

LIFE IS GAME

STAR LOUNGE

SEA HOTEL



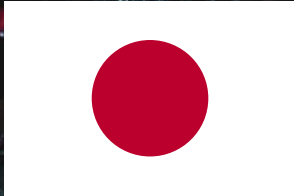
LDuK
INFORMATION

自転車等
放置禁止区域

Japan Music 360 2021: *Sneak Preview*

JUNE 2021

● 図の赤色部分は、渋谷区自転車等の放置防止等に関する条例に区ける本





METHODOLOGY: JAPAN MUSIC 360 2021

STUDY TIMING



Japan Music 360 data was collected April 20, 2021 through April 27, 2021.

DATA COLLECTION



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

SAMPLE SIZE



Interviews were conducted among a total of 1,599 Japanese Gen Pop (Ages 13+).

QUOTA BALANCING



Data is representative of Japanese population including age, gender, and 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
- Sources for music news
- TV and music

ROLE OF TECHNOLOGY

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

MUSIC STREAMING ENGAGEMENT

- Top music streaming service usage
- Free vs. paid subscriptions
- Streaming service satisfaction
- Subscription types
- Subscription timeline
- Sources for song/artist identification
- 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

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



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

LIVE MUSIC EVENTS

- Live event attendance
- Discovery & time of ticket purchasing
- Likelihood of attending future events

MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

HEALTH & WELLNESS

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

BRAND ACTIVATIONS

- Top brand activations

SOCIAL MEDIA & VIDEO CLIP SITES

- Social media & short video clip site usage
- Top music activities on sites

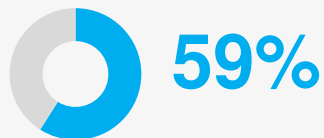


MUSIC AN INTEREST, NOT A WIDESPREAD PASSION

Due to the pandemic, music is playing in the home more than out in the world.

MUSIC LISTENERSHIP

Among Total Respondents



Of general population in Japan
engages with music

TOP LOCATION FOR MUSIC

Among Music Listeners

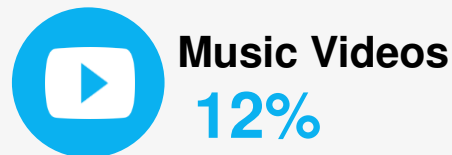


83%

Listen to music
at home

ACTIVITY IS IMPORTANT/EXTREMELY IMPORTANT

Among Total Respondents



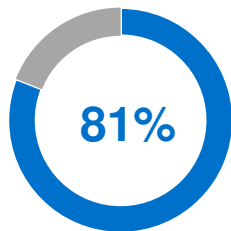


HOMETOWN HEROES

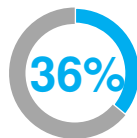
J-Pop dominates listenership as fans prefer to listen to local favorites.

Among Music Listeners

J-POP



**LISTEN TO
GENRE**



**GENRE
FANS**
(Listen "often")





MORE RELIANT ON PHYSICAL MUSIC



24%

Of annual spend is on physical formats

Among Total Respondents



X%

Have purchased physical music in the past 12 months

Among Music Listeners



Y%

Consider music format as a way to show support for music artists

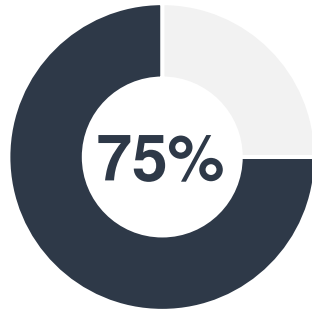
Among Music Listeners



JAPAN A NASCENT PREMIUM STREAMING MARKET

MUSIC STREAMING SERVICE USAGE

Among Music Listeners



**STREAM MUSIC
ONLINE USING MUSIC
STREAMING
SERVICES**

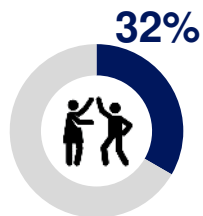


**PAY FOR
SUBSCRIPTION TO
MUSIC STREAMING
SERVICES**



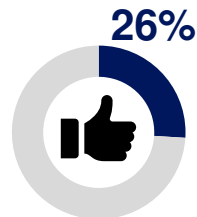
LIVE STREAMS FACE UPHILL BATTLE

Among Total Respondents



32%

Live streamed/virtual music performances or events are a **good way to experience concerts and other music events**



26%

I would still be interested in live streamed/virtual music performances or events **once in-person events return**

TOP REASONS FOR NOT ATTENDING LIVE STREAMS

Among Non-Live Streamers



I was not aware it was happening



I choose to spend my time with other forms of entertainment



I did not want to pay for a live streamed event



JAPANESE FANS CAUTIOUS OF LIVE EVENTS...



21%

of Gen Pop **plan on attending** a live in-person music event in the coming year

WOULD RETURN IF....

Among those planning on attending live music event

#1



Will not attend if COVID conditions do not improve

#2



Only if safety precautions are in place

#3



Once the vaccine is widely available/herd immunity is achieved

#4



Regardless of COVID risk



...YET EXPERIENTIAL OFFERS STRONG BRAND TOUCHPOINT

WOULD VIEW A BRAND MORE FAVORABLY IF...

Among Total Respondents



37%

Offered
freebies/access to
amenities at live
music events



36%

Offered backstage
access or the
chance to meet
artists

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

- The music landscape in Japan
- 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 TV, live music events, and live streaming engagement
- Social media and short video clip usage for music content
- Top brand activations
- Health and wellness

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