

# LUMINATE

## Q3 2023 Trend Summary

### Revealing Art & Culture Through Data

A sampling of the most valued information from more than 700 verified sources and 23 trillion data points presented with insights that reflect global shifts in the preferences, attitudes, and behaviors that impact our world.



# 50%

Of all waking hours are now spent engaged in entertainment  
(22% YOY INCREASE)



# 91%

Increase in dollars spent on live music events  
(\$10 YOY INCREASE)



# 32%

Increase in live event attendance



# 2.9T

Global audio streams and growing  
(22% YOY INCREASE)



Consumers look to entertainment for connecting with others and bettering their mental health

# 40%



Connect with friends/family

# 40%



Helps cheer me up/makes me feel better mentally

# Fandom Drives Engagement and Business



Die-hard entertainment fans can be found:



Music Superfans are more likely to be:

**+118%**



eSports engagers

**+109%**



Music event live streamers

**+91%**



Audiobook listeners

**+82%**



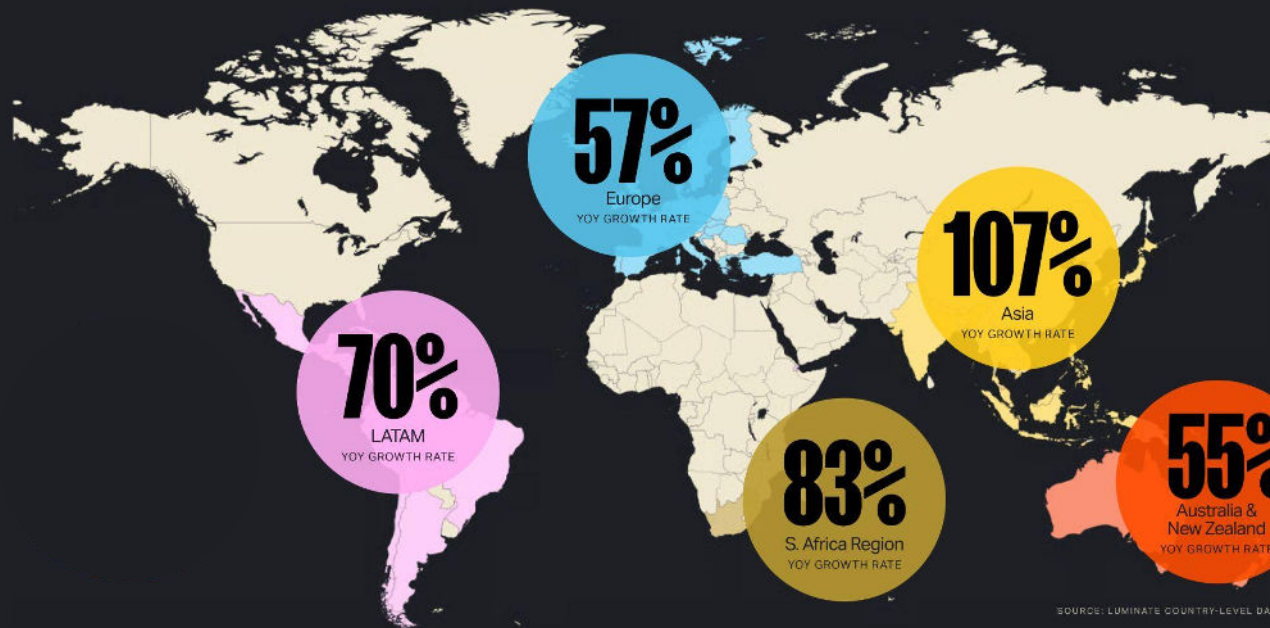
Live music goers

	Pop Music Listeners	Sports Fans
Online Shopping	<b>+49%</b> more likely than Gen Pop	<b>+27%</b> more likely than Gen Pop
Buying Cosmetics	<b>+46%</b> more likely than Gen Pop	<b>+14%</b> more likely than Gen Pop
Using Food Delivery Services	<b>+28%</b> more likely than Gen Pop	<b>+17%</b> more likely than Gen Pop

# Entertainment Is Increasingly More Global

## Streaming Growth Rate by Regions Outside of U.S. and Canada

Asia +107% in Total On-Demand (Audio + Video) Streams Over This Period Last Year



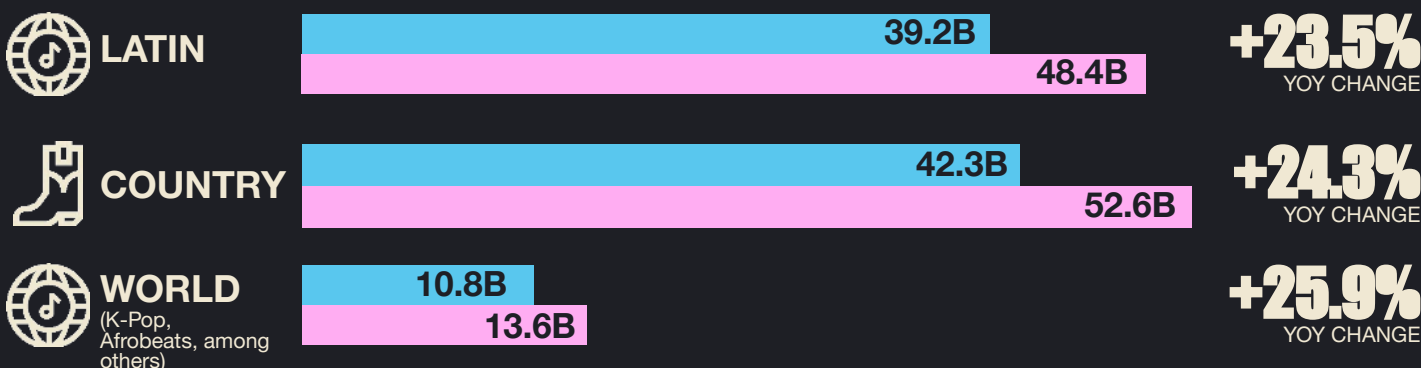
**69%** Of U.S. music listeners listen to music from artists originating outside the U.S.

**40%** Of U.S. listeners listen to music in a non-English language

## Fastest-Growing Genres in the U.S. in H1 '23

Streaming On-Demand Audio

■ H1 2022 ■ H1 2023



## Climate & Sustainability Matter

# #2

Millennials and Gen Z consumers rank **climate change and protecting the environment** as their top concern after cost of living

# 70%

Of organizations have **increased their 2023 sustainability investments** to meet consumers' concerns

## The Content People Want to Watch

# 67%



Based on a book they've read

# 59%



With a musician/band they like

# 49%



With a sports team/athlete they like

### Audience Profiles

ESPORTS FANS	J-POP FANS
+140% more likely to go <b>beer/wine tasting</b>	+88% more likely to <b>identify as LGBTQ+</b>
+121% more likely to <b>go to museums</b>	+72% more likely to be <b>Millennials</b>
+56% more likely to <b>listen to classical music</b>	+12% more likely to be <b>male</b> (56% male)

### ABOUT LUMINATE

Imagine a world where you had a jump on these massive cultural shifts...before they happened. Luminata is an entertainment data consultancy that connects art, culture, and consumer behavior. We collaborate with brands to help them predict, strategize, activate, and measure not just around music, but around entertainment and culture, all in service of building authentic connections outside of advertising.

### CONTACT INFO

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