

# Spain Music 360 2021: *Sneak Preview*

MARCH 2021





# METHODOLOGY: SPAIN MUSIC 360 2021

## STUDY TIMING



Spain Music 360 data was collected March 5, 2021 through March 15, 2021.

## DATA COLLECTION



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

## SAMPLE SIZE



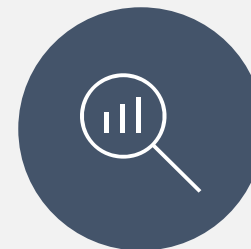
Interviews were conducted among a total of 1,656 Spanish Gen Pop (Ages 13+) with additional 63 teens Ages 13-17.

## QUOTA BALANCING



Data is representative of Spanish population including age, gender.

## 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
- 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

- Playlist importance
- 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

## MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

## HEALTH & WELLNESS

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

## GEN Z & MILLENNIALS

- 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
- Discovery & time of ticket purchasing
- Likelihood of attending future events

## 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



# MUSIC HELPS CONSUMERS COPE WITH THE PANDEMIC

With more in-home engagement, consumers are connecting with music in many ways.

## MUSIC LISTENERSHIP

Among Total Respondents



Of general population in Spain **engages with music**

## TOP LOCATION FOR MUSIC

Among Music Listeners



**94%**

Listen to music  
**at home**

## ACTIVITY IS IMPORTANT/EXTREMELY IMPORTANT

Among Total Respondents



**Music**  
**62%**



**Music Videos**  
**33%**



**Live streamed/  
virtual music events**  
**30%**





# STREAMING UP, BOOSTS DISCOVERY...

Music Listeners are utilizing more online options.





**52%**  **+6%**

Of Music Listeners in Spain stream music online through websites/apps in a typical week



**41%**  **+3%**

Of Music Listeners in Spain discover new music/artists when streaming music videos

  (Statistically significant from 2020)





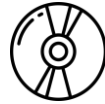
# ...AS TRADITIONAL FORMATS SOFTEN

With business closures and lockdowns, Music Listeners are limited in their physical music engagement.



**52%** ↓ -3%

Of Music Listeners listen to music on regular AM/FM radio in a typical week



**51%** ↓ -4%

Of Music Listeners purchased physical music or digital albums/tracks in the past year

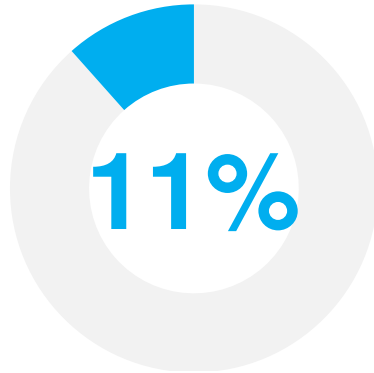
↓ ↑ (Statistically significant from 2020)





# SUBSCRIPTIONS LIKELY TO CLIMB AS LISTENERS GO ONLINE

Online streaming poised to grow as more consumers turn to online and digital experiences.



of Music Listeners are **currently paying** for an online music streaming service subscription



Of Music Listeners **are likely to subscribe** to a music streaming service in the next 6 months





# IN-HOME DEVICE ACCEPTANCE UP

## TECHNOLOGY/DEVICE FOR MUSIC LISTENING

*Among Music Listener Device Owners*



**Smart TVs**

**28%** +6%



**Smart Speakers**

**19%** +4%





# MUSIC INTEGRAL TO "SOCIAL" ENTERTAINMENT



## 26%

Of Music Listeners  
discover music on Social  
Media Sites



## 19%

Of Music Listeners  
discover music on Short  
Video Clip Sites

## TOP MUSIC ACTIVITIES ON SOCIAL SITES

*Among Social Media/Video Clip Site Users*

### #1

Listen to music your  
friends post

### #2

Watch videos about  
music artists

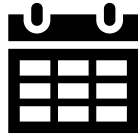
### #3

Broadcast your music  
habits / Follow music  
artists or fan pages





# LIVE MUSIC FANS CAN'T WAIT TO GO BACK, BUT CAUTIOUS



## 67%

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



Once the vaccine is widely available/herd immunity is achieved

#3



Only if safety precautions are in place

#4



Regardless of COVID risk



# LIVE STREAMS UNIQUELY POISED AS NEW TOUCHPOINT



**35%**

of Gen Pop in Spain  
**have live streamed** a  
music performance or  
event in the past year



**27%**

of Live Streamers  
**have paid** for the live  
streamed music  
performances or  
events



**43%**

of Live Streamers would  
**still be interested** in  
live streamed music  
performances or events  
**once in-person events  
return**

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

- The music landscape in Spain and how it's changed over the last year due to the pandemic
- 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 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](#).