



NIELSEN MUSIC

2018 U.S. MUSIC 360

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INTRODUCTION

Music is the “universal language” of the U.S. population. Nielsen’s 2018 Music 360 report is a powerful source of consumer behaviors and attitudes, filled with a comprehensive range of self-reported data to help you deeply understand today’s music consumer. These exclusive insights give you just a small snapshot of the important business decisions that can be answered by purchasing the full report.

IN ADDITION TO THE CONTENT PREVIEWED HERE, THE FULL 2018 MUSIC 360 REPORT INCLUDES:

- ▶ How music fans spend their money and which activities (concerts, live events, subscriptions, physical music, etc.) are capturing the most share of wallet
- ▶ A deep dive into the growing sector of voice-assistant smart speakers and the music fans who use them
- ▶ A detailed guide on playlists, one of streaming’s most engaging ways of keeping music fans listening longer
- ▶ Essential findings on live concerts and events and the best ways for brands to engage passionate ticket buyers

And much, much more!



VOICE ACTIVATION

SMART SPEAKERS (AMAZON ECHO, GOOGLE HOME, AND APPLE HOMEPOD) INTRODUCE A NEW MUSIC CONSUMER

- ▶ Voice-activated device users are among music's fastest-growing consumer bases.
- ▶ They spend more than 2x Gen Pop on music on an annual basis, with the weekly smart-speaker music listeners spending an additional \$50 per year on music than the average smart-speaker owner.

Who are they?



56% Male
40% Millennials



48% earn
\$80K+ HH income



23% Hispanic
8% Asian/Asian American

Source: Nielsen U.S. Music 360 Report

For a full guide to device usage and the buying power of smart-speaker owners, contact your local Nielsen rep to purchase the full **2018 U.S. MUSIC 360 REPORT.**



TOP INTEREST GENRES

ANATOMY OF A FAN: HIP-HOP/RAP & COUNTRY

The consumption habits and buying power of two of music's biggest genres:

COUNTRY FANS

33.9 - hours spent listening to the genre per week

\$ - Country fans outspend Top 40 and Hip-Hop/Rap fans in annual music investments

15% - Percentage of Hispanic music listeners who identify as Country fans

34% - Percentage of Country fans with a household income of \$80,000+

HIP-HOP/RAP FANS

38 - hours spent listening to the genre per week (the most of any leading interest genre)

🎵 - Hip-Hop/Rap fans are tied with EDM fans as most likely to stream music

20% - Percentage of Hispanic music listeners who identify as Hip-Hop/Rap fans

38% - Percentage of Hip-Hop/Rap fans with a household income of \$80,000+

Source: Nielsen Music 360 Report (21+/LDA BevAI Edition)

Want to learn more about fans of every genre, from classic rock to bachata? Contact your local Nielsen rep for a custom report of findings from the **2018 U.S. Music 360 field study.**

LIVE

FESTIVAL ATTENDANCE IS ON THE RISE

- ▶ More than half of Gen Pop attended live music events in the past year (up by 2% in 2017).
- ▶ Music festivals posted the biggest gain in attendance from 2017, with Hispanics and Millennials having highest festival attendance this year.
- ▶ Hispanic audiences overindex ahead of teens and Millennials in attending many live event types, including concerts, free outdoor community music events, and small live music sessions.
- ▶ EDM fans are ahead of all leading interest genres in highest attendance of live music events (74%), followed by Alt Rock, Hip-Hop/Rap, Top 40/Pop, and Country.

Source: Nielsen U.S. Music 360 Report



of the U.S.
population goes to
live music events

Want to learn more about the who, what, and where of live music? Contact your local Nielsen rep to purchase the full **2018 U.S. Music 360 report.**



FULL CONTENT SUMMARY

NIELSEN 2018 U.S. MUSIC 360 CONTENT

Syndicated report will focus on Gen Pop, as well as Teens, Millennials, and Hispanic audiences

GENERAL - MUSIC LANDSCAPE

- Money spent on entertainment activities, including music categories
- Importance of hobbies/interests
- Various hobbies/activities done over the past year
- Time with music - primary activity and in the background
- % of weekly music listening by format (streaming audio, radio, etc.)
- Location of music listening
- Past year and typical week penetration of top formats (CD, radio, streaming, etc.)
- Music discovery sources
- Attitudes around music

MUSIC GENRE LISTENERSHIP

- Genre listenership (often and occasional)
- Deep dive on top genre listeners (e.g., hours with music, spend on music, live event attendance, etc.)

TECHNOLOGY FOR MUSIC

- Devices owned
- Devices used for music listening and frequency
- Voice usage and occasions
- Deep dive on voice music users (e.g., demos, engagement with music, spend, etc.)

STREAMING

- Streaming service awareness
- Streaming service usage and frequency
- Subscription services - usage, past usage, free trials
- Likelihood of paying for subscription
- Playlisting engagement and frequency by type
- Actions taken after liking a song on a playlist
- Features important when deciding on a streaming service
- Recommendation of specific services

RADIO

- Penetration of radio (streaming, satellite, over the air)
- Who is the radio listener
- Activities while listening to radio (cooking, socializing, etc.)
- Music listening in the car (radio, connected device, CD, etc.)

SOCIAL MEDIA

- Social media platform general usage and frequency
- Social media platform usage for music content
- Music discovery on social, including specific platforms

BRANDS

- Favorability toward brand activations/partnerships
- Products purchased in the past 3 months or intent to purchase (beer, beauty, etc.)
- Services/activities done in past 6 months or intent to do (travel, open bank account, etc.)

EVENTS

- Types of live music events attended
- How soon after ticket are released, purchase tickets
- Sources of live music event discovery
- Actions taken at live music events (social media, visit artist web, etc.)
- Festival awareness - top 30
- Attendance/intent to attend/social following of festivals - top 30
- Awards shows watched

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



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