



SNEAK PREVIEW

Australia

Music 360

LUMINATE

78%

Of Australians have listened to music in the past 12 months

10.8

Australians' average weekly hours with music

Top Monthly Genre Listenership



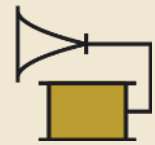
Rock



Pop/
Top 40



Easy
Listening



Oldies

Top Monthly Music Formats



AM/FM
Radio



Audio
Streaming



Music Video
Streaming



Personal Digital
Music Library



Videos on Short
Video Clip Sites



CDs

Over 40% have purchased music (digital or physical) in the past year

88%

Stream music online
(audio and/or video)

You can also find out how many people **stream music for free**, how many people **pay for premium music** streaming services, and what services listeners use most.

Music Listeners' Activity Engagement

1

Watching TV

2

Cooking food

3

Engaging on social media

4

Watching movies

5

Streaming short video clips

79%

79% of Australians use video streaming services

54%

54% of Australians would view a brand more favorable if it supported a charity event with a music artist



47%

Of Australians played a video game in the past year

Top Social Media Sites



67%

Of Australians use short video clip social sites

How Do I Learn More About the Australian Music Market?

Accessing Australia Music 360



New Online Dashboard

The results are now available on a web-based interactive dashboard that allows users to customize and filter in real time with target audiences at their fingertips.

Filter Data by:

Gender	Age	Generation	Race / Ethnicity	Languages Spoken
Regions	LGBTQ+	Entertainment Fans	Genre Fans	Genre Listeners
Listening Format	Purchase Format	Live Music Goers	Music Streamers	Streaming Platforms
Social Media	Category Buyers	Beverage Buyers	Future Purchasing	+ more!

DATA CAN BE FILTERED BY ONE OR MORE GROUPS TO GET A DEEPER LOOK AT TARGET AUDIENCES



Did You Know?

Australian music listeners are excited about live music events. **81% of music listeners plan to attend a live music event** in the next 12 months. However, **nearly half of music listeners think that live music events are too expensive** and even more think that there aren't enough live music venues in their area.

But are Gen Z more likely to attend? What about Pub Rock fans? Or physical music buyers? ... The answers to these questions and more can be found in the Australia Music 360 Dashboard



Actionable Insights to Guide You In This Dynamic Environment



Which **music partnerships and brand activations** offer the best opportunities to reach target audiences?



How has the **music streaming landscape shifted** and what is the **conversion potential** to premium tiers?



What **music touchpoints** are most relevant for **modern music fans** of today, such as **Gen Z**?



How has **digital entertainment blurred the lines** between gaming, live events, music, and more?



How have **social media and short-form video platforms evolved** into key outlets for new music and artist discovery?



What is the relationship between **livestreamed music events and in-person music events** as people go back to live?



Insight Categories

● Music Behaviors & Preferences

Including time with music, money spent & music discovery

● Genre & Language

Including location & language preferences

● Role of Technology

● Format Purchasing

Including digital & physical
— e.g. vinyl, CDs

● Playlisting

● Audio & Video Streaming

Including platform usage, features & VPN usage

● Brand Activations

● Livestream Performances

● Health & Wellness

● Live Music Events

● Broadcasting & Awards Shows

● Social Media & Short Video Clips

● Gaming

Additional Countries Covered

The Americas

- U.S. (Q1 & Q3)
- Canada (Q2)
- Argentina (Q3)
- Brazil (Q3)
- Chile (Q3)
- Colombia (Q3)
- Mexico (Q3)

Asia-Pacific

- Australia (Q2)
- India (Q2)
- Indonesia (Q2)
- Japan (Q2)
- Malaysia (Q2)
- Philippines (Q2)
- South Korea (Q2)
- Thailand (Q2)
- Vietnam (Q2)

Europe

- France (Q2)
- Germany (Q4)
- Ireland (Q2)
- Italy (Q4)
- Netherlands (Q2)
- Portugal (Q2)
- Poland (Q2)
- Spain (Q2)
- U.K. (Q4)

Middle East & Africa

- Turkey (Q2)
- Egypt (Q2)
- Saudi Arabia (Q2)
- UAE (Q2)
- South Africa (Q2)



To gain access to the full online dashboard, please [contact us](#).