

Germany Music 360 2021: *Sneak Preview*

MRC DATA // NOVEMBER 2021



METHODOLOGY: GERMANY MUSIC 360 2021

STUDY TIMING



Germany Music 360 data was collected October 14, 2021, through October 31, 2021.

DATA COLLECTION



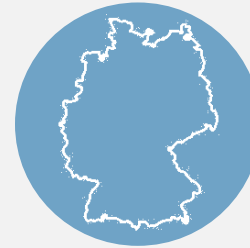
Online surveys using third-party panels were used to collect responses. The study was available in German and English.

SAMPLE SIZE



Interviews were conducted among a total of 2,022 German consumers (Ages 13+).

QUOTA BALANCING



Data is representative of the German population including age, gender, region.

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
- Streaming service satisfaction
- Barriers for subscribing
- Future subscription opportunity
- Top streaming service features

GENRE & LANGUAGE

- Genre listenership and fanship
- Location and language preferences

FORMAT PURCHASING

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

PLAYLISTING

- Playlist importance
- Weekly playlist usage
- Post-playlist actions

INSIGHT CATEGORIES (Con't)

LIVE STREAMED PERFORMANCES

- Live streamed music event attendance
- Top platforms used
- Top attendance motivators
- Discovery & time of ticket purchasing
- Attitudes
- 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 DIFFERENCES

- Insights for how different generations engage with music across key topics, including how they compare to Gen Pop for behaviors, preferences, and attitudes

BRAND ACTIVATIONS

- Top brand activations

SOCIAL MEDIA & VIDEO CLIP SITES

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

LIVE MUSIC EVENTS

- Live event attendance
- Discovery & time of ticket purchasing
- Likelihood of attending future events
- Barriers to attendance
- Festival awareness & attendance



MUSIC IS THE POPULAR KID

MUSIC BEHAVIORS

Among Total Respondents



78%

Listen To Music
(Past 12 Months)



50%+

**View Music as an
important activity**
(Past 12 Months)

RADIO RULES THE ROAD

This traditional format is a mainstay for listeners.

RADIO BEHAVIORS

Among Music Listeners

ROUGHLY HALF OF LISTENERS...



Tune into radio
weekly



Discover new music
on the radio





LISTENERS ARE GLOBAL CITIZENS

Life and listening are global experiences.

GENRE LISTENERSHIP

Among Music Listeners

POP

#1

ROCK

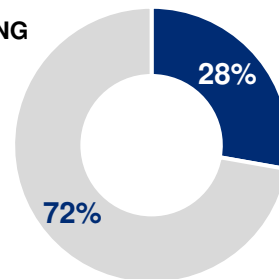
#2

OLDIES

#3

SHARE OF WEEKLY MUSIC LISTENING
IS SPENT WITH ARTISTS FROM:

■ Germany ■ Elsewhere



DISCOVERY FROM SOCIAL NETWORKS

In-person and online social networks promote music event discovery.

MUSIC EVENT DISCOVERY

Among Live Music Event Attendees



#1

Friends /
Relatives

LIVE STREAM DISCOVERY

Among Live Streamers



#1

Social Media
/ Short Video
Clip Sites





STREAMING IS BIG, BUT SLOW GROWING

MUSIC STREAMING BEHAVIORS

Among Music Listeners



30%

Of **annual music spend** is on streaming



4-in-5

Stream music online using music streaming service(s)

DIGITAL & PHYSICAL ARE IN PLAY

Despite streaming being a more popular music consumption format, more than half of listeners have recently purchased music.

MUSIC PURCHASING BEHAVIORS

Among Music Listeners



Over half of listeners

have **purchased music** in the past year





LIVE IS IN-LINE

Live in-person music events persisted through the pandemic and are likely to return in force.

LIVE EVENT ATTENDANCE

Among Total Respondents



1-in-3

Have attended a live
in-person music event
in the past year

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

- The music landscape in Germany
- Key insights around how this audience engages with music, including format preferences, discovery, occasions, time and money spent on music
- Genres and language preferences
- Role of technology in music listening today
- Online music streaming usage, including playlisting and intent to subscribe
- Entertainment, including music competition shows, live music events, and live streaming engagement
- Social media and short video clip usage for music content
- Key findings among different generations
- Top brand activations

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