



SNEAK PREVIEW

Japan

Music 360

LUMINATE



57%

Of the Japanese population has listened to music in the past 12 months

5.8

Japanese listeners' average weekly hours with music*

Top Monthly Genre Listenership*

①

J-Pop

②

Rock

③

Kayokyoku

④

J-Rock

Top Monthly Music Formats*



Music Video Streaming



Music Streaming Services



CDs



AM/FM Radio



Personal Digital Music Library



Music Videos on TV

48% have purchased music (digital or physical) in the past year*

81%

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.

**Data among music listeners*

Music Listeners' Activity Engagement

1

Watching
TV

2

Watching
movies

3

Watching/
Attending
sports

4

Cooking
food

5

Engaging
on social
media

71%

71% of the Japanese population use video streaming services

31%

31% of the Japanese population would view a brand more favorable if it supported a charity event with a music artist



16%

Of the Japanese
population played a
video game in the
past year

Top Social
Media Sites



33%

Of the Japanese
population use short
video clip social sites

How Do I Learn More About the Japanese Music Market?

Accessing Japan Music 360



New Online Dashboard + Full Report

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. Also available is a prepared report showcasing highlights of the research.

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?

Video content is an important part of the music experience for Japanese listeners. **Streaming music videos is the top music consumption format**, while TV is a top source of music discovery. Video content also extends beyond music with **TV and movie watching** being popular activities.

But do gamers make more use of video content? What about multilingual listeners?

... The answers to these questions and more can be found in the Japan 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

- Japan (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](#).