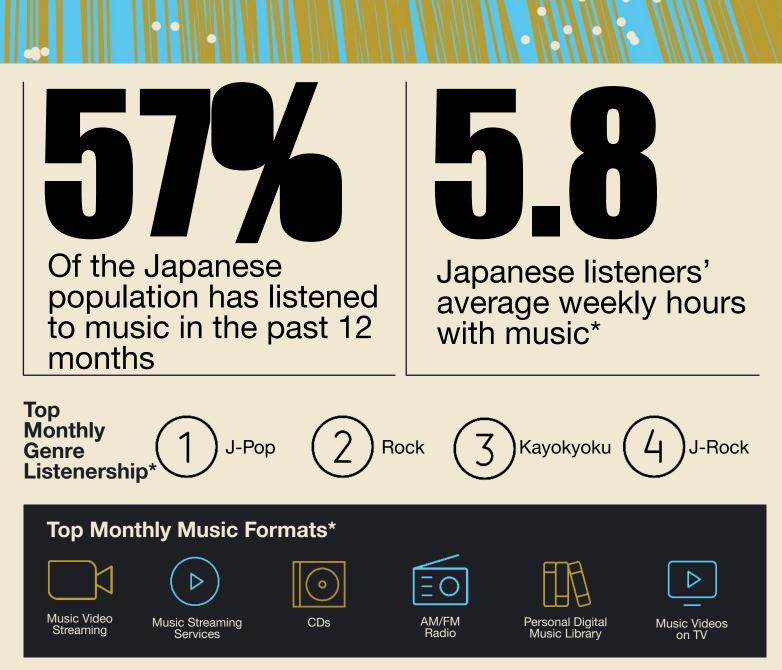


#### SNEAK PREVIEW

## **Japan** Music 360





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



# 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**

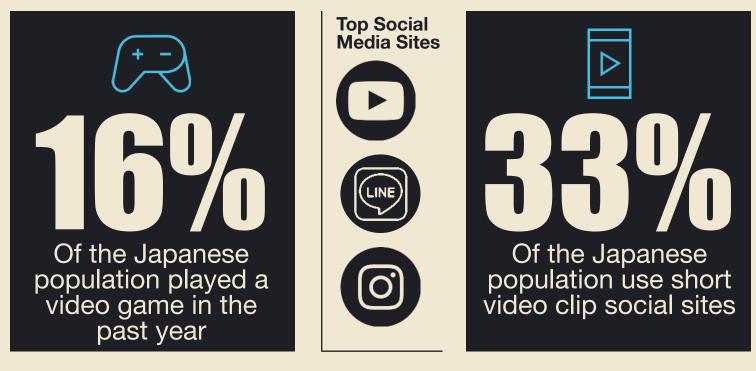


## 71%

#### 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



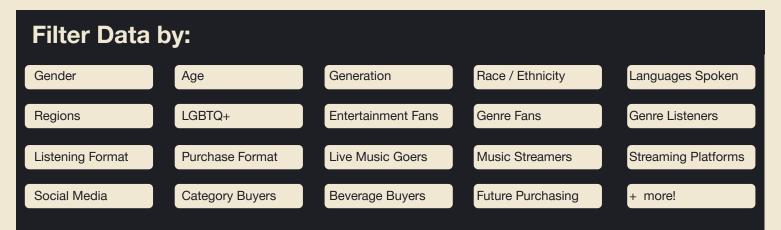


# How Do I Learn More About the Japanese Music Market?

#### 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.



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)
- Colombiá (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)
- 0.11. (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.

