



2022 U.S. MUSIC 360 FALL

Spotlight On: The U.S.

Gen Z & The Return to Live

LUMINATE

THIS SPOTLIGHT IS BUILT ON DATA FROM THE U.S. MUSIC 360 FALL 2022 STUDY



How is Gen Z investing their time and money on music?

**Compared to the average music listener*

+21%

More **hours** listening to music (weekly)

+18%

More **money spent** on music (monthly)

Genre Preference: Gen Z listeners are more likely than the average music listener to tune into...

K-Pop

+78%

Hip-Hop/Rap

+49%

EDM

+35%

Afropop

+30%



BLACKPINK

Gen Z music listeners are...

+28%

more likely to **pay for premium** music streaming service subscriptions

1-in-4



Gen Z listeners who are **not currently paying** for a streaming service **intend to begin** paying for one in the next 6 months

Gen Z who attend live events are...

+57%



more likely to discover Live Music Events through **Video Games**

+45%



Year Over Year increase in **Live Event** attendance among the general population (13+)

Music Listeners are

+22%

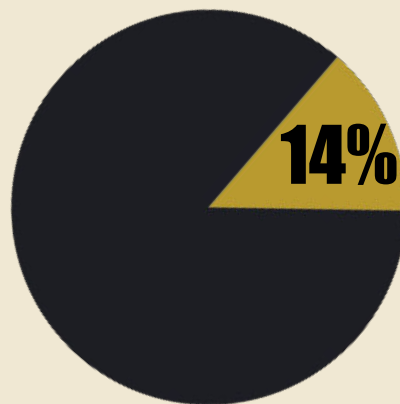
more likely to **Attend Live Events** than the general population (13+)



57%

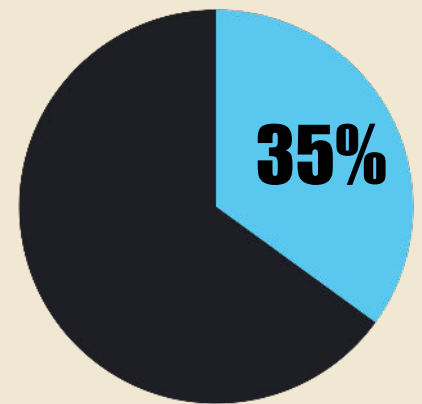
Of music listener spend on music is dedicated to **Live Music Events**

Past 12 Month **Live Concert Attendance***



+125% YoY

Next 12 Month **Live Concert Intent***



+240% YoY

**Among the general population (13+)*

Live Music Attendees**

+83% more money per month spent on **music (overall)**

+116% more money per month spent on **Live Music**

+25% more likely to **pay for premium** music streaming service subscriptions

***Compared to the average music listener*



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)



All data provided in this report is from our U.S. Music 360 Fall 2022 study. To gain access to the full online dashboard, please [contact us](#).