

**LUMINATE**

**Top Entertainment  
Trends for 2024:  
What the Data Says**

# LUMINATE

**Trend 1**  
**It Was All a Stream**

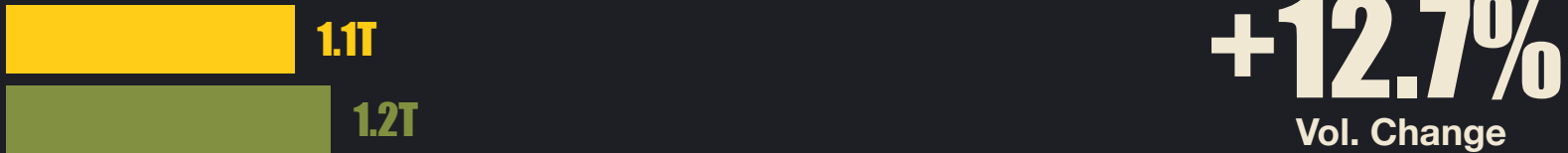
# 2023 Global & U.S. On-Demand Audio Streams

2022  
2023

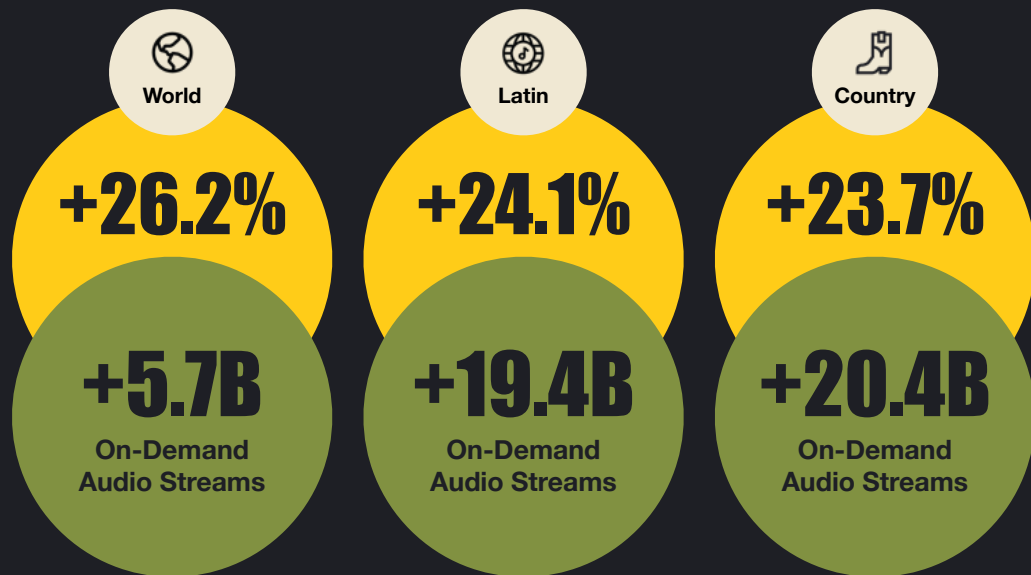
## Global On-Demand Audio Song Streams



## U.S. On-Demand Audio Song Streams



# 2023 Fastest-Growing Genres by U.S. On-Demand Audio Streams



Bad Bunny

# Latin Music Artists With More than 1B U.S. On-Demand Audio Streams in 2023



Bad Bunny

**3.6B**

U.S. On-Demand  
Audio Streams

#13 Overall U.S. Rank in ODA



Peso Pluma

**1.9B**

U.S. On-Demand  
Audio Streams

#43 Overall U.S. Rank in ODA

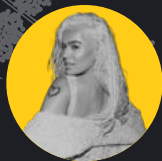


Eslabon Armado

**1.3B**

U.S. On-Demand  
Audio Streams

#71 Overall U.S. Rank in ODA



Karol G

**1.3B**

U.S. On-Demand  
Audio Streams

#73 Overall U.S. Rank in ODA

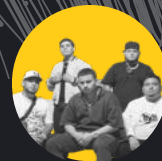


Junior H

**1.0B**

U.S. On-Demand  
Audio Streams

#119 Overall U.S. Rank in ODA



Fuerza Regida

**1.0B**

U.S. On-Demand  
Audio Streams

#122 Overall U.S. Rank in ODA

**LUMINATE**

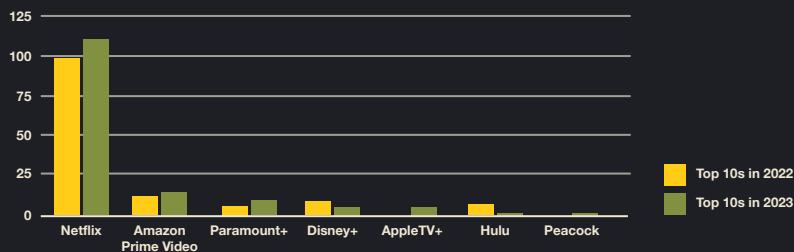


Ted Lasso

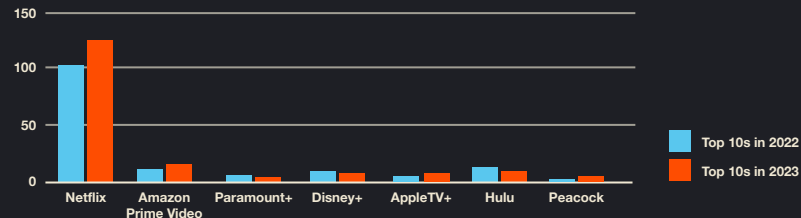
## Netflix remains the market leader in popular programming, but competitive platforms are catching up

Other SVOD platforms increase appearances on weekly SV(M) Top 10 lists in 2023, most notably Apple TV+ and Peacock

Top 10 Appearance on Weekly TV Show  
Chart in 2022 and 2023



Top 10 Appearance on Weekly Film/Movie Show  
Chart in 2022 and 2023



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**Trend 2  
Growing Global**



**Share of English Language  
in Top 10K Global Tracks  
(Total On-Demand Audio  
+ Video) Declining**

**67.0%**

2021

**62.1%**

2022

**54.9%**

2023



# U.S. Listeners Engaging With Non-English Content

Streaming share of English language content in Top 10K U.S. Total On-Demand (Audio & Video) tracks down 3.8% since 2021; Spanish grows 3.8%

## Top 3 Languages in U.S. Consumption 2023\*

**88.8%**

English

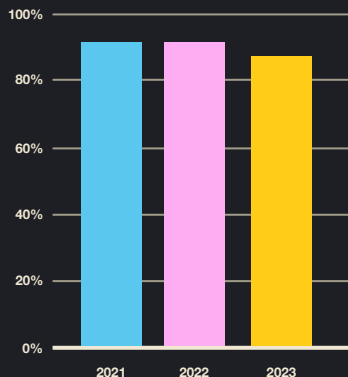
**8.1%**

Spanish

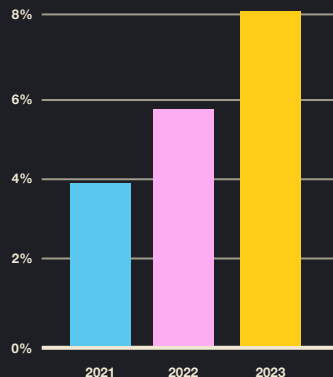
**0.7%**

Korean

English Language Share of Streaming in U.S.



Spanish Language Share of Streaming in U.S.



Karol G

**LUMINATE**

# While Linear TV Continues to Rely on Reality, Digital Platforms Gravitate to Foreign Language

## Top Arenas Among TV (Digital)

(Based on # of Premieres in 2023)

Arena	2022	2023	23 vs 22 Difference	23 vs 22 % Change
Foreign Language	174	183	+9	+5%

## Top Arenas Among TV (Digital)

(Based on Actual Growth in 2023 vs 2022)

Arena	2022	2023	23 vs 22 Difference	23 vs 22 % Change
Stories From Asia	27	55	+28	+104%

## Foreign Language Films Rank as Top Arena on Streamers

### Top Streaming Films Arenas

(Based on # of Releases in 2023)

Arena	2022	2023	23 vs 22 Difference	23 vs 22 % Change
Foreign Language	157	191	+34	+22%

# +22%

Foreign Language easily ranked  
as the top arena among streaming  
films, as 191 films in this arena  
were released in 2023

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**Trend 3**  
**Audience Discovery**

# Music Discovery and the U.S. “Multi” Lingual Listener

A Multilingual Music Listener is a music listener who reported listening to music in more than one language, and they are:



**+34%**

more likely to discover music via movie soundtracks than the average U.S. listener



**+36%**

more likely to discover music via exclusive TV shows from streaming platforms than the average U.S. listener



**+50%**

more likely to discover music via video games than the average U.S. listener

Multilingual music listeners are more likely than the average U.S. Gen Pop to use community-focused social media platforms



**+133%**

Discord



**+111%**

Reddit



**+100%**

WhatsApp

# Movies, Music & Culture

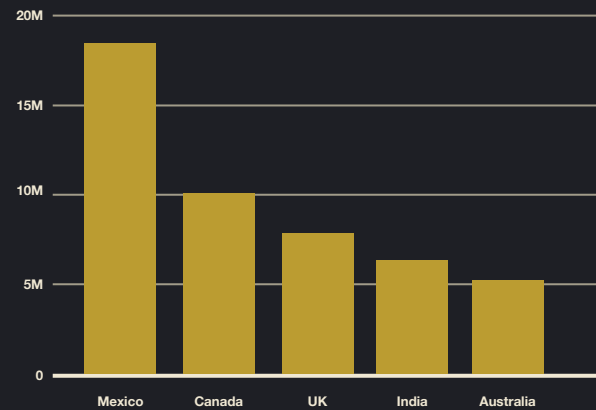
Soundtracks provide an opportunity to introduce music to new Global markets

## *Spider-Man: Across the Spider-Verse* Box Office Around the World

(Opening Weekend 6/1/23-6/4/23)

Country Rank	Country	Box Office	Local Box Office Rank
	Worldwide	\$320.2M	1
1	U.S.	\$232.3M	1
2	Mexico	\$11.7M	1
3	United Kingdom	\$11.4M	1
4	Italy	\$2.6M	2
5	Spain	\$2.3M	1

Top 5 Ex-U.S. Countries of *Spider-Man: Across the Spider-Verse* Soundtrack Total On-Demand (Audio + Video) Streams Week Ending 6/5/23





## Short-Form Video is a Key Music Discovery Source for Younger Generations

46% of U.S. Gen Alpha Music Streamers are active on YouTube Shorts

### Platforms Among Music Streamers:

Gen Z

1. TikTok (64%)
2. Snapchat (50%)
3. Instagram Reels (43%)

Gen Alpha

1. TikTok (72%)
2. YouTube Shorts (46%)
3. Snapchat (43%)

**+50%**

Gen Z Music Streamers are +50% more likely than the average U.S. streamer to discover new music via SFV sites/apps

**+40%**

Gen Z Music Streamers are +40% more likely than the average U.S. streamer to broadcast their music habits to others on social media or SFV sites/apps



## Search and Discovery for Film and TV made difficult due to fragmentation

E.g. *Pokémon* series now spread over five-plus platforms after original run on TV Tokyo



**26 Seasons**

of *Pokémon* originally  
aired on TV Tokyo

*S2 and S13 can only be purchased online*

**NETFLIX**

**S1 & S23-25**

are available  
on Netflix

prime video

**S3-S9 & S17-S19**

are available  
on Prime Video

hoopla

**S10-S12**

are available  
on Hoopla

tubi

**S14-S16**

are available  
on Tubi

Roku

**S20-S22**

are available  
on Roku

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# LUMINATE

**Trend 4**  
**Super Fans & Their Superpower**



## 18% of U.S. Music Listeners are Super Fans

Super fans\* spend

**+68%**

more money on music each month than the average U.S. music listener

Super fans spend

**+126%**

more on artist merch than the average U.S. music listener



boygenius

**LUMINATE**

# Super Fans Spend 88% More on Physical Music Than Other Average U.S. Music Listeners

Genres that over-index at indie retail when compared to overall U.S. physical industry



**Dance/Electronic**

(Index:155)



**R&B/Hip-Hop**

(Index:129)



**Rock**

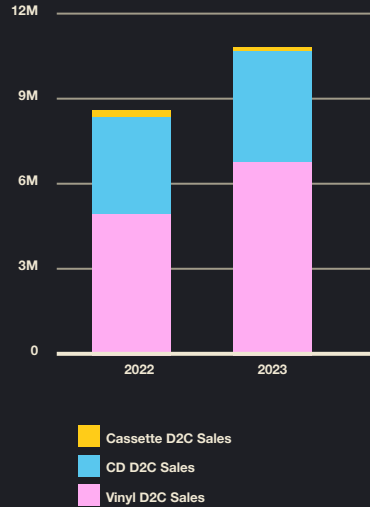
(Index:128)



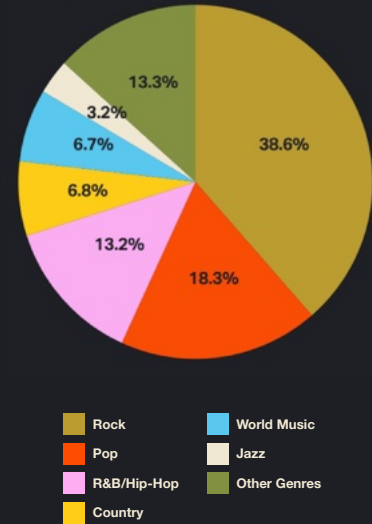
# Total Direct-to-Consumer sales reach 12.7m; Physical D2C up 27.8% in 2023

The volume of U.S. Vinyl and CD D2C sales grew faster than the industry benchmark this year as over 60% of all D2C sales were Current titles

### Physical D2C Sales



### 2023 U.S. D2C Genre Share



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**Trend 5**

**The Longer Lifespan of Content**

# Streaming by Year

When looking at the Top 500K U.S. tracks in 2023, music released in the most recent five years makes up 48.3% of U.S. On-Demand Audio Streaming

1977



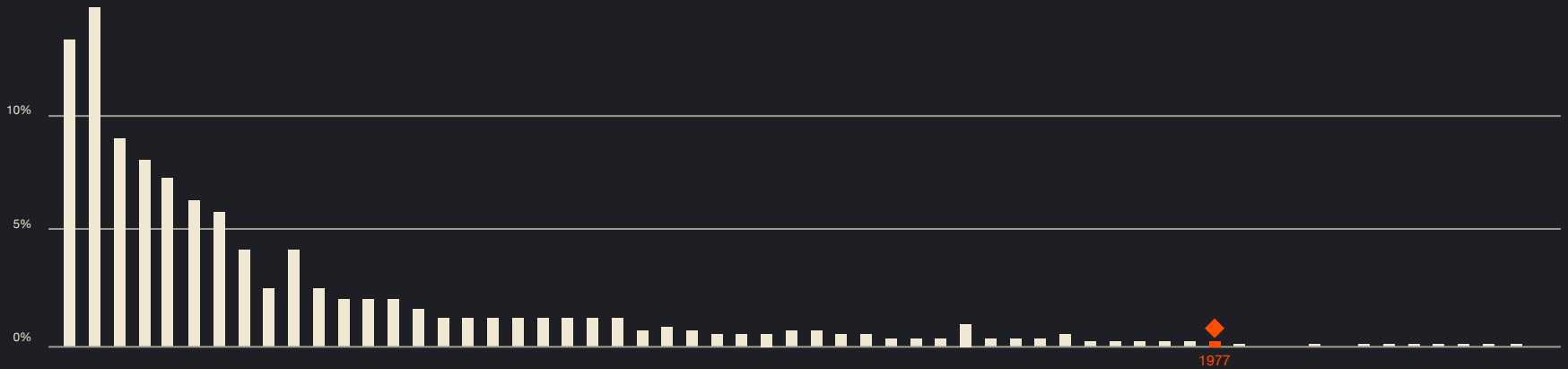
Fleetwood Mac "Rumours"

**283M**

ODA

**#56**

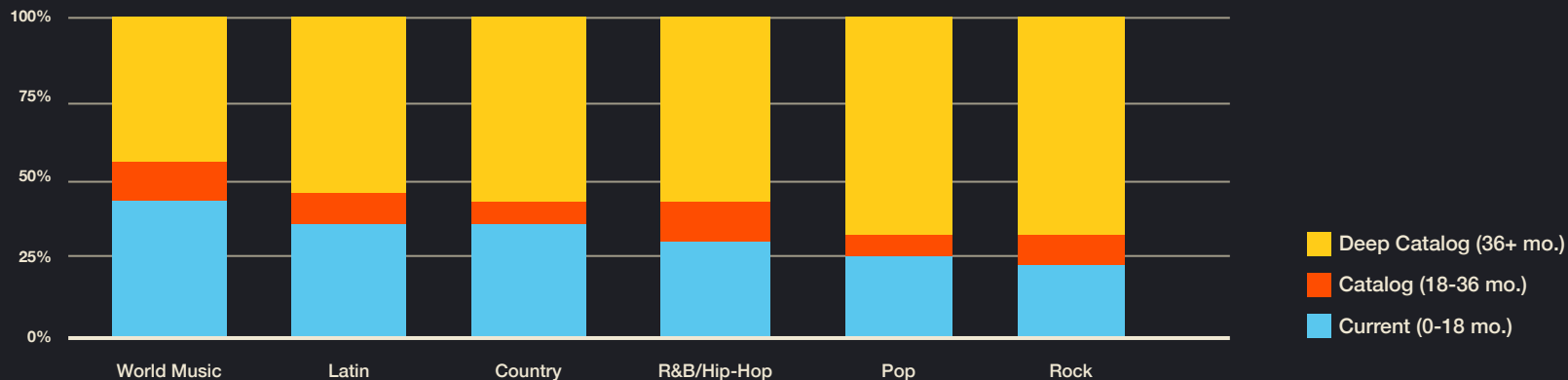
Overall



# Release Age Listening: Current vs. Catalog vs. “Deep Catalog”

The three fastest-growing genres (World; Latin; Country) are also those that stream the most Current music

## U.S. On-Demand Audio Streaming in 2023



# Overall U.S. Film & TV Premieres Decline in 2023

U.S. Program Premieres			
Year	Digital	TV	Total
2022	1,090	1,174	2,264
2023	818	966	1,784
2023 vs. 2022	-25%	-18%	-21%

## -21%

The number of U.S. program premieres (across broadcast, cable and digital distribution platforms) declined -21% from 2022 (2,264 vs. 1,784)



## All Major TV Genres Posted Year-Over-Year Declines

Number of TV Premieres by Genre				
Year	Alternative	Animation	Comedy	Drama
2022	1,290	208	192	510
2023	1,038	194	134	381
2023 vs. 2022	-20%	-7%	-30%	-25%

Hulu's hugely successful original comedy *Only Murders in the Building* premiered on ABC in January 2024 to help shore up the network's strike-impacted primetime schedule

# LUMINATE

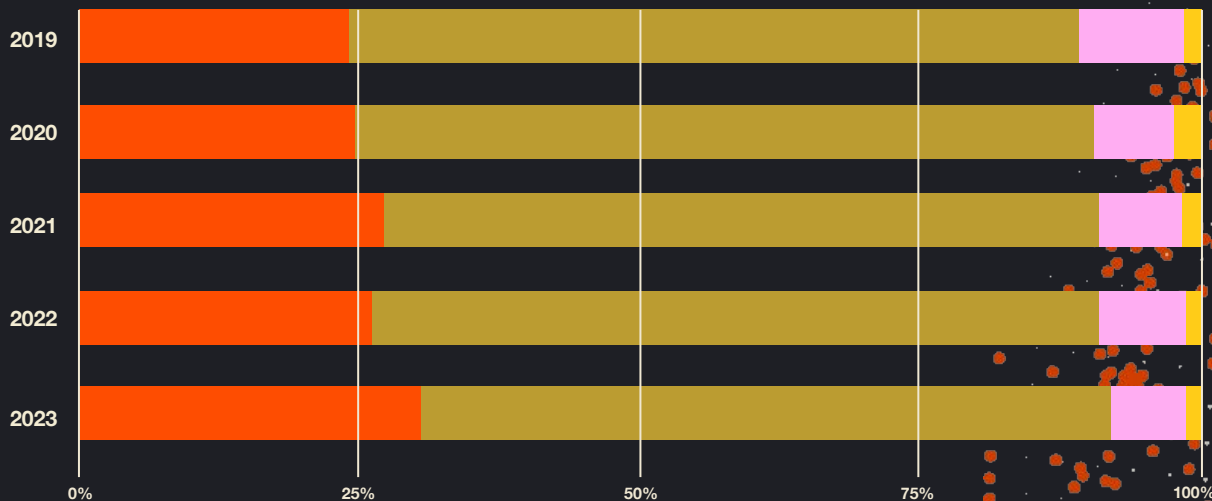
## Trend 6 The Power of Female Artists



# Streaming Share by Gender Identity Within Top 500 U.S. Artists

Streaming share of Women within Top 500 Artists  
+4.2% share points (ppts) over 2022

Female Male Mixed Group (ex: Fleetwood Mac) Non-Binary



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Miley Cyrus

## Taylor Swift had a monumental 2023

The Eras Tour generated +\$1B in 2023, making it the highest-grossing tour of all-time, and it's projected to hit \$2B by the end of its run

**1.79%**

of the Total U.S. Market

**1/78**

U.S. Audio streams



**\$250M+**

The concert film *Taylor Swift: The Eras Tour* has grossed more than \$250 million globally

## Beyoncé also had a record-breaking year

In February she won four GRAMMYs®, bringing her career total to 32 and officially making her the **Top GRAMMY® winner of all time**

# #1

“Texas Hold ‘Em” Hit No.1 on Billboard Hot 100 in February and tops Hot Country Songs chart

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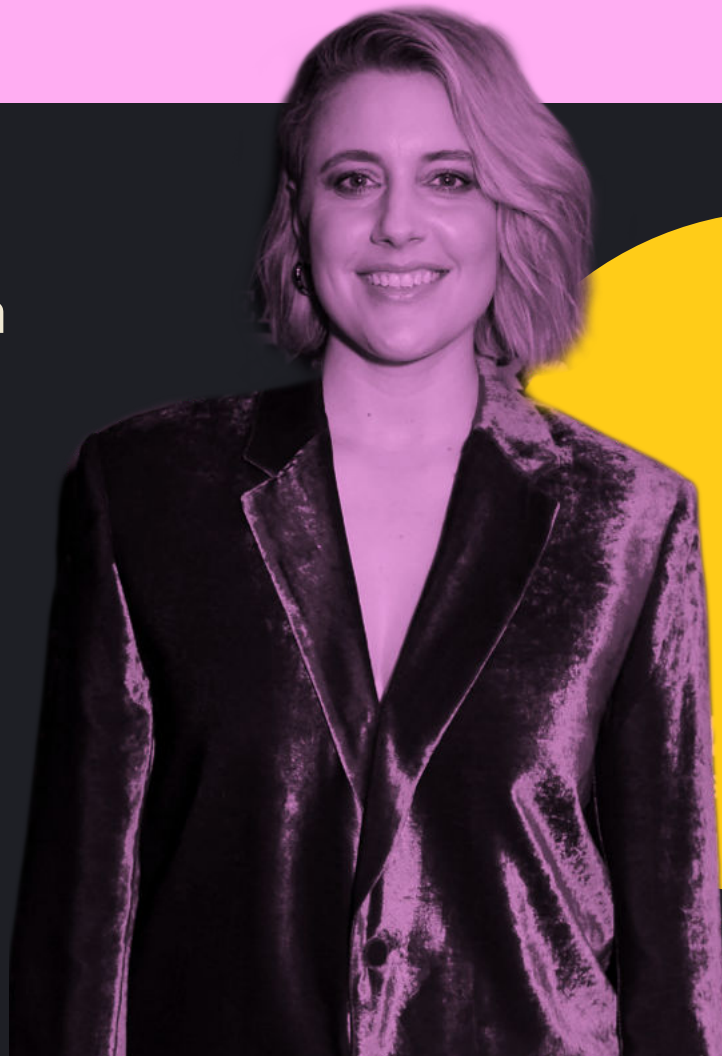


# +\$42M

*Renaissance: A Film by Beyoncé* grossed more than \$42M Globally in four weeks when released on December 1, 2023

## *Barbie* was the highest-grossing film of 2023

It is also the highest-grossing movie directed solely by a woman in history, and its soundtrack produced **11 GRAMMY® nominations** and **three wins** including Song of the Year



**\$1.44B**

*(2023 YTD)*

*Barbie* is WB's highest-grossing worldwide release of all time

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Trend 7  
The Circle of Live



STEP

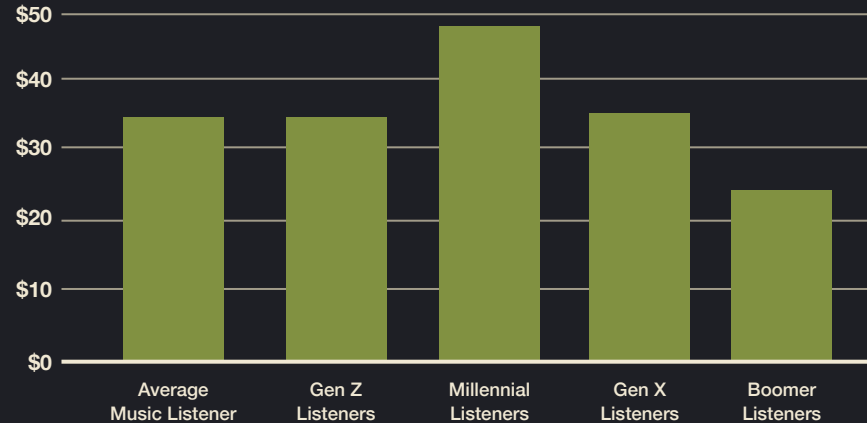
#1

The ticket purchase starts a revenue cycle where consumers pay and the live event then creates trackable consumption

## Live Music Events Make up 62% of Monthly Music Spend

Millennials spend the most on live music events monthly, spending 34% MORE per month than the average U.S. music listener

U.S. Monthly Music Concerts Spend Q3 2023



STEP  
**#2**

# Events drive consumption in local markets to then return royalties

## Live Music Events Impact Consumption at the Local Level

When analyzing data across 50 artists, 990 shows and 129 U.S. markets, the median event yields +42% growth in local DMA On-Demand Audio Streaming during the week of an event...but genre matters

### Median On-Demand Audio Growth at Local Market-Level During Week of Event



**143%**

Electronic/Dance



**20%**

Country



**20%**

Hip-Hop/R&B



**63%**

Rock



**35%**

Latin



**53%**

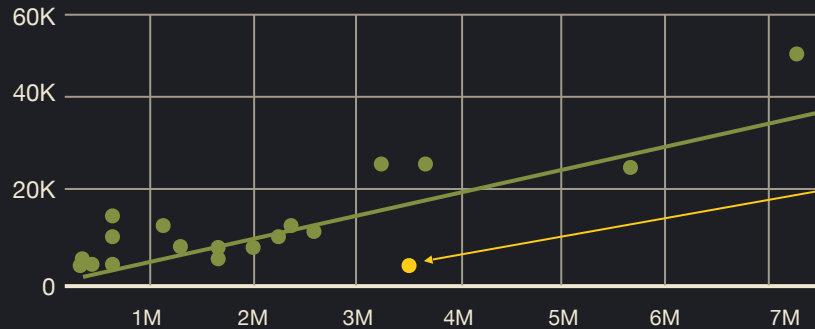
Pop

STEP  
**#3**

# Audio streaming is showing strong predictive power for ticket sales

Streaming consumption is a core signal to evaluate an artist's volume of ticket sales in a specific market

### Co-Headlining Tour Ticket Sales by Streaming Volume



Artists' On-Demand Audio  
(On-Demand Audio streams in 2023 in the DMA of the event)

Given their streaming volumes in this market, the tour would have likely sold several thousand more tickets had they booked a larger venue



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## Trend 8 Cleaning the Mess of Metadata

## Top Results



Drake  
*Canadian rapper*

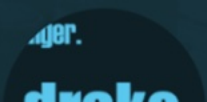
Type: Person  
Gender: Male  
Nationality: CA



Drake  
*Chilean heavy metal band*

Type: Band  
Nationality: CL

## Other Results



Drake  
*Jason Drake*

Type: Person  
Gender: Male



Julius Drake  
*English pianist*

Type: Person  
Gender: Male  
Nationality: GB

# Difficulties Identifying the Proper Rights Holders

Everybody has the right to be named Drake and everyone has the right to create a song called "One Dance"

There are [X] amount of artists using the below word or phrase in their artist name

Juju	68
Supernova	68
Joy	44
Wizard	40
Stress	39
Sunday	32
Cherry	31
Time	30
Gloria	25
Motion	22
Storm	14
Aphasia	10
The Arrows	7
Apotheosis	7
Ichor	5



Ervin Drake  
*Songwriter*

Type: Person  
Gender: Male  
Nationality: US



Christopher Drake  
*American score composer*

Type: Person  
Gender: Male  
Nationality: US



Nick Drake  
*British singer-songwriter*

Type: Person  
Gender: Male  
Nationality: MM

Metadata challenges include international variations as well as composer name and key identifiers

Artist: **Drake** 

Canadian rapper



**Information**

Type: Person  
 Gender: Male  
 Nationality: CA  
 Date of Birth: 1986-10-24  
 Date of Death:

**Identifiers**

- **ISNI:** 0000 0001 2032 246X 
- **IPI:** 00529397120 
- **IPN:** 10566028 
- **Discogs Id:** 151199 
- **Musicbrainz Id:** 9fff2f8a-21e6-47de-a2b8-7f449929d43f 
- **Merged ISNI:** 0000000372929540 

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**Relationships**

**Releases** (2086)

**Recordings** (1370)

**Works** (3)

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**Also Known As:**

Aubrey Graham	Champagne Papi	Drakkardnoir	Drizzy
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**Is Member Of:**

Young Money
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**Name Variants**

德雷克 (zh)	AUBREY GRAHAM	درېك (ckb)	Aubrey Graham
Champagne Papi	Дрејкс	Drake K	ڈرېك
ဒ်ဝဲးဟ် (am)	C. Papi	ドレイク (ja)	ድሪዥ (he)
ড্রেক (bn)	درېك	Drake "Drizzy" Rogers	드레이크 (ko)
Դրեյք (hy)	Drake (musikant) (af)	A. Graham	Дрејкс
ਡرېك (pa)	Drake (歌手) (yue)	德雷克 (歌手) (wuu)	Дрејкс

**Better coverage of identifiers  
is required in a dynamic,  
Global marketplace**

**97%**

ISRC Coverage

**31%**

IPI Coverage

**20%**

ISWC Coverage

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# LUMINATE

**Trend 9**  
**Mindfulness & Music**

# NEARS

Nature, Noise, Effects, Ambient,  
Relaxation and Sounds

Using elements such as keywords, sonic style and album sales (or lack thereof), Luminate estimates total streaming share of NEARS content at specific U.S. rank depths to be...

## Example NEARS titles from 100-120k depth

Title	Artist Name
Infinite Sea Waves, Pt. 165	Wild Earth
Astonishing Waves	Exotic Wave Sounds
Infinite Sea Waves, Pt. 166	Wild Earth
Light Rain Sound	Heavy Rain Sounds
Peaceful Ocean Swell	Luxury Waves Secret Sounds

3.9%

Estimated NEARS content  
ISRCs ranked 100k-120k

3.3%

Estimated NEARS content  
ISRCs ranked 500k-520k

LUMINATE

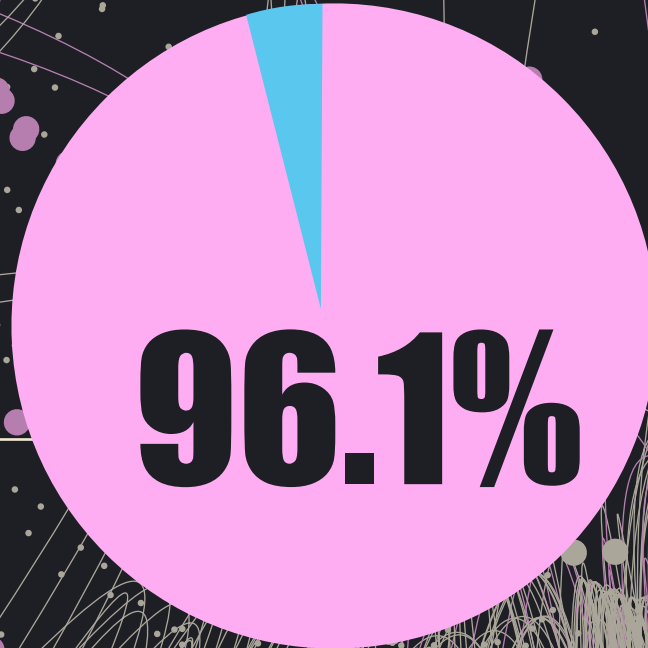
# LUMINATE

**Trend 10**  
**The Head, The Tail...**  
**The Whole Thing**

## Average Daily ISRC Delivery to DSP

There was an average of **103.5K** new ISRCs delivered to DSPs each day in 2023, which is up **10.8%** from 2022 when there was an average of 93.4K delivered each day

■ Rest of Industry ■ Major Distribution



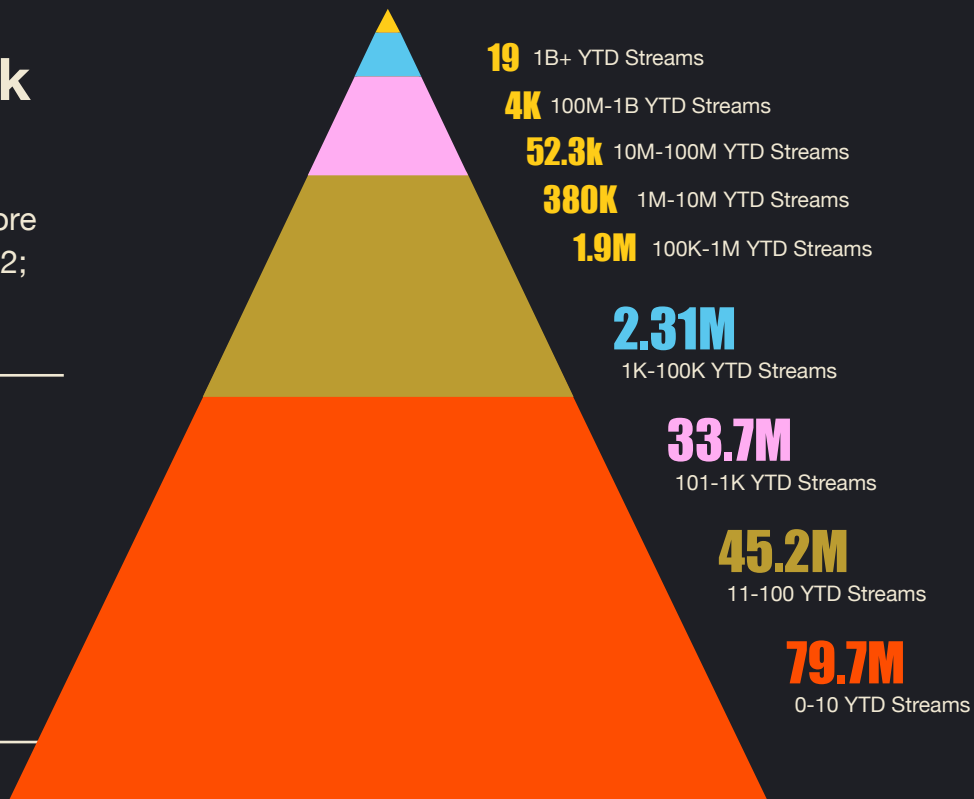


# 2023 Global Audio Track Streaming Pyramid

436K tracks (ISRCs) were streamed 1M or more times globally in 2023, up from 373.5K in 2022; this year, 45.6M tracks had zero streams

# 184M

Total Audio ISRCs Tracked



# 2023 Global On-Demand Audio Artist Streaming Percentages

Top 100 Artists

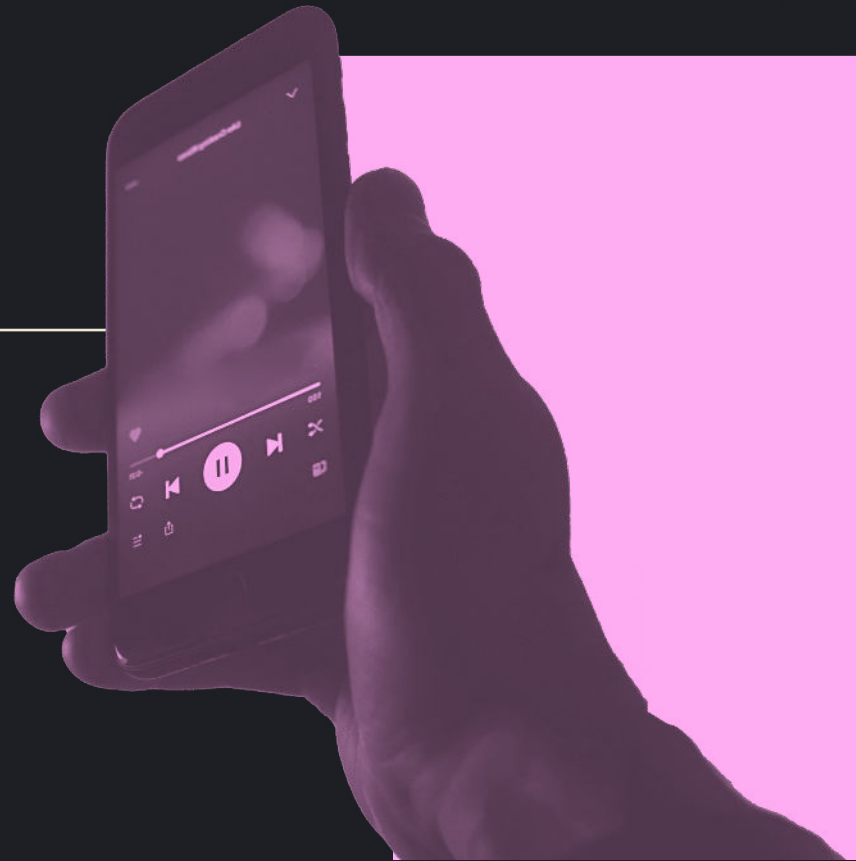
Top 1K Artists

Top 10K Artists

**13%**   **35%**   **66%**

of all On-Demand Audio Streams

Luminate Music Consumption Platform includes data for **12.7m Artists**



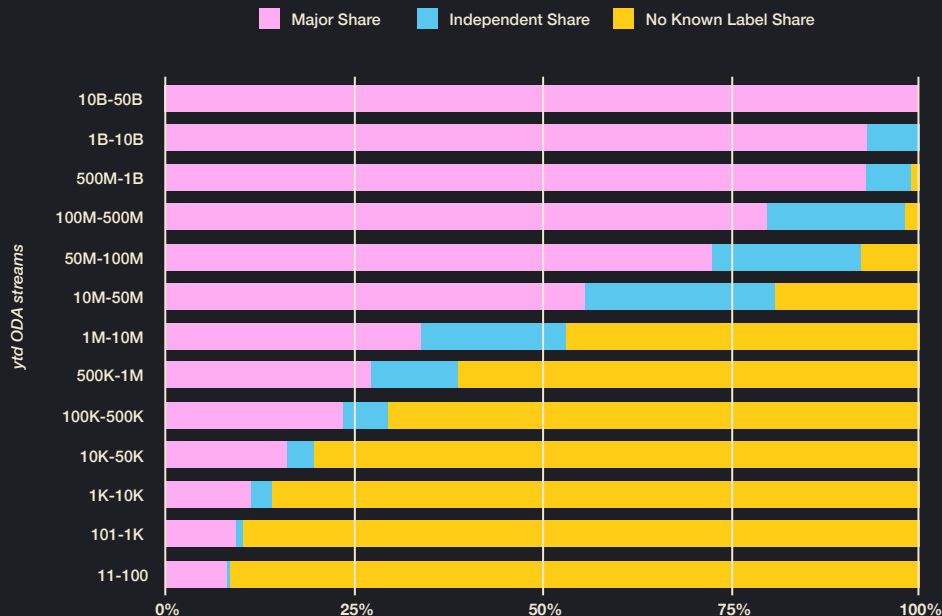
## U.S. Artist Distribution

48.4% of artists with 1m-10m U.S. On-Demand Audio Streams in 2023 did not have a major or known independent label listed on their most-streamed track (ISRC)

# 25.9%

of artists with 10m-50m On-Demand Audio Streams in 2023 have an independent distributor on their most-streamed track (ISRC)

### Share of the Number of Artists in Each Rank Bucket by Distribution Category



The background features a dark blue field filled with a complex pattern of thin, radiating lines and small dots. The lines and dots are primarily orange and yellow, creating a sense of depth and movement. The overall effect is reminiscent of a stylized sunburst or a network of connections. The text 'Thank You' is centered in the middle of this pattern.

**Thank You**