

MUSIC 360 2022

Spotlight On: Asia-Pacific

Featuring: Japan, South Korea, Indonesia, Malaysia,
Philippines, Thailand, Vietnam, and Australia

LUMINATE

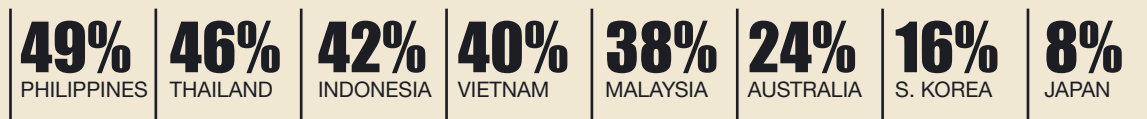


Getting to know the Asia-Pacific Music Market...

How Large Is the Music Streaming Audience in Asia-Pacific? (Music Streaming Usage, Among Music Listeners)



How Important is TikTok in Asia-Pacific? (TikTok Usage for Social Media (Monthly Usage), Among Gen Pop)



What Are the Top Genres in Asia-Pacific?

Indo Pop
INDONESIA

K-Pop
MALAYSIA

J-Pop
JAPAN

Country
VIETNAM

Easy Listening
THAILAND

Korean Ballad
S. KOREA

R&B
PHILIPPINES

Rock
AUSTRALIA

You can answer hundreds of questions like these with **Luminate's Asia-Pacific Music 360**. The results are now available in a web-based interactive dashboard that allows users to customize and filter in real time with target audiences at their fingertips. To gain access to the full online dashboard, please contact us at data.research@luminatedata.com.



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](#).