WHICH BEST DESCRIBES INTERESTS OR PREFERENCES?

I have little interest in hearing new songs or I spend a lot of time seeking out 26% 24% 49% **learning about new artists — I am satisfied** new music; songs or artists that hearing songs from my favorite artists I've not heard before I prefer to listen to music from years ago I prefer to listen to the newest and that I already know and love 45% 16% 39% latest music of today When it comes to music discovery, I want to When it comes to music discovery, hear new songs from established or favorite I prefer hearing new music from 50% 31% 19% artists new or up-and-coming artists I'm content just hearing new songs if they I "lean in" and often search for happen to come up when I'm listening 24% 44% new music 31%

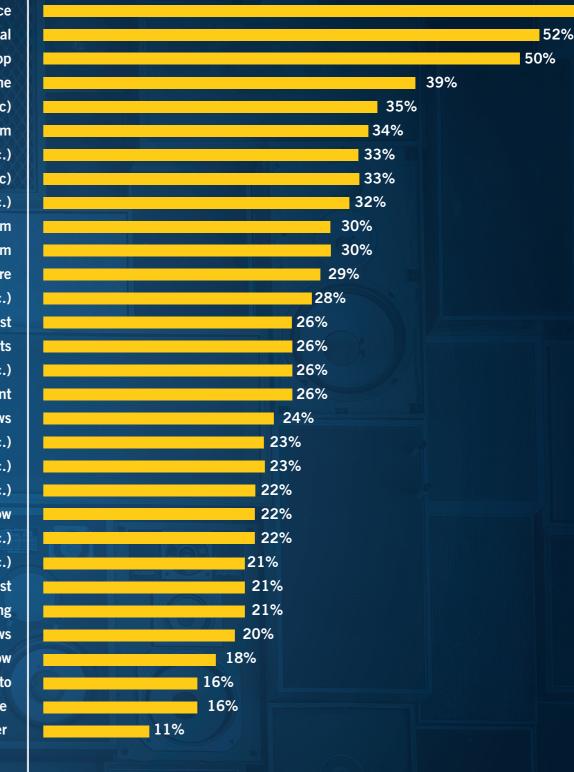


SOURCES

Which of the following sources do you find most helpful for hearing or learning about new songs and artists, or for rediscovering songs and artists?

If you are an active "music discoverer?" Which sources do you rely on most for music discovery?

Any Music Streaming Service AM/FM Radio Broadcast or Digital Heard/Saw on Social Media or Dance/Video App Friend(s)/family spoke to me about it or played it for me Music is played in a movie (theme song or as background music) I heard or saw the music played on Facebook, Twitter, Snapchat or Instagram Music in video games (e.g. Fortnite, Grand Theft Auto/GTA, etc.) Played on a TV show (theme song, soundtrack or as background music) Recommended songs or albums from online music shopping sites (iTunes, Amazon, etc.) Recommendations/postings from artists I like on Facebook, Twitter, Snapchat or Instagram I saw postings/tweets/alerts, etc. on Facebook, Twitter Snapchat or Instagram A video or dance app such as TikTok or Triller, or Instagram's Reels feature Music video on TV (MTV/MTV2, VH1, CMT, Fuse, etc.) Talked about or played on a podcast Public places such as stores, clubs, bars or restaurants Music related blogs or sites (e.g. Pitchfork, Complex, UPROXX, etc.) Background music in a TV or radio advertisement Live concerts or shows Music competition show on TV (American Idol, The Voice, The Masked Singer, etc.) Retail stores that sell music (displays, browsing, listening stations, etc.) On a TV audio music channel (Music Choice, Sonic Tap, etc.) Performance on a TV talk/news/sketch comedy show Song I.D. App (Shazam, etc.) Award shows (The Grammys, CMAs, VMAs, etc.) Music featured in a documentary or biopic about an artist Challenge or dance videos that are trending Read about it in newspaper/magazine articles, reviews, or interviews Heard it talked about on a radio show Email lists/newsletters that I subscribe to A live stream or virtual performance Heard it on my smart speaker



63%



INFLUENCES

Thinking specifically about new songs and artists that you had not heard before or were not familiar with, which one of these sources is most influential to your discovery of them?

Now thinking specifically about music that you had heard before and were familiar with, which one of these sources is most influential to your re-discovery?

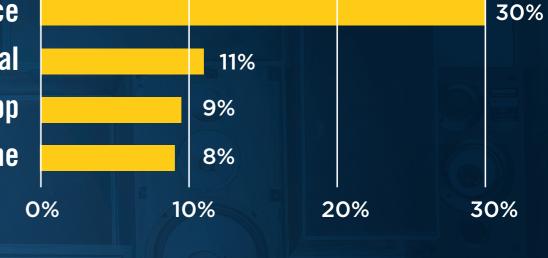
Most Influential: New Music Discovery

Favorite Streaming Service

AM/FM Radio Broadcast or Digital

Heard or saw on Social Media or dance/video app

Friend(s)/family spoke to me about it or played it for me



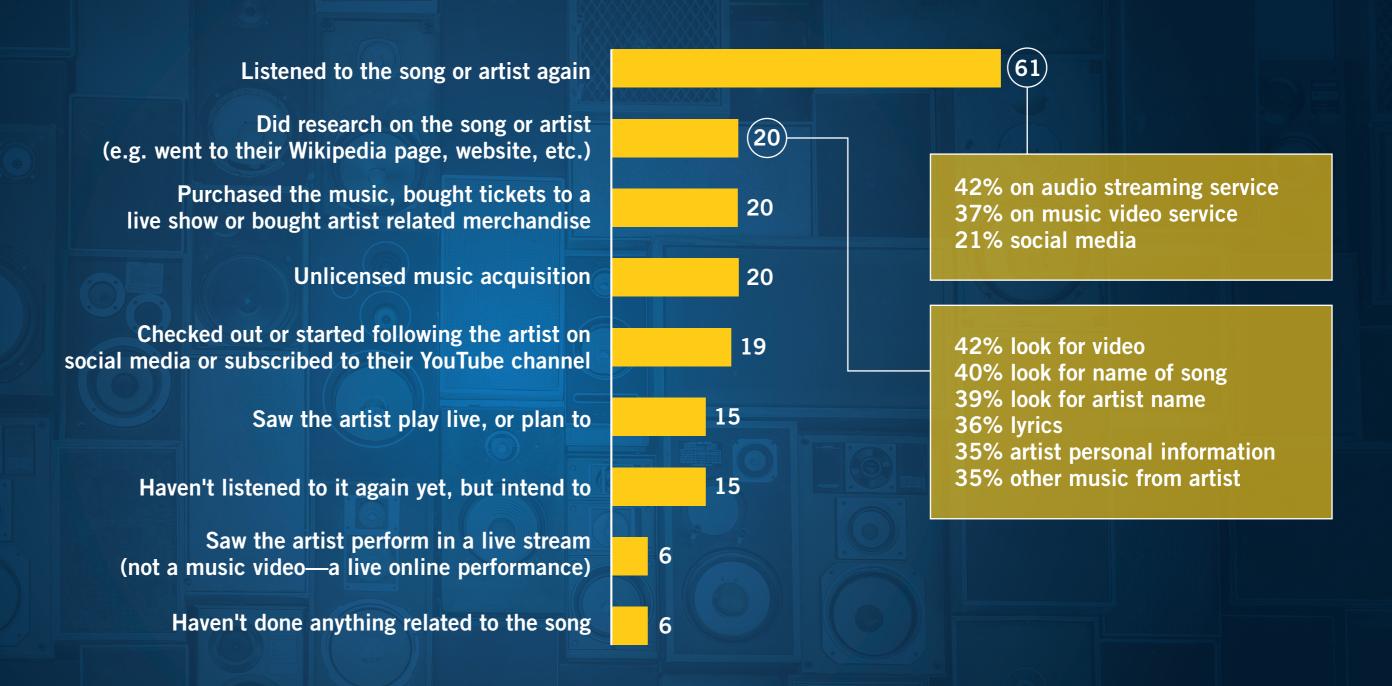
Most Influential: Re-discovery





ACTIONS

What have you done since first hearing the song?





FEATURES

Streaming Features Relied on Most for Discovery



'Explore' or 'Browse' sections of streaming services

Recommendations for similar music/videos shown alongside or below songs/videos as you play them

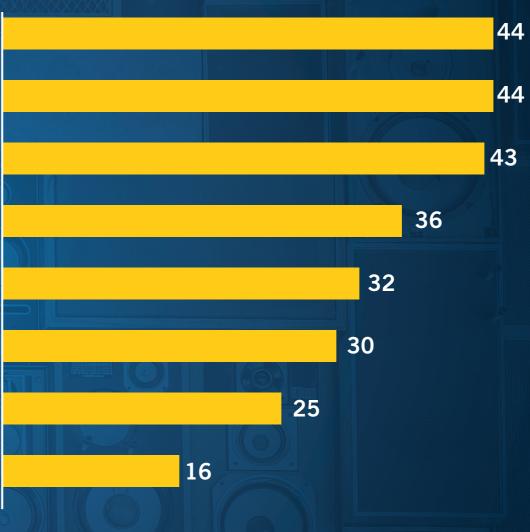
Personalized playlists or mixes in For You/Made For You tabs

Typing in key words for music that might interest you in the Search bar

Curated playlists/radio stations

Saying key words for music that you might be interested in when asking your smart speaker to play music

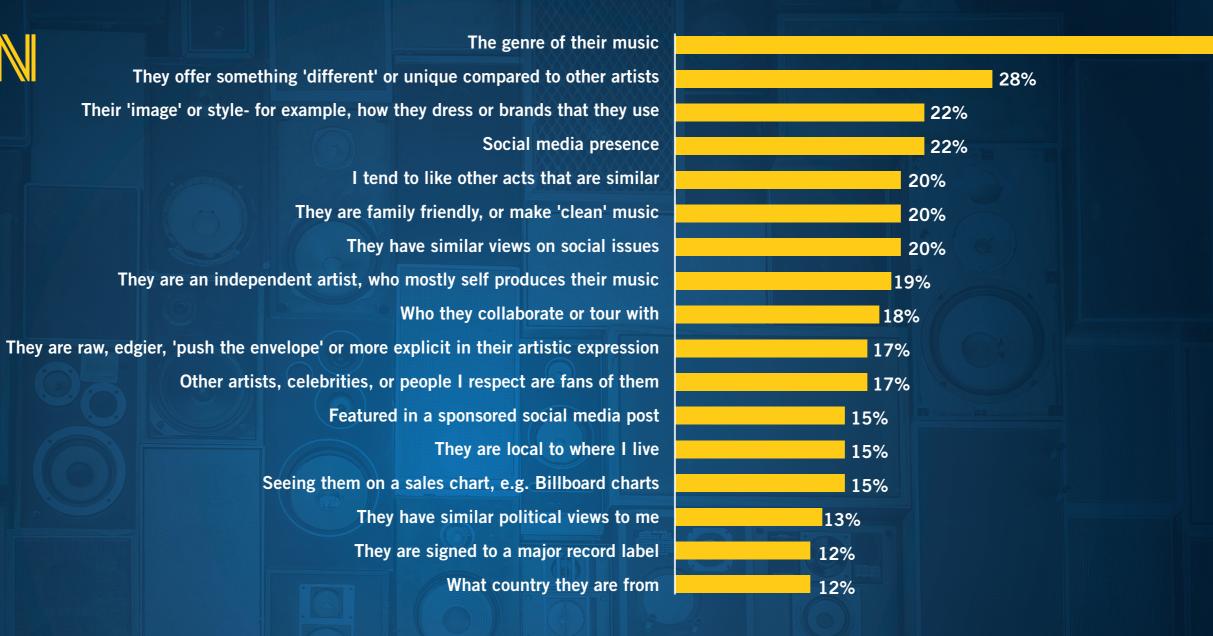
Charts





INSPIRATION

Thinking about an artist whose music you have not listened to before; besides the music itself, which of the following would be very important in inspiring you to give them a listen?



50%

