Engaging with Music 2021

A dynamic and exciting landscape for music engagement

ifpi representing the recording industry worldwide

bpi PROMOTING BRITISH MUSIC

UNITED KINGDOM

The music engagement mix

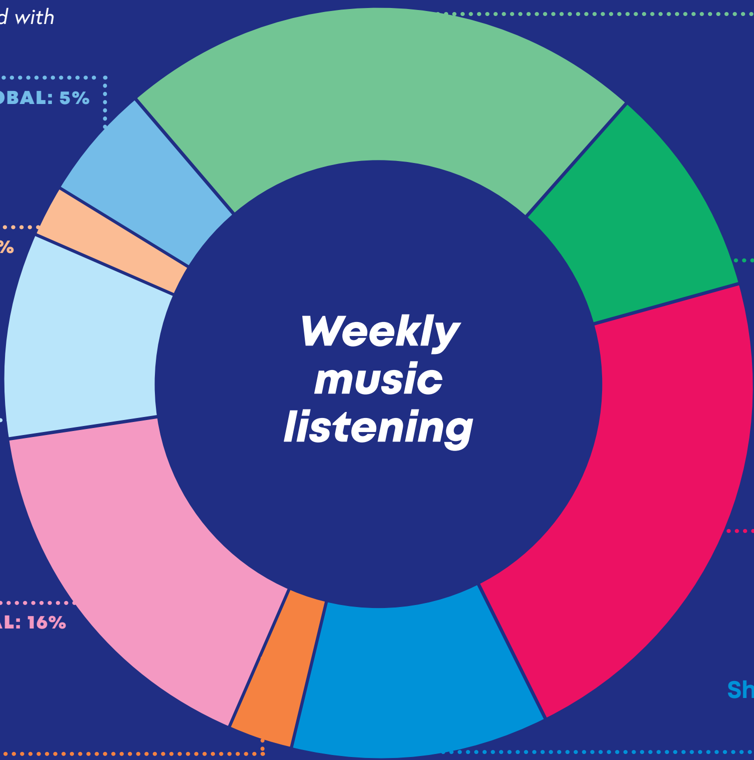
2%
Other forms of music listening
(TV, on-demand premium video services such as Netflix or music swapped with family and friends)
GLOBAL: 5%

1%
Live
(including livestreaming)
GLOBAL: 2%

13%
Purchased music
(e.g., CDs, vinyl, DVDs, downloads)
GLOBAL: 9%

22%
Music on the radio
(broadcast live, catch-up, internet radio stations)
GLOBAL: 16%

2%
Social media platforms
(e.g., Facebook, Instagram)
GLOBAL: 3%



25%
Subscription audio streaming
(e.g., Spotify Premium, Apple Music, Melon)
GLOBAL: 23%

8%
Ad-supported audio streaming
(e.g., free tier of Spotify and Deezer)
GLOBAL: 9%

18%
Video streaming
(e.g., YouTube, DailyMotion, Niconico)
GLOBAL: 22%

8%
Short form video apps (new)
(e.g., TikTok, Triller)
GLOBAL: 11%

GLOBAL: 18.4 HOURS

17.7 hours

Time spent listening to music each week
(up from 18 hours globally in 2019)

That's the equivalent of listening to 368 3-minute songs a week

+36%

People are spending more time listening to music through subscription audio streaming

GLOBAL: +51%

90%

said that music provided enjoyment and happiness during the pandemic

GLOBAL: 87%

A new and exciting landscape for music listeners

70%
of the time spent on short form video apps involved music-dependent videos such as lip syncing and dance challenges
GLOBAL: 68%

42%
of gamers are interested in watching virtual music concerts on gaming platforms
GLOBAL: 52%

26% **GLOBAL: 29%**
Watching music livestreams was popular, with almost a third tuning into an event in the the last twelve months

65% agreed that they would continue to watch music livestreams even when in-person concerts are possible

The demand for physical music continues, especially in younger age groups

17% of 25-34s
purchased a CD in the last month.
GLOBAL: 15%

13% of 25-34s
purchased vinyl in the last month.
GLOBAL: 11%

A rich and diverse mix of genres

REGGAETON · GQOM · AXÉ · HOKKIEN SONG · JPOP · SAMBA · SETANEJO

Across 43,000 respondents, **over 300** different genres were named by at least one person as the music they typically listen to

Music was vital for engagement with radio

79%
listen to the radio mainly for the music
GLOBAL: 74%

68%
agreed that without music, they wouldn't listen to the radio
GLOBAL: 66%

The availability of unlicensed music remains an issue

15%
Almost a third of people globally still admit to using unlicensed or illegal ways to listen to download music
GLOBAL: 29%

14%
used stream ripping sites to download unlicensed music
GLOBAL: 27%

6%
used unlicensed social media platforms for music purposes
GLOBAL: 14%

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Data is based on fieldwork conducted in June and July 2021 across 21 countries and gathered the views of 43,000 respondents aged between 16-64. Panels were nationally representative in each country.