

NIELSEN MUSIC

U.S. MUSIC 360

2017 REPORT HIGHLIGHTS



Erin Crawford
SVP Nielsen
Entertainment,
General Manager
Nielsen Music

INTRODUCTION

This year's Music 360 survey reflects the continuing changing nature of the music industry and listener habits.

Technology, of course, has been driving these changes for some time but one of the major themes we see emerging from this year's study is how this is changing the ways listeners are crafting and shaping their own music experiences. Listening to music seems to be more of an individual experience than ever before, through playlist curation, choice of device and management of what is shared across personal social media channels. We see major opportunities for brands to be part of this exciting, shifting dynamic.

As the industry's most trusted source for music consumer insights, we're proud to share highlights from our latest annual Music 360 report, examining curation, streaming and exclusive content, the impact of technology, the continuing success story of radio and the influence of social media.

To access the full report with expanded insights, please reach out to me at erin.crawford@nielsen.com.

I'd also be happy to take you through Nielsen Music's suite of data-driven solutions, which can help optimize your business by enhancing fan engagement, maximizing music consumption, building brand partnership opportunities for artists and valuing the impact of live music events. We hope you enjoy these highlights, and I look forward to connecting with you soon.



**NOW IN ITS SIXTH YEAR,
THIS REPORT IS A COMPREHENSIVE,
IN-DEPTH STUDY OF CONSUMER
INTERACTION WITH MUSIC IN
THE UNITED STATES – WHO MUSIC
FANS ARE, AND THE BRANDS,
DEVICES AND SERVICES THEY LOVE.**

**THE FOLLOWING PAGES OFFER
A SNAPSHOT OF THE NIELSEN MUSIC
360 REPORT, HIGHLIGHTING
THE U.S. MUSIC LANDSCAPE IN 2017.**



Get the complete

Nielsen U.S. Music 360 2017 Report

Email: know@nielsen.com

THIS YEAR'S HEADLINES

- 1 | PLAYLISTING/CURATION IS ON THE RISE.**
- 2 | MORE LISTENERS ARE DISCOVERING MUSIC.**
- 3 | EXCLUSIVE CONTENT IS A PRIZED ASSET.**
- 4 | AS STREAMING INCREASES, RADIO
CONTINUES TO HOLD ITS OWN.**
- 5 | TECHNOLOGY IS CHANGING
MUSIC HABITS AT HOME AND IN-CAR.**
- 6 | MAJOR BRAND OPPORTUNITIES
AS SOCIAL AND STREAMING SERVICES
INTERSECT.**

PLAYLISTING/CURATION IS ON THE RISE



74%

**OF THOSE WHO
STREAM MUSIC
ONLINE PLAYLIST**

Playlisting is becoming an increasingly important component of the music listening experience, with 58% of listeners creating their own playlist, and 32% sharing playlists with others. Selecting tracks and crafting playlists has become an activity in its own right. Self-curated lists top engagement time, though top song, genre/mood playlists and those created by artists and industry leaders also have a place in listeners' repertoires of options.



58%

**OF LISTENERS CREATE
THEIR OWN PLAYLIST
(57% IN 2016)**

38%

**AGREE THAT
PLAYLISTS ARE AN
IMPORTANT PART
OF THEIR STREAMING
EXPERIENCE**

44%

**LOVE CREATING
THEIR OWN
PLAYLISTS WHEN
USING STREAMING
SERVICES**

48%

**PREFER CURATING
THEIR OWN PLAYLISTS
TO LISTENING TO
PLAYLISTS CREATED
BY OTHERS**

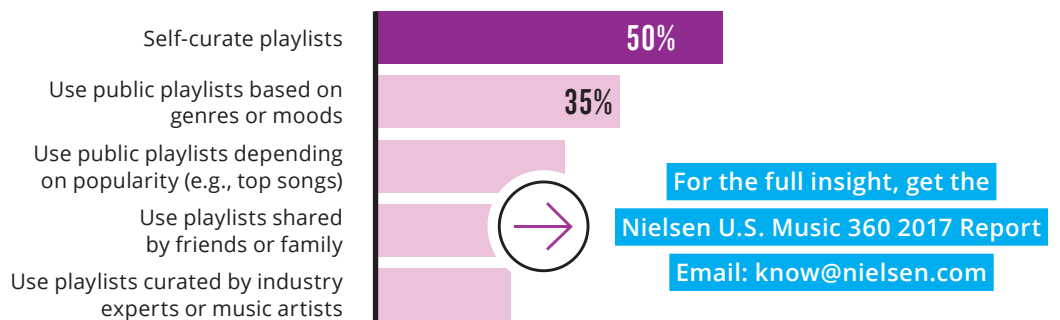
Among those who stream music online, playlisting is widespread and part of a large majority (74%) of the music experience. The ability to create playlists is regarded as important, while playlists shared by family and friends are used more often than those created by industry experts or artists.



32%

**SHARE PLAYLISTS
WITH OTHERS
(24% IN 2016)**

OF THOSE WHO STREAM MUSIC ONLINE:

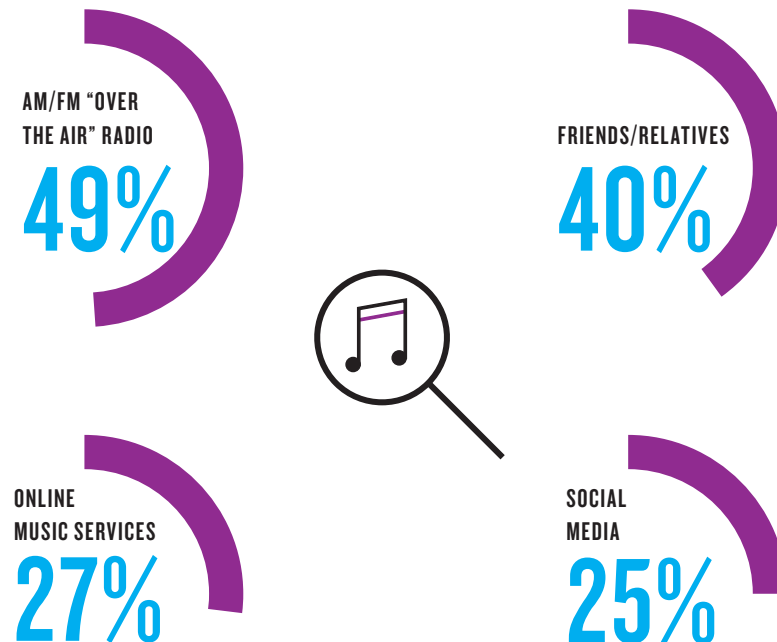


INVEST IN THE FULL U.S. MUSIC 360 REPORT 2017 FOR THESE INSIGHTS

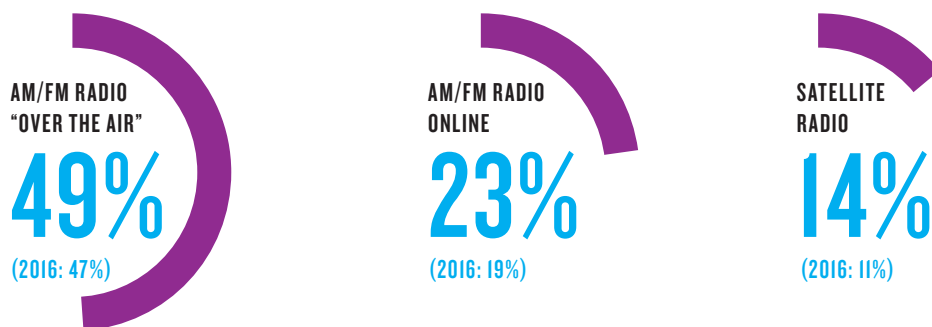
- **IMPORTANCE OF MUSIC CURATION/PLAYLISTS**
- **USAGE OF PLAYLISTS AMONG MUSIC STREAMERS**
- **PLAYLIST CURATION SOURCE (SELF-CREATED VS. MUSIC SERVICE VS. OTHER USERS)**

MORE LISTENERS ARE DISCOVERING MUSIC

TOP SOURCES FOR MUSIC DISCOVERY



GENERAL POPULATION WHO DISCOVER VIA THESE RADIO SOURCES



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- HOW AMERICANS DISCOVER, CONSUME AND PURCHASE MUSIC
- SOCIAL MEDIA'S ROLE IN MUSIC DISCOVERY
- THE IMPORTANCE OF BEING ABLE TO DISCOVER NEW MUSIC WHEN CHOOSING A MUSIC STREAMING SERVICE TO USE

EXCLUSIVE CONTENT IS A PRIZED ASSET



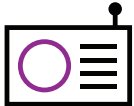
18%

OF THOSE WHO DISCOVER MUSIC THROUGH ONLINE SERVICES REGARD "BEST EXCLUSIVE CONTENT" AS ONE OF THE TOP 5 MOST IMPORTANT FACTORS IN THE SELECTION OF SERVICE.



TUNING IN: RADIO MAKES WAVES

Radio continues to be the primary way listeners discover music. The raft of new technologies and devices are opening up new discovery methods, but also providing new ways for radio stations to deliver content – most notably via streaming.



72%

OF ONLINE MUSIC STREAMERS LISTEN TO SOME FORM OF RADIO



37%

OF MUSIC LISTENERS SAY THAT ONE OF THE THINGS THEY LIKE MOST ABOUT LISTENING TO TRADITIONAL RADIO – AND THAT ADD TO THE ENJOYMENT OF THE MUSIC – ARE THE DJS.

INVEST IN THE FULL U.S. MUSIC 360 REPORT 2017 FOR THESE INSIGHTS

- THE ROLE OF RADIO IN MUSIC ENGAGEMENT
- A LOOK AT AM/FM "OVER THE AIR", AM/FM ONLINE STREAMING, AND SATELLITE RADIOS' UNIQUE AUDIENCES
- THE INTERSECTION BETWEEN RADIO AND ONLINE STREAMING AMONG MUSIC LISTENERS

TECHNOLOGY IS CHANGING LISTENING HABITS

New technologies and the latest devices are enabling listeners to seamlessly engage with music anywhere, any time. Smartphones, laptops and tablets still top the list for music engagement at home, and radio still dominates in-car, but new technology is becoming more and more relevant.

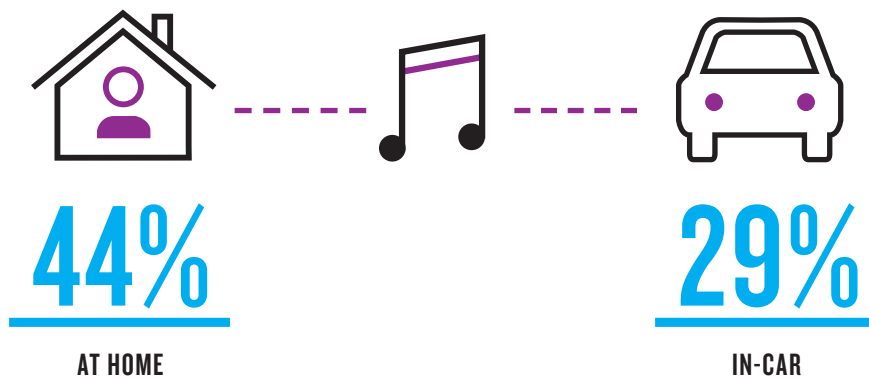
Music listeners use an average of 3.4 devices weekly to engage with music (teens and Millennials average 3.8). Those currently paying for services to stream music use an average of 4.7, while weekly AM/FM radio streamers use 5.5 on average.



3.4

**DEVICES ARE USED BY
MUSIC LISTENERS WEEKLY
TO ENGAGE WITH MUSIC**

HOW AND WHERE MUSIC LISTENERS LISTEN (WEEKLY BASIS; SELECTED)



(including new methods of listening such as Smart TV, Internet-to-TV streaming and voice-controlled devices)

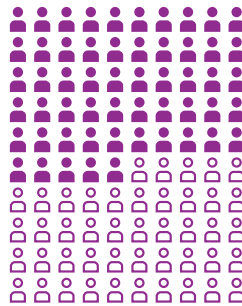
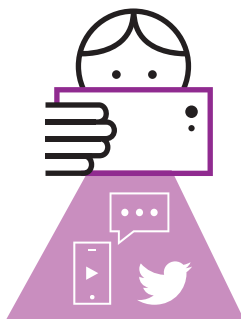
(including the likes of AM/FM radio - 72% - as well as connected devices, using a data plan on a connected device to access music through an online platform, and in-car Wifi.)

INVEST IN THE FULL U.S. MUSIC 360 REPORT 2017 FOR THESE INSIGHTS

- **ROLE OF NEW TECHNOLOGY IN MUSIC LISTENING**
- **MOST POPULAR DEVICES FOR MUSIC**
- **TECHNOLOGY FOR PERSONALIZING MUSIC AT-HOME, IN-CAR, AND ON-THE-GO**

SOCIAL AND STREAMING SERVICES ARE INTERSECTING

As with other forms of entertainment, social media has become an integral part of the music experience, an outlet for listeners and fans to discover new songs and artists, forge direct connections with artists, and a place to share and chat with other like-minded individuals. This is set to continue as streaming services and social platforms continue to explore ways to further integrate.



55%

OF ALL MUSIC LISTENERS USE SOCIAL MEDIA TO FOLLOW OR STAY INFORMED ABOUT MUSICIANS THEY LIKE.

TYPE OF SOCIAL MEDIA CONTENT MUSIC FANS ARE LOOKING FOR (SELECTED)

1



UPCOMING
ALBUM NEWS

54%

2



UPCOMING
TOUR NEWS/DATES

50%

3



BEHIND THE SCENES
OF AN ARTIST'S LIFE

48%

INVEST IN THE FULL U.S. MUSIC 360 REPORT 2017 FOR THESE INSIGHTS

- SOCIAL MEDIA USAGE FOR MUSIC ACTIVITIES
- MUSIC ARTIST FOLLOWING AND IMPACT
- WHAT MUSIC LISTENERS WANT VS. EXPECT TO FIND ON SOCIAL MEDIA

BRAND ENGAGEMENT AT LIVE EVENTS

For brands, as well as artists and bands, live music events – concerts, tours and festivals – continue to be essential elements in reaching fans. For any sponsor or endorser, brand favorability tends to be an important metric in determining the success of an investment. Understanding what moves the needle for music fans and attendees is key to any successful activation or campaign.

% OF GENERAL POPULATION THAT WOULD VIEW A BRAND MORE FAVORABLY IF THEY...

OFFERED FREE GIVEAWAYS
(SUNGLASSES, T-SHIRTS, ETC.)
AT A MUSIC FESTIVAL:

49%



IF A BRAND OFFERED THIS, WHAT ACTIONS
WOULD YOU BE LIKELY TO TAKE?

- 24% Find out more information about the brand
- 15% Buy products or services from brand
- 13% ?
- 12%
- 5%



For the full insight, get the
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47%

OFFERED FREEBIES THAT MET PRACTICAL
NEEDS (E.G., WATER, SUNBLOCK) AT A
LIVE EVENT



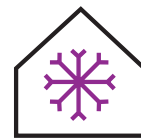
46%

OFFERED FREE ACCESS TO MUSIC
(E.G., A SUBSCRIPTION TO A
STREAMING SERVICE, CD OR VINYL)



44%

PUT UP AN AIR-CONDITIONED
TENT AT A MUSIC FESTIVAL



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- SOURCE OF LIVE MUSIC AWARENESS AND MOST POPULAR LIVE MUSIC EVENTS
- BRAND ACTIVATIONS THAT WILL DRIVE MOST FAVORABILITY AND ACTION
- BRAND OPPORTUNITIES FOR THE MUSIC PARTNERSHIPS

U.S. MUSIC 360 2017 REPORT

UNLOCK THE POWER OF MUSIC FANS



WE KNOW FANS

Discover who your most valuable consumers are and how they engage with music with the industry's leading study of music fans. Get the information you need to drive your business forward.

The Nielsen U.S. Music 360 report provides an in-depth look at American music fans and how they interact with music (including streaming, digital and physical purchases, and live event attendance), along with insights about their brand perceptions - and how these behaviors are trending over time.

This is a syndicated report, containing notable highlights about consumer behavior in relation to music. There are also opportunities for further analyses against custom targets ((e.g., for specific genres, demographics or certain device users, etc.). Additionally, the entire report can be made available through a desktop cross-tab application.



WE TALK TO FANS

Data for this study was collected in August 2017 among over 3,000 Gen Pop consumers ages 13+. Surveys were conducted online and data has been weighted to be reflective of the U.S. census population based on age, gender, region, education and household size.



WE ANSWER YOUR QUESTIONS

- How do Americans discover, consume and purchase music?
- What role does music play in their lives, and in what context?
- How do consumers allocate their money on different types of music purchases?
- How important is music to specific audiences, such as Millennials?
- What types of music do they listen to, on which devices, when, and why?
- Deep dive into different types of music streamers
- How is the role of playlisting changing over time?
- What are the best ways to reach music listeners?
- How do attitudes about their lifestyles impact their music-related behaviors?
- How do listeners react to brands that get involved with music?



THE BASICS

- Importance of various entertainment activities
- Entertainment spend by type of activity
- Device ownership and what is used to listen to music
- Social media usage
- Music formats listened to
- Music formats purchased
- Online content subscriptions and how they are used
- Where they are listening to music
- Active vs passive listening
- Music behaviors & actions taken
- Attitudes toward music discovery and music fanhood
- Music listener demographics, general lifestyle attitudes & behaviors



ONLINE MUSIC SERVICES

- Awareness, opinion, favorability toward online music services
- Usage of online music services, including types of services (free, trial, pay)
- Willingness to pay
- Attitudes toward ads
- Duration of service usage
- Importance of music curation/playlists
- Usage of playlists
- Playlist curation source (self-created vs. music service vs. other users)



ARTISTS & GENRES

- How listeners discover new artists/songs
- Following artists, including social behavior
- How listeners information on artists/live events and what types of information
- Genres listened to



LIVE MUSIC & BRANDS

- Music events attended
- Where tickets purchased
- Source of awareness
- Smartphone and social media behaviors at music events
- Music festival awareness, attendance, interest/intent and social following
- Brand engagement favorability
- Participation/importance of music festival activities



AUDIENCE INSIGHTS

- Teens
- Millennials
- Hispanics
- Music streaming subscribers: current, paid, free, lapsed
- Radio listeners
- Paid streamers
- Social media users at platform level



ADDITIONAL TOPICS

(AVAILABLE UPON REQUEST)

- Number of hours spent with music as primary vs. background activity
- Windowing and actions taken if song not available
- Heavy vs. light social users
- Music award shows watched



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Note: Reflects preliminary content summary; final content is at sole discretion of the Nielsen Company and may change without notice

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Nielsen Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, 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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