THE NEW WORLD OF MUSIC DISCOVERY

For generations, radio and retail drove music discovery. Today, streaming is the #1 source and it’s driving deeper engagements with music.

- High Levels of music discovery are occurring:
  - 73% heard a new song from a familiar artist
  - 61% heard a new song from a new artist
  - 62% heard an older but familiar song that they had not heard in a while

- Music fans are highly satisfied with discovery options:
  - 57% music streaming services
  - 52% music video services
  - 31% satellite radio
  - 39% broadcast AM/FM radio

- Stream is tops the list of discovery sources:
  - Music streaming is, by far, the most influential discovery source
  - Though many sources connect fans to music, listeners overwhelmingly selected music streaming as the “most influential”
  - Any music streaming (audio or video)
  - Broadcast or digital radio
  - Social media
  - Word of mouth

- Streaming tops the list of discovery sources (text size indicates ranking):
  - #1 streaming services
  - Broadcast or digital radio
  - Social media
  - Word of mouth
  - Movies
  - TV shows
  - Video games
  - Online music stores
  - TV music videos
  - TV or radio ads
  - Music blog
  - Store, club, bar
  - Podcast
  - Live concert
  - B&M music store
  - TV music competition
  - Song I.D. app
  - TV audio channel

- Discovery sustains connections:
  - 61% of discoverers listened to the song or artist again
  - It’s really all about the song

- It’s really all about the song:
  - 79% say relating to the song is more important than the artist’s image or relatability
  - 84% say relating to the song is more important than relating to the artist

Music discovery is a highly personal experience. Some like unwrapping new songs, some prefer catalog, some want new artists, many want familiar. Some are explorers and some are passive. Here are two discovery segments:

- Music explorers (13% of discoverers):
  - Invest time to seek out new music
  - Growing portfolio of artists
  - Prefer new and latest music
  - Interested in up and coming artists
  - Go deeper into catalog
  - Charts more reflective of their tastes

- Catalog & comfortable (25% of discoverers):
  - Less interest in new songs or artists
  - Stick with familiar artists and genres
  - Prefer familiar music
  - Discovery is about favorite or familiar artists
  - Passive: hear new songs when played for them
  - Charts less reflective of tastes

AN ESTIMATED 58% OF MUSIC LISTENERS ARE MUSIC DISCOVERERS

SMARTPHONES ARE THE #1 DEVICE FOR MUSIC DISCOVERY