18 countries surveyed

## VIDEO STREAMING MAKES UP MORE THAN HALF OF ON-DEMAND MUSIC STREAMING TIME



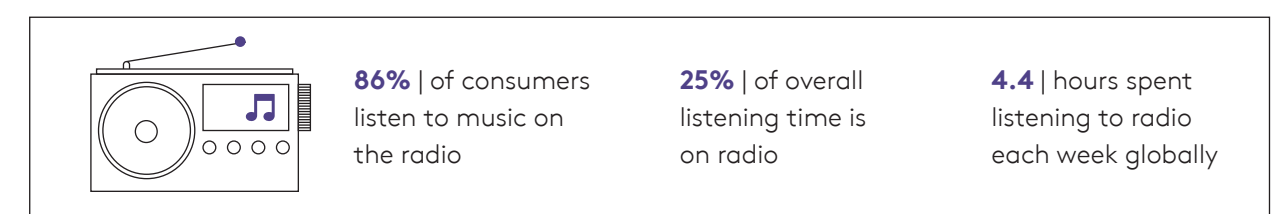
HOWEVER, USER UPLOAD SERVICES ARE NOT RETURNING FAIR VALUE TO THE MUSIC COMMUNITY

## Estimated Annual Revenue Per User

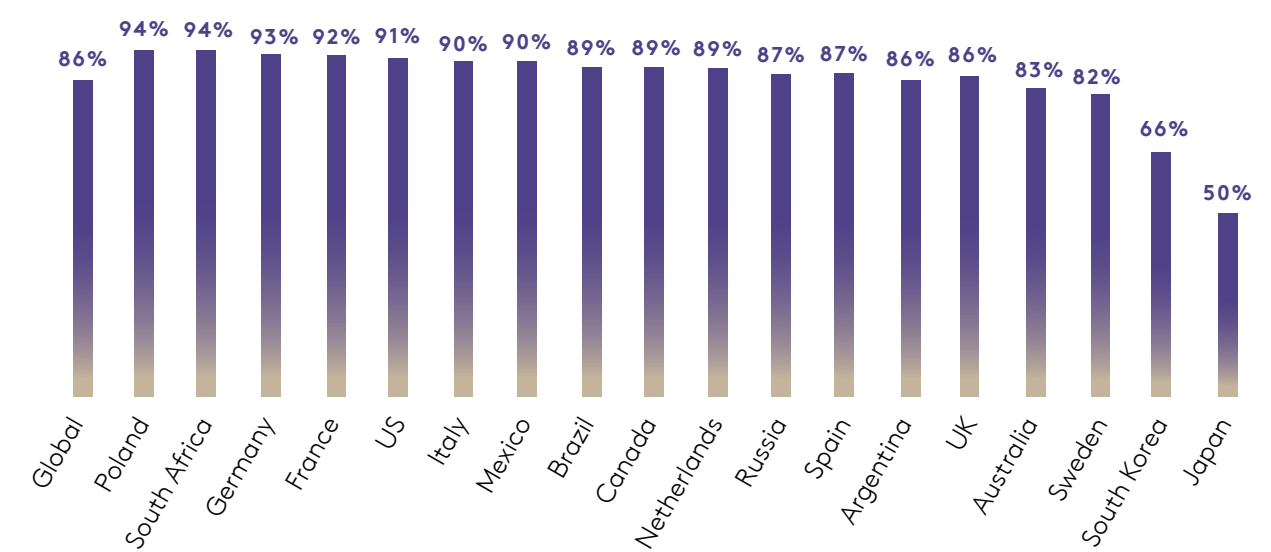


35% SAY A MAIN REASON FOR NOT USING A PAID AUDIO SUBSCRIPTION IS THAT ANYTHING THEY WANT TO LISTEN TO IS ON YOUTUBE.

## BUT RADIO REMAINS RESILIENT



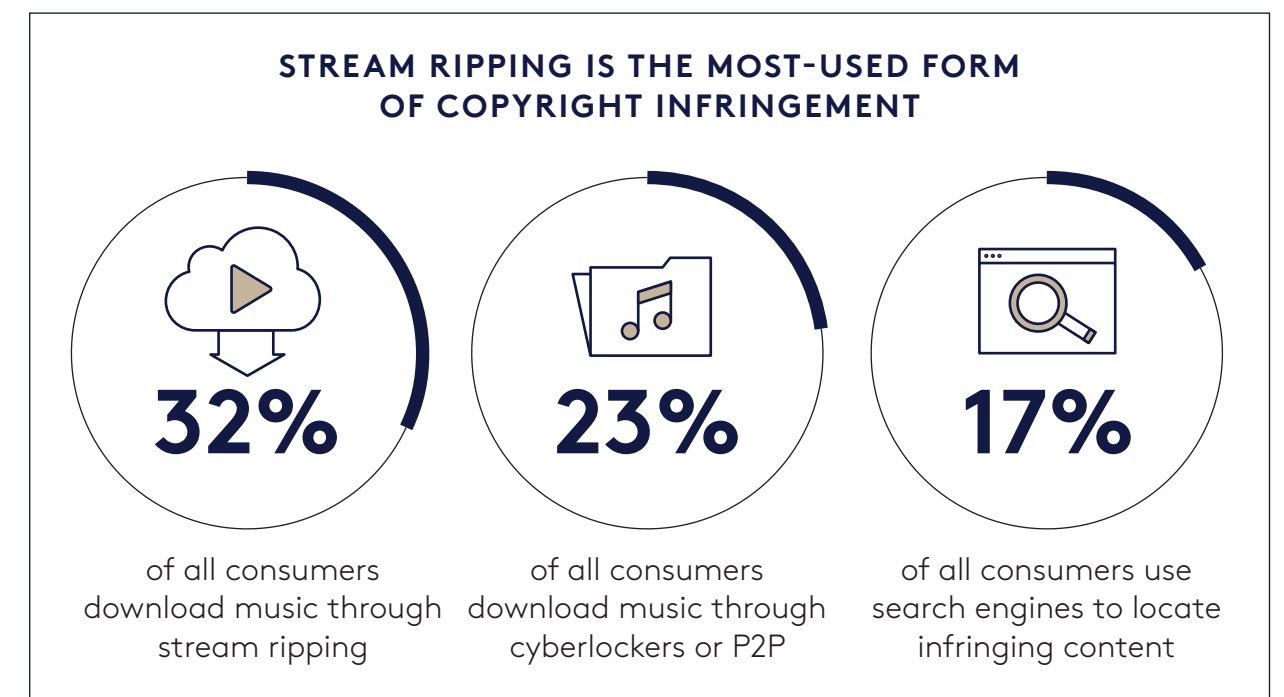
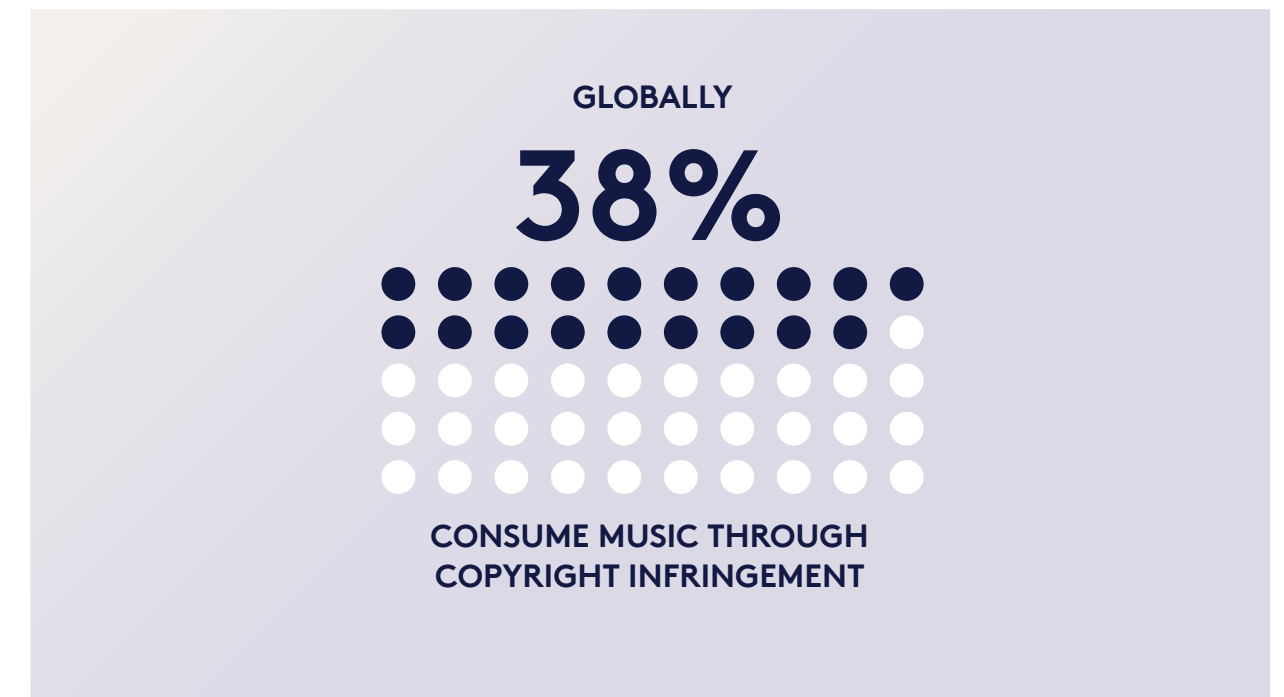
## % OF CONSUMERS LISTENING TO MUSIC ON THE RADIO





# 6 UNLICENSED MUSIC

Record companies are taking action globally against stream ripping sites that undermine legitimate services and pay no money to those investing in and creating the music. Despite some successes, the problem persists.



**STREAM RIPPING USERS ARE MORE LIKELY TO SAY THAT THEY RIP MUSIC SO THEY HAVE MUSIC TO LISTEN TO OFFLINE. THIS MEANS THEY CAN AVOID PAYING FOR A PREMIUM STREAMING SUBSCRIPTION.**



# 7 COUNTRY FOCUS:

## CHINA

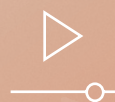


Chinese consumers are highly engaged with licensed music.



**96%**

of consumers in China listen to licensed music



**89%**

of music consumers in China listen to licensed audio streaming



**15.4hrs**

listening to music each week

### TOP LISTENING ACTIVITIES

Relaxing at home

**74%**

In the car

**50%**

Going to sleep

**49%**

Exercising or at the gym

**49%**

Commuting to work or education

**42%**

### CHINA'S FAVOURITE GENRES

**01**



C-Pop

**02**



Pop

**03**



Folk

**04**



Country

**05**



Soundtracks

### CONSUMERS USE MESSENGER APPS TO SHARE THEIR FAVOURITE MUSIC

WeChat

**65%**

QQ

**64%**

Weibo

**62%**



# 8 COUNTRY FOCUS: INDIA



Indian consumers  
favour local genres.

## SMARTPHONES ARE THE DEVICE OF CHOICE

96%

of consumers are listening to music  
on smartphones – the highest rate  
in the world



99%

of 16-24 year olds listen to music  
on a smartphone



96%

of consumers in India listen to  
licensed music



95%

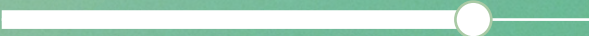
listen to music through on-demand  
streaming



## TOP LISTENING ACTIVITIES

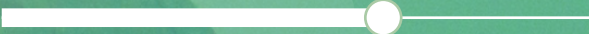
While relaxing at home

79%



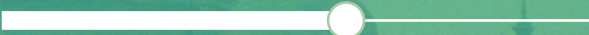
In the car

59%



While going to sleep

54%



While cooking or cleaning

48%



On commute to work or education

43%



## INDIA'S FAVOURITE GENRES







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