

RETHINKING THE NEEDS OF MUSIC CONSUMERS

Understand how streaming services and social media are changing the ways in which people discover new music and engage with their favorite artists.

Digital services make music discovery easier



66%

of 18–34-year-olds in the UK are listening to music most often on streaming sites, compared to 27% of those ages 35 and over



59%

of those ages 35 and over in Germany listen to radio as their main service, a trend holding across the majority of countries



44%

of avid users of streaming services in Australia are very satisfied with their ability to discover music, compared to 25% of avid radio listeners

People want different levels of control over their music choices



72%

of 18–34-year-olds in France say they can successfully match music to their moods, compared to 65% of those ages 35 and over



40%

of Australian 18–34-year-olds think algorithms are good at choosing music for them based on their tastes, compared to 17% of those ages 35 and over



40%

of US consumers* say it is worth paying more for a service that offers a playlist or station that is personalized with the music they already love

* who currently pay for a streaming service or are open to doing so

Online communities enable richer fan connections



77%

of consumers in Mexico desire closer relationships with artists



73%

of Brazilians say they are more likely to continue using a streaming service if they feel part of a community related to it or the artists on it



57%

of 18–34-year-olds in the US feel that social media is helping them know an artist better, compared to 29% of those ages 35 and over



WHERE DO FACEBOOK PLATFORMS* FIT IN?

74%

of music listeners in Australia who follow artists on social media sites such as Facebook and Instagram do so to keep up with artist news

70%

of people in the US who use Facebook Platforms to discover artists they enjoy also say the platforms have helped them connect with other people

* Facebook, Instagram, Messenger and WhatsApp

WHAT IT MEANS FOR MARKETERS

Help make discovery effortless

Consumers are looking for hassle-free ways to access music. Brands can help listeners make new discoveries by making services and information easy to navigate so that audiences can get to what matters to them quicker.

Communicate the benefits of personalization

People are looking for tools that offer unique options for personalization and control. Brands can show consumers how to tailor different services to their unique needs, whether that's through personally controlling their own listening queues or relinquishing choice to algorithms.

Leverage digital communities for fan connection

Online communities are a key channel for fans to forge deeper connections through conversations and shared content. By connecting with consumers through digital communities, brands have the opportunity to help fans gain greater knowledge of their favourite artists and engage users more closely with their music platform.