



Chile, Colombia, & Argentina Music 360 2021: *Sneak Preview*

MRC DATA // AUGUST 2021

METHODOLOGY: CHILE, COLOMBIA & ARGENTINA MUSIC 360 2021

STUDY TIMING



Music 360 data in all 3 countries was collected June 30, 2021, through July 28, 2021.

DATA COLLECTION



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

SAMPLE SIZE



Interviews were conducted among online consumers (Ages 13+) as below:

- 791 Chilean respondents
- 835 Colombian respondents
- 797 Argentine respondents

QUOTA BALANCING



Data is representative of the respective online populations in Chile, Colombia and Argentina 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

GENRE & LANGUAGE

- Genre listenership and fanship
- Location and language preferences

ROLE OF TECHNOLOGY

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

FORMAT PURCHASING

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

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

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

LIVE MUSIC EVENTS

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

MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

HEALTH & WELLNESS

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

SOCIAL MEDIA & VIDEO CLIP SITES

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

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

BRAND ACTIVATIONS

- Top brand activations

MUSIC IS POPULAR ACROSS LOCALES

MUSIC ENGAGEMENT

Among Online Consumers

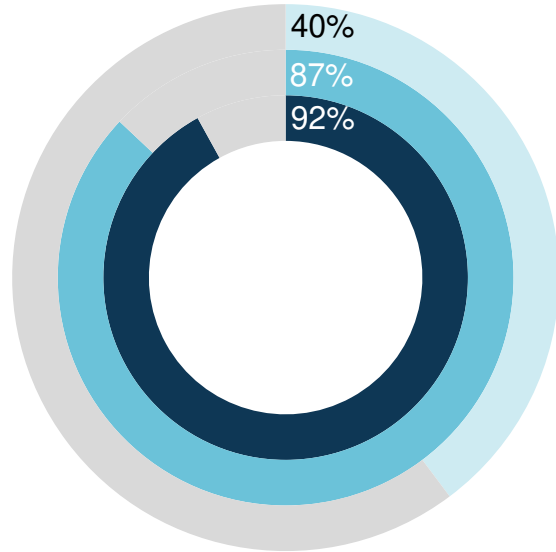
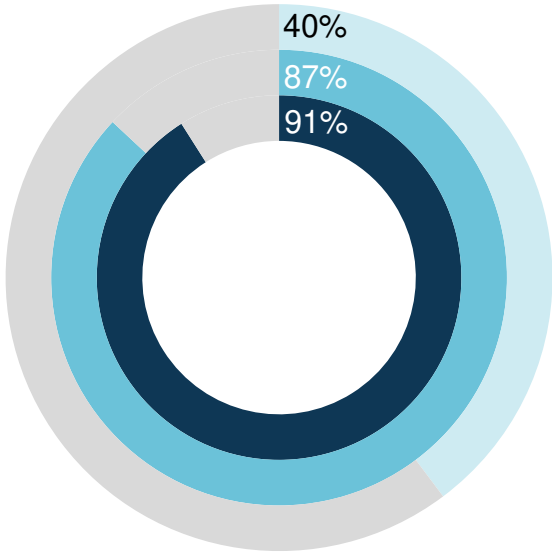
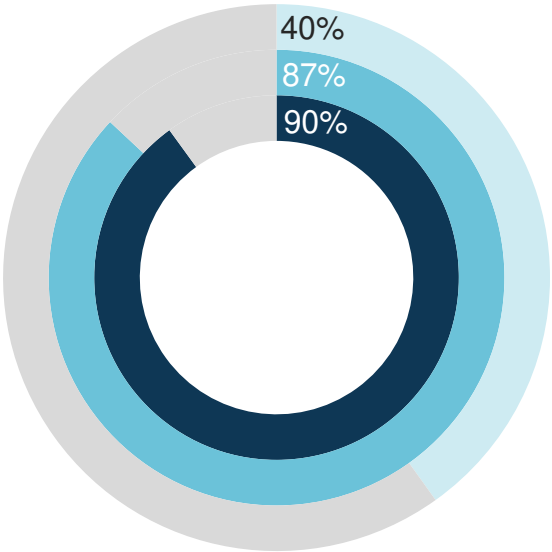
CHILE



COLOMBIA



ARGENTINA



Music Listenership



Music Streamership



Live Streamership

POP AND ROCK ARE THE TOP GENRES IN THE REGION

TOP GENRES

Among Music Listeners

LISTEN TO GENRE

Chile

POP IN
ENGLISH

ROCK IN
ENGLISH

LATIN AM
POP

Colombia

VALLEN-
ATO

POP
COLOMBIAN
MUSIC

DANCE

Argentina

ARGENTI-
NIAN ROCK

ROCK IN
ENGLISH

ARGENTI-
NIAN POP

ALL THINGS MUSIC ARE DISCOVERED ON SOCIAL MEDIA / SHORT VIDEO CLIP SITES

DISCOVERY SOURCES

Among Music Listeners, Live Event Attendees, and Live Streamers respectively

CHILE



COLOMBIA



ARGENTINA



Discover music



53%

59%

52%

Discover live music events



53%

60%

54%

Discover live music streams

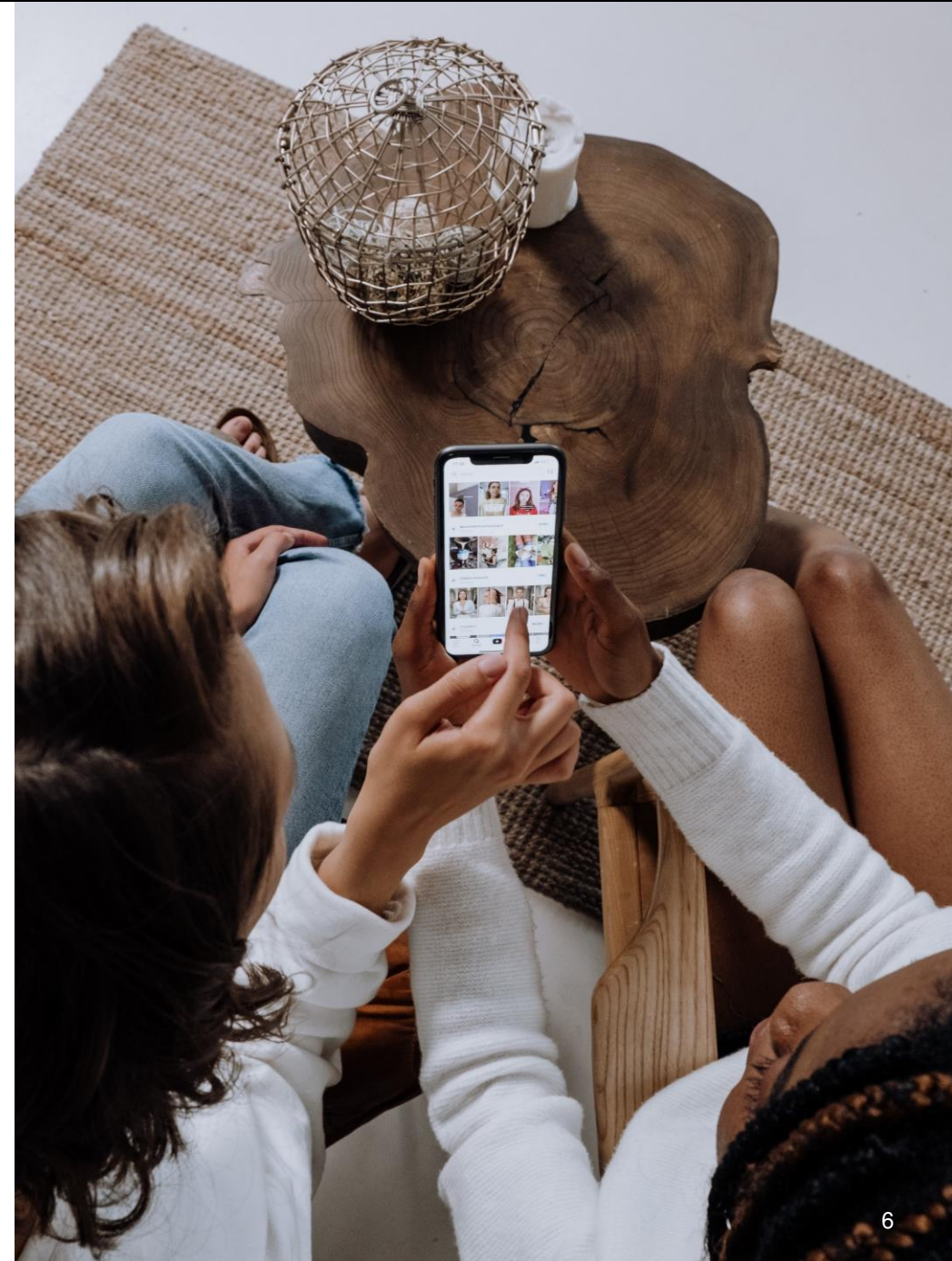


55%

53%

48%

On social media/short video clip sites



PHYSICAL HAS ITS PLACE...

FUTURE FORMAT PURCHASING

Among Music Listeners

CHILE



COLOMBIA



ARGENTINA



 **+9%**

 **+4%**

 **+7%**

***Physical music purchase growth in the
next 6 months vs past 12 months***

...BUT STREAMING WINS BIG

STREAMING BEHAVIORS

Currently stream music
Among Music Listeners

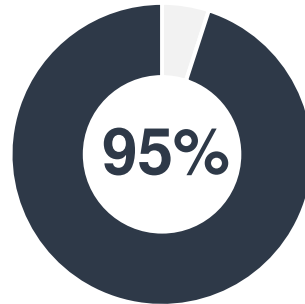
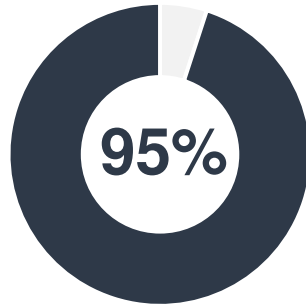
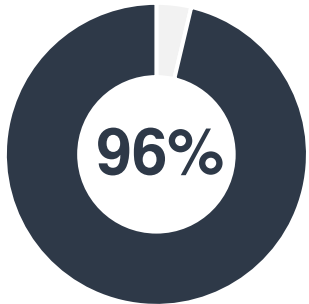
CHILE



COLOMBIA



ARGENTINA



#1



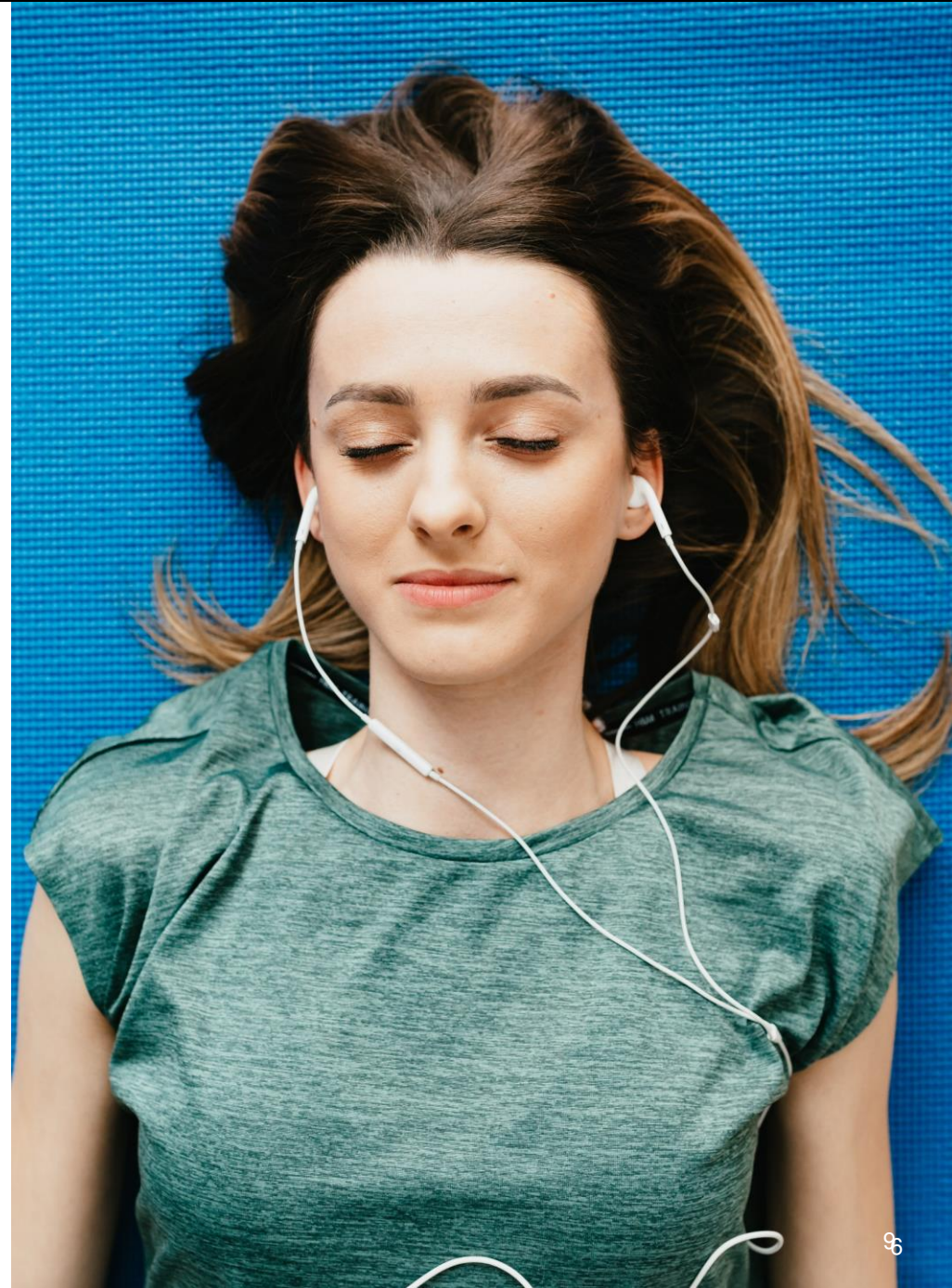
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#3

Potential Premium streaming subscription growth (rank) in the next 6 months

Among Music Listeners not Currently Subscribed to a Premium Service



COLOMBIA & ARGENTINA FAVOR MUSIC COMPETITION SHOWS

MUSIC COMPETITION SHOW VIEWERSHIP

Among Online Consumers

CHILE



COLOMBIA



ARGENTINA



58%

75%

70%



Beyond the topline highlights offered here, the full Chile, Colombia, & Argentina Music 360 report explores:

- The music landscape in Chile, Colombia, & Argentina 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
- Top brand activations

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