

# Brazil Music 360 2021: *Sneak Preview*

MRC DATA // AUGUST 2021





# METHODOLOGY: BRAZIL MUSIC 360 2021

## STUDY TIMING



Brazil Music 360 data was collected July 1, 2021, through July 24, 2021.

## DATA COLLECTION



Online surveys using third-party panels were used to collect responses. The study was available in Portuguese.

## SAMPLE SIZE



Interviews were conducted among a total of 1,537 online Brazilian consumers (Ages 13+).

## QUOTA BALANCING



Data is representative of the online Brazilian population including age, gender, region, and income.

## ADDITIONAL ANALYSIS



Please contact us if interested in learning about additional or custom analyses.

# INSIGHT CATEGORIES

## 2021 MUSIC OVERVIEW & TRENDS

- Time spent with music
- Importance of entertainment interests
- Music listening locations/activities
- Music listening by format
- Share of music time by formats
- Music discovery sources
- Annual music spend

## ROLE OF TECHNOLOGY

- Top factors for music device selection
- Device ownership
- Top devices for music listening
- Technology & music discovery

## MUSIC STREAMING ENGAGEMENT

- Top music streaming service usage
- Free vs. paid subscriptions
- Paid subscription type
- Streaming service satisfaction
- Sources for song/artist identification
- Barriers for subscribing
- Commencement of paid subscriptions by life stage
- Future subscription opportunity
- Top streaming service features
- VPN usage for streaming services
- Drivers of VPN usage while streaming

## GENRE & LANGUAGE

- Genre listenership and fandom
- Location and language preferences

## FORMAT PURCHASING

- Past purchasing
- Purchase intent by format
- Format purchase considerations

## PLAYLISTING

- Playlist importance
- Weekly playlist usage
- Post-playlist actions
- Music search topics



# INSIGHT CATEGORIES (Cont.)

## LIVE STREAMED PERFORMANCES

- Live streamed music event attendance
- Top platforms used
- Top attendance motivators
- Discovery & time of ticket purchasing
- Attitudes / Perceptions
- Paying for attendance
- Future interest in paid events
- Barriers for live streaming

## MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

## HEALTH & WELLNESS

- Wellness activities/services
- Top wellness platforms
- Wellness goals

## GENERATIONAL INSIGHTS

- Insights for Gen Z and Millennials' engagement with music across key topics, including how they compare to Gen Pop for behaviors, preferences, and attitudes

## LIVE MUSIC EVENTS

- Live event attendance (past & future intent)
- Discovery & time of ticket purchasing
- Awareness of top music festivals

## SOCIAL MEDIA & VIDEO CLIP SITES

- Social media & short video clip site usage
- Top music activities on sites
- Music/artist discovery on sites

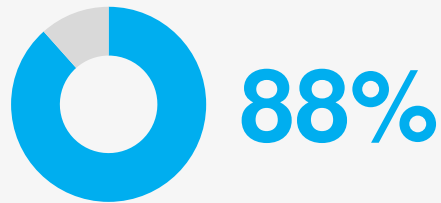
## BRAND ACTIVATIONS

- Top brand activations

# BRAZILIAN CONSUMERS TUNE INTO MUSIC

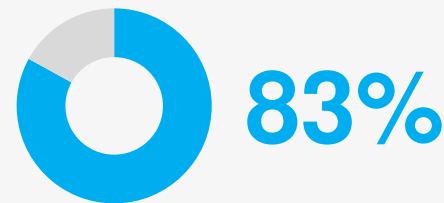
Music listening is pervasive, as are newer formats of music consumption.

## MUSIC LISTENERSHIP



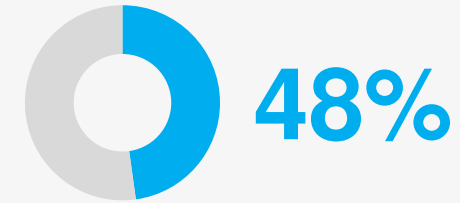
Of online consumers in Brazil  
**engage with music**

## MUSIC STREAMERSHIP



Of online consumers in Brazil **listen  
via streaming services**

## LIVE STREAMERSHIP



Of online consumers in Brazil have **live  
streamed music**



# FANS OF NEW & OLD, NEAR & FAR

## TOP GENRES

*Among Music Listeners*



SHARE OF WEEKLY MUSIC LISTENING IS SPENT WITH ARTISTS FROM:

**42%**

Brazil

**58%**

Global

# LIVE MUSIC IS A HIT

Live music will bounce back big post-pandemic.

## LIVE MUSIC

*Among Music Listeners*

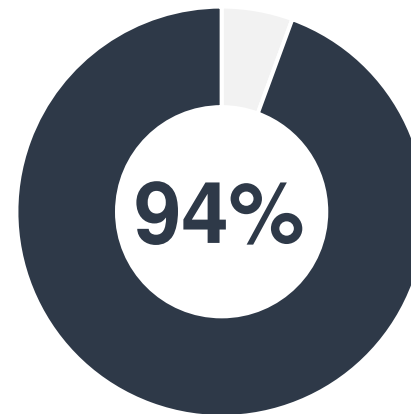
# 7-IN-10

Music Listeners plan to  
attend a live music event  
in the next 12 months

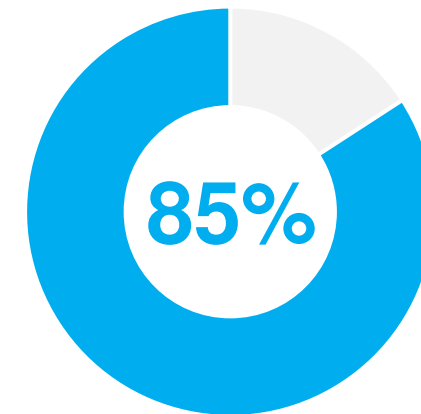


# ...SO IS STREAMING...

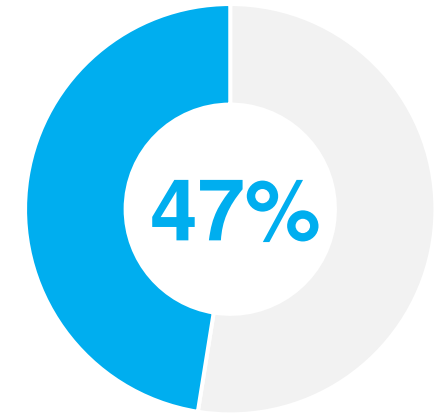
With music engagement so high, streaming comes in strong.



**STREAM MUSIC  
ONLINE USING MUSIC  
STREAMING  
SERVICE(S)**



**UTILIZE FREE MUSIC  
STREAMING  
SERVICE(S)**  
*(Free version / free service)*



**UTILIZE PREMIUM  
MUSIC STREAMING  
SERVICE  
SUBSCRIPTION(S)**

*Among Music Listeners*



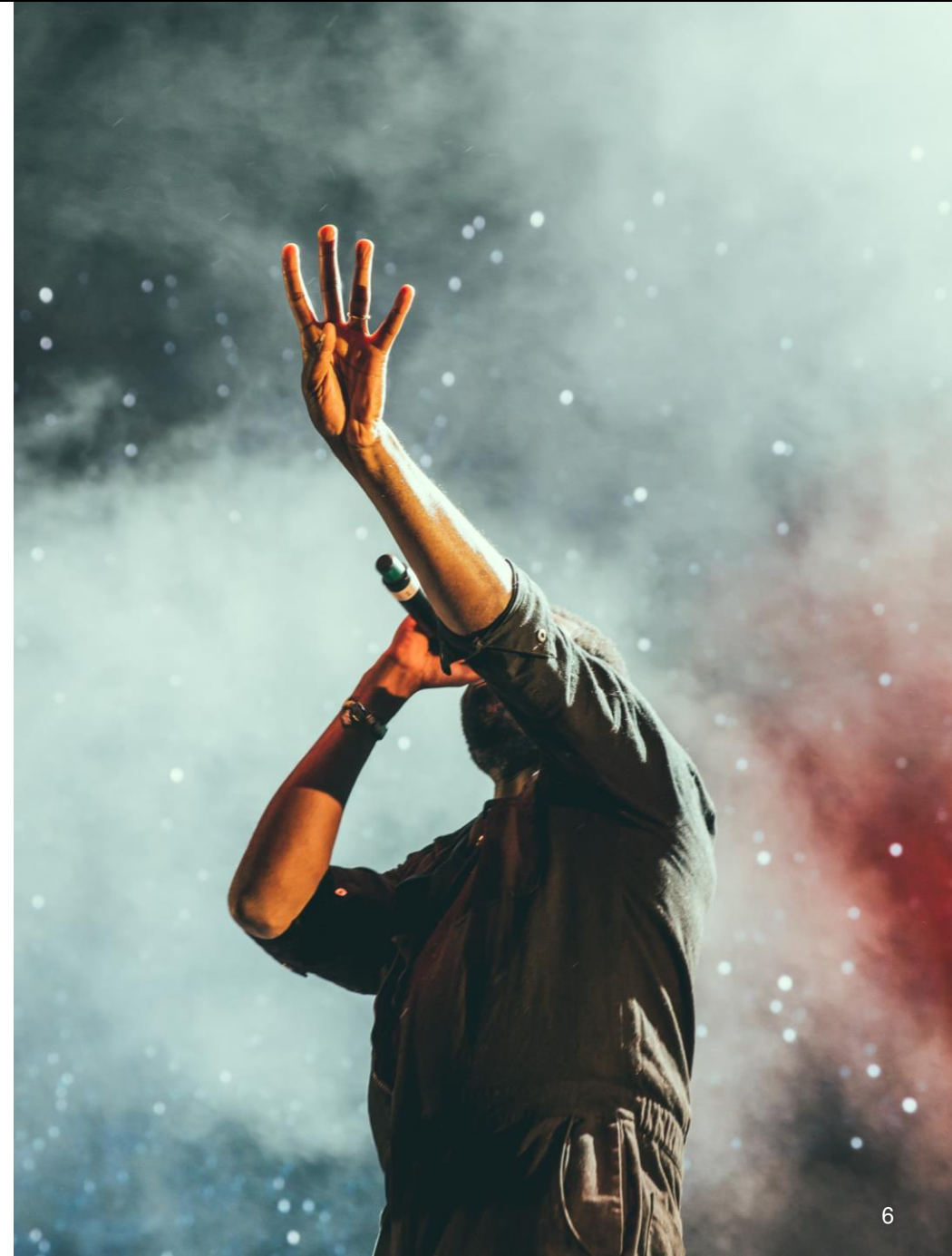
## ...AND COMPETITION SHOWS

Most consumers are tuning in for “cantoria” and competition.



79%

of Online Consumers  
watch music or singing  
competition shows



# LIVE STREAMS GAINING RELEVANCY

Many have tried live streamed events and return for more.



48%

of Online Consumers have  
live streamed music events  
/ performances in the past  
12 months



## Beyond the topline highlights offered here, the full Brazil Music 360 report explores:

- The music landscape in Brazil among online consumers
- Key insights around how this audience engages with music, including format preferences, discovery, occasions, time and money spent on music
- Online music streaming usage, including playlisting, subscriptions, and intent to subscribe
- The return of live music events and interaction with live streaming
- Genres and language preferences
- Role of technology in music listening
- Social media and short video clip usage for music content
- Key findings among Gen Z and Millennials
- Top brand activations

To purchase the full report or commission an analysis to gain deeper insights into your specific business needs please [contact us](#).