Music Listening 2019
A look at how recorded music is enjoyed around the world
“Across the world, radio remains an important part of people’s listening experience.”

23% stream rip music from illegal sites.

“Social media plays a big part in engagement with music.”

Music purchasing habits vary across age groups.

54% say they love or are fanatical about music.

This year’s Top 10 paints a diverse picture of music listening.”

Music purchasing habits vary across age groups.

“The rich music library and convenience are cited as top reasons for using streaming services.”

25.6 hrs Time spent listening to music each week in Mexico.

“A global picture of music lovers.”

“A world picture of music lovers.”

Social media plays a big part in engagement with music.”

Home-grown talent amongst favourite genres.”

Device usage across age groups is varied.

“A world picture of music lovers.”

“The world’s favourite genres.”

Methodology & Introduction

Music listening in 2019

Unlicensed music

Country focus: China

Country focus: India

Country focus: Mexico

Country focus: South Korea
IFPI conducted global research in April-May 2019 which explored the way consumers engage with and access music across licensed and unlicensed services.

Fieldwork questioned 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, New Zealand, Poland, Russia, South Africa, South Korea, Spain, Sweden, United Kingdom and United States. The study was also conducted in China and India but results from these two countries are not included in “global” figures. These twenty-one territories accounted for 92.6% of global recorded music market revenues in 2018, according to IFPI’s Global Music Report 2019.

In total, 34,000 internet users were surveyed with higher numbers of respondents in larger markets. Nationally representative quota samples of between 1,000-3,000 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. Study design, construction, and analysis was conducted by IFPI with fieldwork organised by AudienceNet.

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Music has always held an important place in people’s lives, of course, but this year’s report tells a story of fans’ ever-growing global engagement with music. In fact, most people identify as “loving” or being “fanatical” about music. At a time when multiple forms of media vie for fans’ attention, they are not only choosing to spend more of their time listening to – and engaging with – music but they are doing so in increasingly diverse ways.

This group of highly engaged fans seeks to listen, share and interact with music in their everyday lives in new ways through technology, social media, live gigs and performances and more. We also take a closer look at the vibrant music markets of China, India, Mexico and South Korea. As we explore listening habits at a country level, we see how fans are embracing local genres, not only enriching their lives but also shaping their culture.

The report also shows that, while fans access music differently from country to country, the ease of access and availability of large catalogues of music make streaming the most popular choice – among all generations of music listeners.

The enduring partnership between record companies and artists is the bedrock on which this growing, exciting global world of passionate music listeners is built. Record companies invest more than US$5.8 billion in marketing and A&R each year, building the systems and partnerships to enable the licensing of more than 50 million tracks to hundreds of digital services worldwide. They collaborate with their artists to help connect them with fans around the world.

IFPI’s Music Listening 2019 paints a vibrant picture of a world enjoying the widespread availability of rich and varied music. Record companies work every day to see that this continues.

FRANCES MOORE
CHIEF EXECUTIVE, IFPI

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Across the world, more music is being listened to in increasingly varied ways. Based on research conducted by IFPI in 2019 across 19 leading music markets this report provides an insight into music listening habits.

**Music listening in 2019**

- **89%** listen to music through on-demand streaming
- **18 hrs** Time spent listening to music each week is up (More than the 17.8-hour average in 2018)
- **54%** say they love or are fanatical about music
- **23%** use illegal stream ripping services

**Streaming music popular globally**

- **89%**
  - There is a surge when it comes to older age groups using music streaming services
  - The highest rate of growth for use of streaming services is in the 35-64 age group

**Time spent listening to music each week is up**

- **18 hrs**
  - More than the 17.8-hour average in 2018

**Fans are highly engaged with music**

- **54%**

**Copyright infringement remains a threat**

- **23%**
Music streaming is popular across the world

In 2019, engagement with on-demand streaming is high across both paid and free services and all age groups. For audio streaming, access to large catalogues of music and convenience are cited as top reasons for using a streaming service.

![Engagement with music streaming chart]

- **89%** listen to music through on-demand streaming.
- **4 hrs** Time spent listening to music through audio streaming each week.
- **64%** listened to music through audio streaming services in the last month.
- **52%** of 16-24 year olds used paid streaming in the last month (highest of all age brackets).
- **63%** of 16-24 year olds used audio streaming services in the last day.
- **3.5 hrs** Time spent listening to music via video streaming each week.

![Increase in audio streaming engagement by age group chart]

- **64% (+7)** Global
- **83% (+5)** 16-24
- **75% (+6)** 25-34
- **64% (+9)** 35-44
- **63% (+8)** 45-54
- **44% (+9)** 55-64

![The main reasons for enjoying audio streaming]

- **62%** "Instant access to millions of songs."
- **61%** "Listen to what I want, when I want."
- **47%** "It’s the most convenient way to listen to music."

![On-demand video streaming]

- **47%** video share of on-demand streaming consumption globally
- **87%** is on paid audio streaming
- **15%** is on free audio streaming
- **77%** used YouTube for music in the past month
Rapid adoption of smartphones by younger users.

Device usage across age groups is varied.

Global device share of music listening time

- Smartphone: 27%
- Computer / laptop: 19%
- Radio: 29%
- Hi-Fi or turntable: 8%
- Other mobile device: 4%
- Portable Bluetooth speaker: 4%
- Smart speaker: 3%
- Other: 6%

Number that used smart speakers for music in the last three months

- Global: 20%
- US: 34%
- UK: 30%
- Germany: 22%
- Sweden: 19%

Younger users rapidly adopting smartphones for music listening

- Global share of music listening on a smartphone: 27%

- Of 16-24-year olds’ total music listening time is on a smartphone
  - US: 44%
  - UK: 30%

- Of 16-24-year olds chose a smartphone when asked “If you only had one device to listen on...”
  - Germany: 22%
  - Sweden: 19%
  - US: 34%
Across the world, highly engaged music fans are exploring new ways to listen to their favourite artists.

A global picture of music lovers

- Listen to 50% more music each week
- Listen to 75% more music on-demand (e.g. through streaming services)
- Listen to twice as much music through streaming services
- Are almost twice as likely to use audio streaming for music
- Are twice as likely to pay for a streaming subscription
- Listen to twice as much music on CD or vinyl
- Are more than twice as likely to use TikTok and Snapchat on a daily basis
- Listen to music at gigs or concerts almost three times as much

Music is loved globally

- More than half say they love or are fanatical about music
- Loving music is highest amongst 16-24s
- Only a small number say music is ‘unimportant’ to them

Countries with a high % that say they are music lovers or music fanatics

- South Africa 75%
- US 62%
- Mexico 62%
- Canada 59%
- Germany 59%
- UK 57%

Top three listening activities:

- In the car 70%
- Relaxing at home 64%
- Cooking or cleaning 51%

'Music lovers' is defined as those that identified as ‘Music Fanatics’ or ‘Music Lovers’.
The world’s favourite genres

Top 10 favourite genres globally

#01 | Pop
#02 | Rock
#03 | Oldies
#04 | Hip-hop/Rap
#05 | Dance/Electronic
#06 | Indie/Alternative
#07 | K-Pop
#08 | Metal
#09 | R&B
#10 | Classical

This year’s Top 10 paints a diverse picture of music listening, with local genres performing well in numerous countries.

Local music genres embraced by fans

- Dutch Hip-hop/Rap: 40%
- Dutch Sung poetry: 33%
- Spanish Latin pop: 65%
- French French-language urban music: 57%
- Spanish Reggaeton: 65%
- Argentinian Sangüesa: 57%
- Polish K-Trot: 25%
- French Disco Polo: 18%
- French Latin: 35%
- French Regional Mexican: 40%
- Mexican Latin pop: 58%
- Mexican Regional Mexican: 58%

When asked ‘What music do you typically listen to?’

Hip-hop and rap popular with young fans globally

- 16-24s are more than four times as likely to choose hip-hop or rap as their favourite genre as any other age group.
- In South Africa (27%), Russia (23%), Poland (24%) and Germany (21%) more than one in five 16-24s say hip-hop / rap is their favourite genre.
- In France, over a quarter (26%) of 16-24s say that French-language urban music or hip-hop / rap is their favourite genre.
Music purchasing habits vary across age groups

Music purchasing across countries

A snapshot of engagement with physical formats and digital downloads globally.
Radio listening

Across the world, radio remains an important part of people’s music listening experience.

Devices used to listen to music on the radio

- 51% use a smartphone
- 45% use a standalone radio
- 10% use a smart speaker or voice-activated speaker

Total hours spent listening to music on broadcast radio

- Netherlands: 10.5 hrs
- Poland: 9 hrs
- Germany: 8.3 hrs
- New Zealand: 7.3 hrs
- South Africa: 7 hrs

5.4 hrs each week spent listening to radio globally

Radio listening includes broadcast radio (live or catch-up) and internet radio stations or services. It does not include the "radio" function on dedicated music streaming services.
Using unlicensed sources to listen to or download music, otherwise known as copyright infringement, remains a threat to the music ecosystem.

**Access to music through copyright infringement**

- **27%** of 16-24s used copyright infringement as a way to listen to or obtain music in the past month.
- **23%** stream rip music.
- **34%** of 16-24s of those accessing content by unlicensed means would choose on-demand streaming to find and listen to music if copyright infringement was no longer an option.
- **38%** of those accessing content by unlicensed means would choose on-demand streaming to find and listen to music if copyright infringement was no longer an option.

Stream ripping is the illegal practice of creating a downloadable file from content that is available to stream online. It is now the most prevalent form of online music copyright infringement.
Social media plays a large part in engagement with music.

Country focus: China

**Time spent listening to music each week**

17.7 hrs

**Device usage in past three months**

96% use smartphones to listen to music

**Listening activities**

- Relaxing at home: 62%
- In the car: 44%
- At Karaoke: 24%

**Favourite genre**

- #01 | Pop
- #02 | Oldies
- #03 | C-Pop
- #04 | Soundtracks
- #05 | Folk
- #06 | Classical / Opera
- #07 | Rock
- #08 | Dance / Electronic
- #09 | Singer-songwriter
- #10 | Chinese Traditional Opera

**Social media usage**

74% use social media sites or apps to listen to music or watch music videos

*Any social media sites or apps used to listen to music or watch music videos in the last day.
Local music dominates favourite genres.

**Time spent listening to music each week**

19.1 hrs

**Device usage in past three months**

97% use smartphones to listen to music

**Listening activities**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxes at home</td>
<td>75%</td>
</tr>
<tr>
<td>In the car</td>
<td>62%</td>
</tr>
<tr>
<td>At a party</td>
<td>45%</td>
</tr>
</tbody>
</table>

**Favourite genre**

<table>
<thead>
<tr>
<th>Genre</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bollywood New</td>
<td>#01</td>
</tr>
<tr>
<td>Bollywood Old (Kishore, Rafi etc.)</td>
<td>#02</td>
</tr>
<tr>
<td>Other regional music (e.g. Telugu, Tamil, Marathi, Bhojpuri)</td>
<td>#03</td>
</tr>
<tr>
<td>Punjabi</td>
<td>#04</td>
</tr>
<tr>
<td>Pop</td>
<td>#05</td>
</tr>
<tr>
<td>Hip-Hop / Rap</td>
<td>#06</td>
</tr>
<tr>
<td>Oldies</td>
<td>#07</td>
</tr>
<tr>
<td>Devotional / Spiritual Music</td>
<td>#08</td>
</tr>
<tr>
<td>Indian Classical Music – Hindustani</td>
<td>#09</td>
</tr>
<tr>
<td>Soundtracks</td>
<td>#10</td>
</tr>
</tbody>
</table>

**Social media usage**

62% use social media sites or apps to listen to music or watch music videos

*Any social media sites or apps used to listen to music or watch music videos in the last day*
Highly engaged listeners in Mexico embrace music in all aspects of their lives.

Country focus: Mexico

Time spent listening to music each week:

25.6 hrs

Device usage in past three months:

95% of consumers use smartphones to listen to music.

Listening activities:

- On my commute: 52%
- Exercising / at the gym: 45%
- At bars or clubs: 44%

Favourite genre:

- #01 | Rock
- #02 | Pop
- #03 | Latin pop
- #04 | Regional Mexican
- #05 | Oldies
- #06 | Dance / Electronic
- #07 | Latin
- #08 | Reggaeton
- #09 | Indie / Alternative
- #10 | Metal

Social media usage:

- 56% use social media sites or apps to listen to music or watch music videos.

*Any social media sites or apps used to listen to music or watch music videos in the last day.
Home-grown talent amongst favourite genres.

**Country focus**

South Korea

**Time spent listening to music each week**

13.9 hrs

**Device usage in past three months**

<table>
<thead>
<tr>
<th>Use smartphones to listen to music</th>
<th>90%</th>
</tr>
</thead>
<tbody>
<tr>
<td>% of total music listening time is on a smartphone</td>
<td>43%</td>
</tr>
</tbody>
</table>

**Listening activities**

- Relaxing at home: 62%
- In the car: 52%
- On my commute to work or school / college: 36%

**Favourite genre**

- #01 | K-Pop
- #02 | Pop
- #03 | K-Trot
- #04 | Classical / Opera
- #05 | R&B
- #06 | Soundtracks
- #07 | Rock
- #08 | Dance / Electronic
- #09 | Christian / Gospel
- #10 | Hip-Hop / Rap
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 almost 60 countries. It also has affiliated industry groups in 56 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.
Music consumption in 2019

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.