

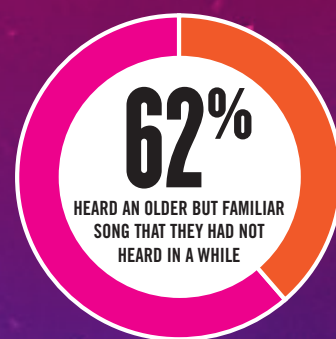
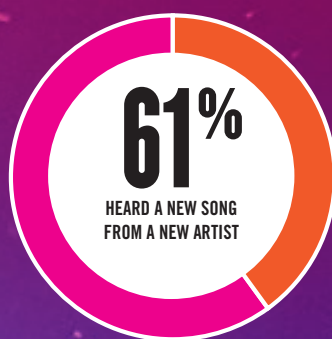
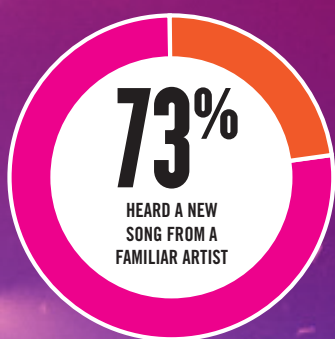
THE NEW WORLD OF MUSIC DISCOVERY

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



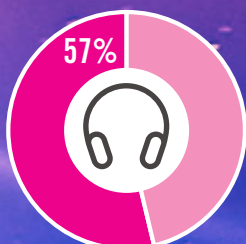
SMARTPHONES ARE THE #1 DEVICE FOR MUSIC DISCOVERY

HIGH LEVELS OF MUSIC DISCOVERY ARE OCCURRING

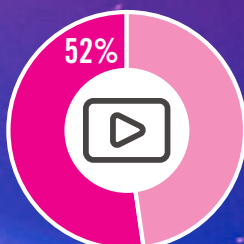


MUSIC FANS ARE HIGHLY SATISFIED WITH DISCOVERY OPTIONS

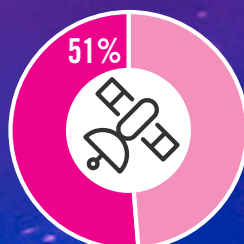
(% RATING AS EXCELLENT FOR MUSIC DISCOVERY)



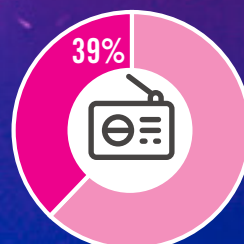
MUSIC STREAMING SERVICES



MUSIC VIDEO SERVICES



SATELLITE RADIO



BROADCAST AM/FM RADIO

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

TV PERFORMANCE DOCUMENTARY/BIOPIC

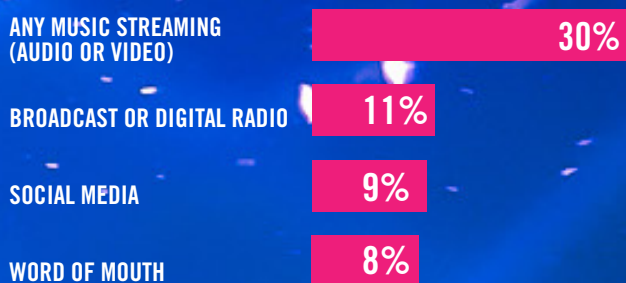
AWARD SHOW NEWSPAPER/MAGAZINE

TALK ON RADIO LIVE STREAM SATELLITE RADIO

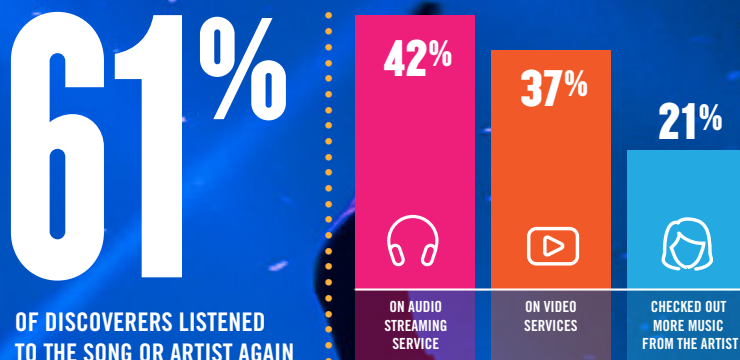
EMAIL LISTS SMART SPEAKER STREAMING ADS

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"



DISCOVERY SUSTAINS CONNECTIONS



IT'S REALLY ALL ABOUT THE SONG



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