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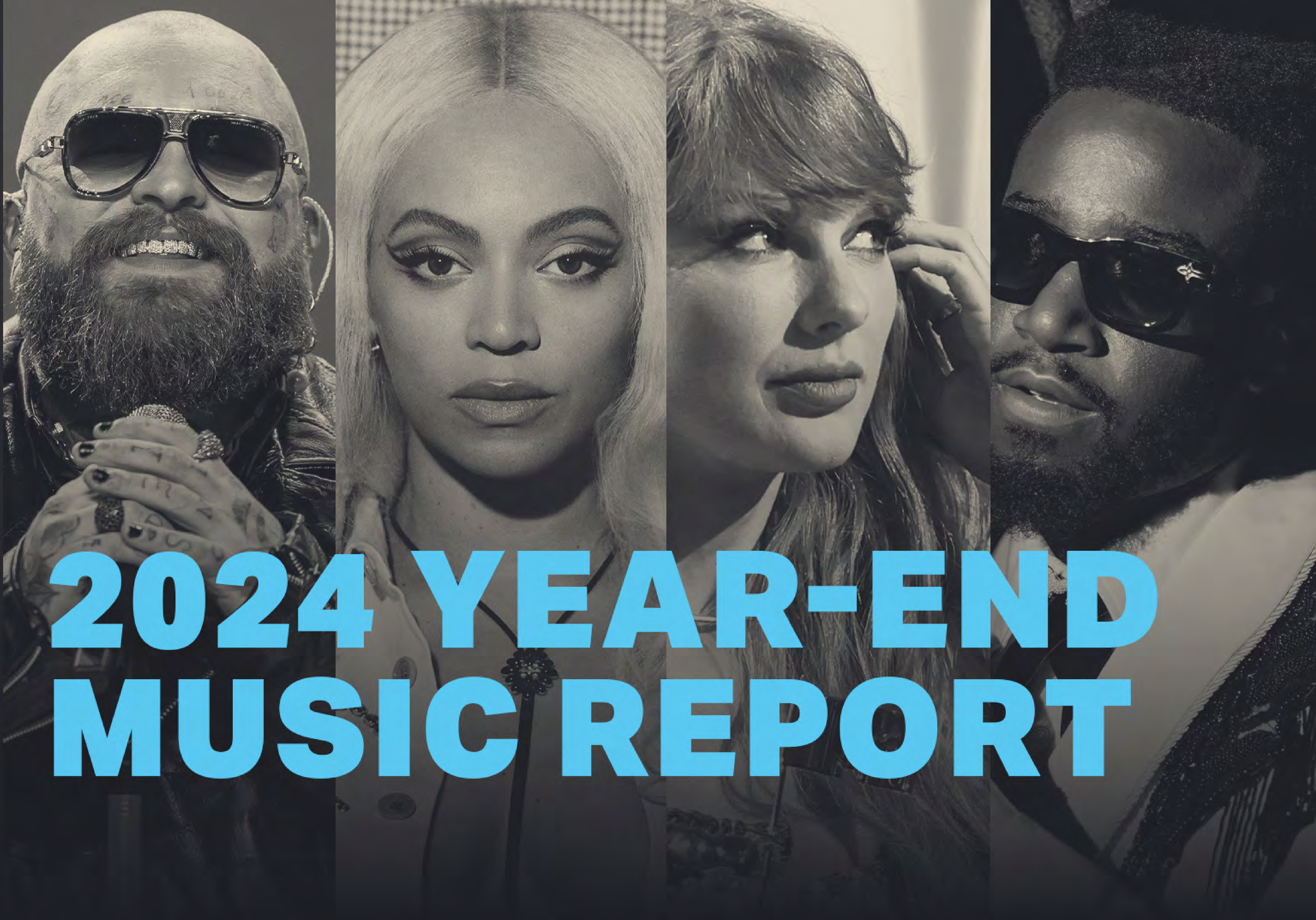

2024 YEAR-END MUSIC REPORT

INTRODUCTION

In Luminate's 2024 Midyear Music Report, we shared a myriad of insights surrounding streaming growth on a global level, physical music trends (from D2C to variants), genre shifts in the streaming landscape and super fan behaviors. Now, with the second half of 2024 behind us, additional data helps paint a fuller picture of the music industry in 2024.

In the following 2024 Year-End Music Report, we dive deeper into several key trends to watch in 2025 — genre shifts on streaming, highlight changes in consumption across international markets, delve into songwriting representation and provide additional insights across gaming, live music, social media and more.

Fueled by in-depth analyses of Luminate's streaming, sales and consumer research data, this report allows us to stay consistent with Luminate's mission to serve as the most trusted partner for entertainment data. These findings are meant to be helpful for business planning across not just the music industry's needs but for all industries that are concerned with music — from financial investment to tech product development, from brand partnerships to gaming activations, and beyond.

As always, the Charts included in this report are presented in partnership with *Billboard*, Luminate's exclusive chart partner for more than three decades.

ABOUT LUMINATE

Luminate is the preeminent entertainment data and insights company, unleashing access to the most essential, objective, and trustworthy information across music, film, television, gaming, short-form video and more. Luminate's databases house information compiled from over 500 verified sources, managing more than 20 trillion data points.

Contact us at **www.luminatedata.com** to learn more.

STREAMING'S NEW FRONTIERS

On-Demand Audio (ODA) streaming continued to grow globally in 2024 but, when looking at U.S. growth versus the rest of the world, ODA streaming in ex-U.S. territories grew collectively at a faster rate of +17.3%, while the U.S. growth rate was +6.4%.

In the following report, we take a look at these streaming growth trends through the lenses of specific countries, platforms and service types. For example, premium streaming — meaning paid subscriptions and not solely ad-based — is growing its overall share around the world. The share in Latin American countries has grown the most since 2021 but, when looking at growth in just 2024, countries from Eastern Europe and Asia lead.

We also take a look at listenership trends and preferences by audience internationally. Ad-supported streamers in Mexico over-index in Easy Listening music streaming versus the rest of Latin America, but those listeners do not consume Religious music at the same rate as the rest of the region.

When it comes to the U.S. market specifically, the genre story changed slightly in the second half of the year. In our 2024 Midyear Music Report, we shared that Latin was the fastest-growing genre by ODA streaming point share. But activity in the second half of the year saw Pop edge out Latin to become the fastest-growing genre over the full year. Pop finished the year with +0.48 points to Rock's +0.40 increase. Artists like Taylor Swift, Billie Eilish and Sabrina Carpenter helped establish Pop's rise.

GLOBAL SOUND SYSTEM

As streaming platforms facilitate the spread of music across borders, an opportunity arises to increase a country's cultural impact through music in foreign territories.

In the following report, we rank the Top 10 countries by recorded music export power and break down the three countries importing the most from these export markets. Using the methodology that combines artist rank, country market share, number of artists exported and number of countries importing "foreign" artists' content, we see that the United States is the largest exporter, with Canada, Australia and New Zealand importing the most from the U.S. In Luminate's inaugural ranking of export power we also see countries like South Korea and Brazil in the Top 10. This analysis shows us English and non-English-language countries are preforming differently. English-speaking countries are losing local share to non-English language imports.

Using industry-leading metadata from Quansic, which Luminate acquired at the start of 2024, we also analyze songwriter representation amongst the most-streamed songs of the past year. The United States leads with the most songwriters represented in the Top 1K most-streamed songs of 2024, globally, with the UK, Canada, Sweden and France rounding out the Top Five.

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FURTHER DOWN THE PYRAMID

Tens of thousands of tracks continue to be uploaded to streaming platforms every day. On average, that daily number in 2024 was 99K. And while the most-streamed songs and artists are rightfully being analyzed and written about, we must take a look at the songs further down the pyramid to fully understand the music landscape of 2024.

In the following report, we provide a deep-dive look at how genres are represented amongst songs that have achieved certain streaming numbers. Our data shows that Pop, Country and Holiday/Seasonal over-index in U.S. streaming volume for tracks with 100M+ streams while more niche genres display greater prominence further down the tail.

We also dig deeper into consumer research insights behind listeners of the latter genres, specifically how that music is discovered by its core listenership.

STREAMS & SCREENS

In the era of streaming and bottomless playlists, understanding how, where and when music listeners are discovering new songs and artists is more important than ever.

In the following report, we analyze music discovery behaviors across film, TV, virtual engagement, gaming and more. We also use Luminate's Streaming Viewership (M) tool to highlight the most-watched music documentaries across all major SVOD platforms in 2024, and provide a case study on how those titles can affect the streaming consumption of a documentary subject's catalog.

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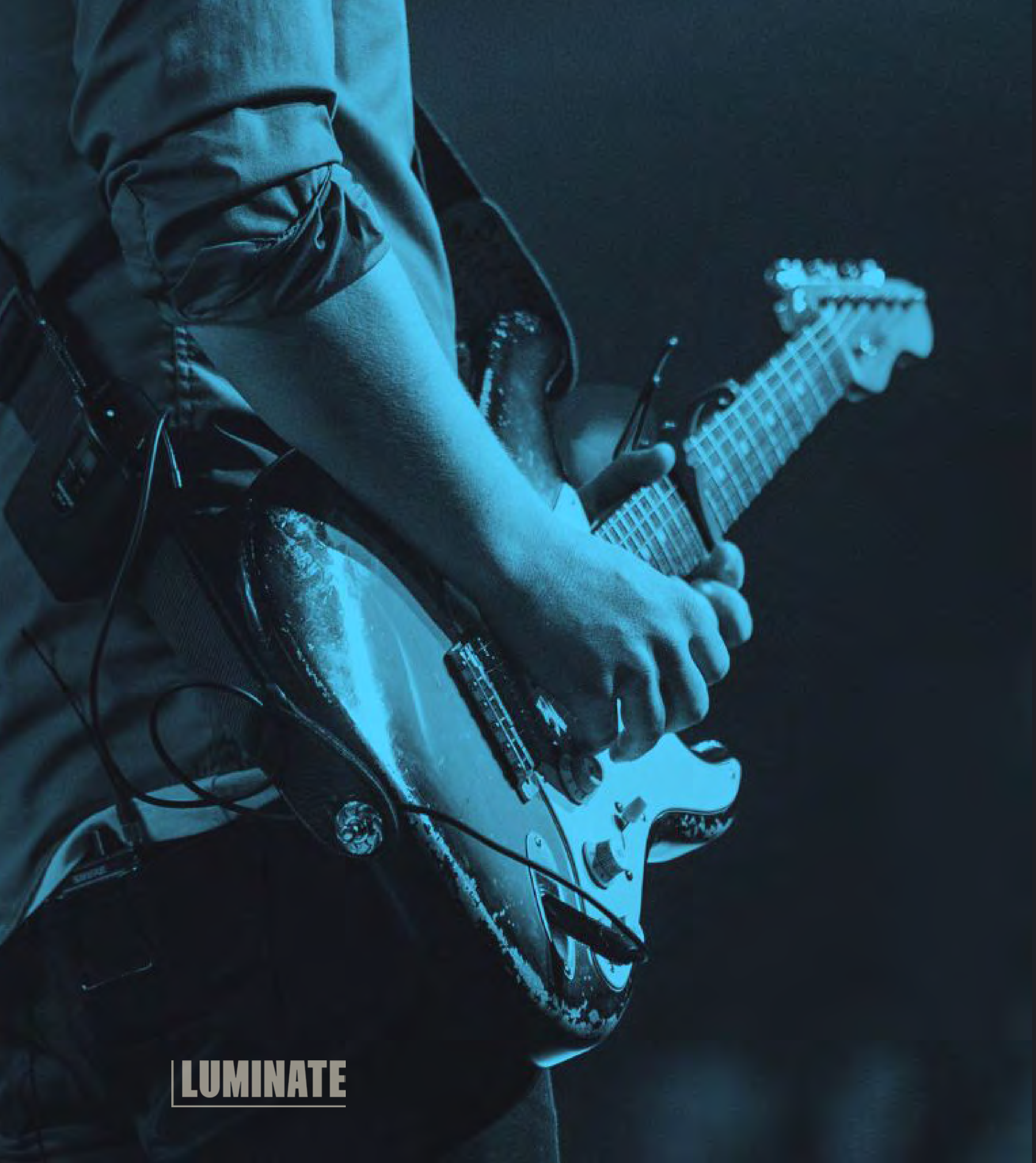

FANS & BRANDS

At Luminate, we started sharing insights around super fans in 2021. However, as the term continues to be a central fixture in conversations surrounding album release strategies and touring, we've deepened our analysis.

In the following report, we share the latest data around super fan behaviors and how they affect overall music consumption. For example, artists are continuing to solidify their direct relationships with fans, which is most evident by the fact that Direct-To-Consumer (D2C) music sales continue to increase. D2C sales made up 63% of first-week physical album sales in 2024 among the U.S. Top 200 albums of the year, and 31.9% of first week album activity (sales and streaming) among those.

In 2024, we also launched the Luminate Index, a new composite metric for understanding the depth, breadth and affinity of an artist's fandom among U.S. consumers. The five unique components — streaming, social media footprint, awareness, public perception and fan engagement — each contribute to the composite score, while focusing on different audience segments drives new insights, allowing brands to make better decisions when it comes to artist partnerships.

SETTING THE STAGE

Live music attendance continues to boom in a post-pandemic world. Luminate's latest industry-leading consumer research data sheds light on behaviors and attitudes toward concert and festival attendance.

In the following report, we showcase how U.S. Gen Z music listeners spent more than any other generation on live music events, including music festivals. This past year marked the first time Gen Z topped other generations in overall live event spend, but Millennials still reported spending the most specifically on concerts (not inclusive of festivals).

We also provide insights surrounding ticket price attitudes, concertgoer demands for different genres and more.

IN THIS REPORT

CLICK TO JUMP TO SECTION

YEAR-END METRICS

BENSON BOONE
CREDIT: JOHN NACION

12/29/23 - 1/02/25 (AS COMPARED TO 12/30/22 - 1/04/24)

LUMINATE'S 2024 TRACKING YEAR RAN FROM DECEMBER 29, 2023, TO JANUARY 2, 2025, AND INCLUDED 53 WEEKS DUE TO A RARE CALENDAR OCCURRENCE. (THE LAST TIME THIS HAPPENED WAS IN 2018.) FOR ACCURATE YEAR-OVER-YEAR COMPARISONS IN THIS REPORT, A 53-WEEK PERIOD FOR 2023 IS USED (DECEMBER 30, 2022, TO JANUARY 4, 2024).

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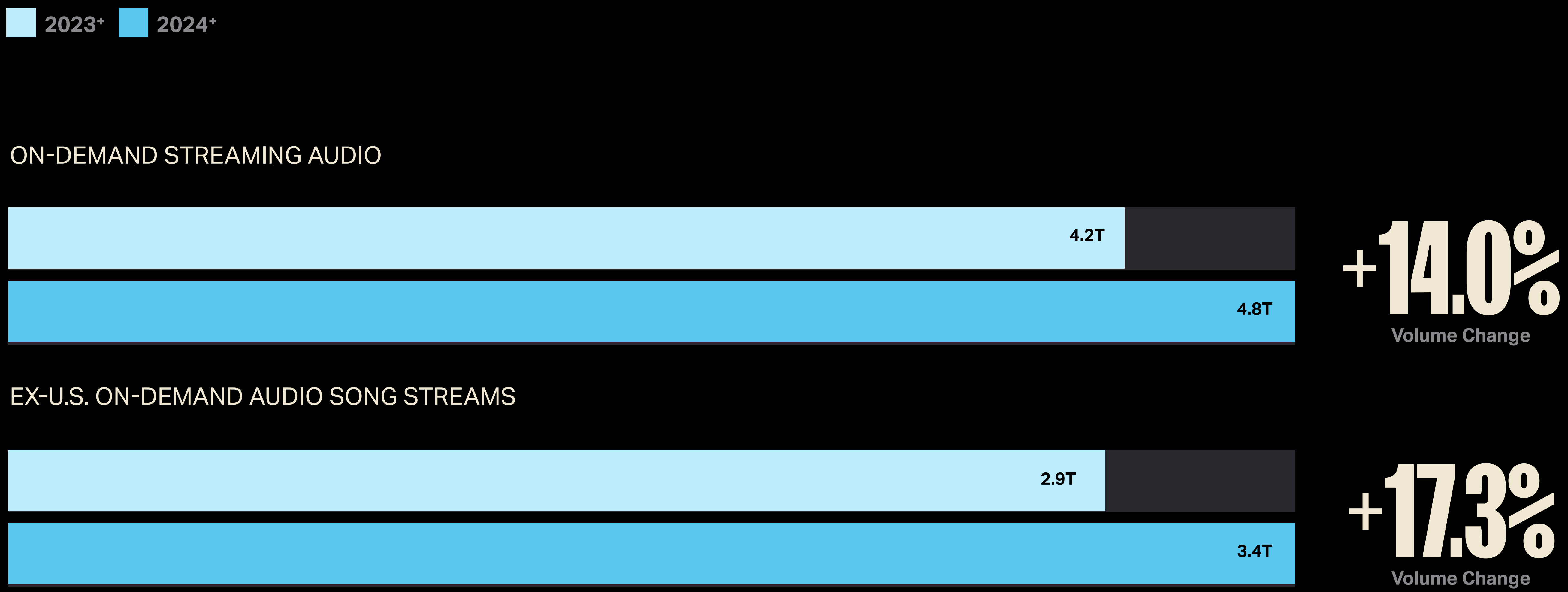
GLOBAL METRICS



SOURCE: LUMINATE CONSUMPTION DATA
+ 12/29/23 - 1/02/25 (AS COMPARED TO 12/30/22 - 1/04/24)

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U.S. METRICS

2023+ 2024+

CLICK HERE FOR AN IMPORTANT NOTE REGARDING U.S. PHYSICAL SALES REPORTING

U.S. TOTAL ALBUM CONSUMPTION*

ALBUM +TEA + SEA ON-DEMAND AUDIO**

1.0B

1.1B

+5.6%

Volume Change

DIGITAL ALBUM SALES

18.6M

16.8

-9.5%

Volume Change

U.S. TOTAL DIGITAL MUSIC CONSUMPTION

DIGITAL ALBUMS + TEA + SEA ON-DEMAND AUDIO**

963M

1.0B

+6.0%

Volume Change

PHYSICAL ALBUM SALES*

INCLUDES VINYL LP, CDs AND CASSETTES

56.2M

55.6M

-1.0%

Volume Change

ON-DEMAND STREAMING AUDIO

1.3T

1.4T

+6.4%

Volume Change

2024 U.S. INDIE RETAIL

TOTAL	22.9M
VINYL	17.3M
CD	5.4M
CASSETTE	165K

SOURCE: LUMINATE CONSUMPTION DATA

+ 12/29/23 - 1/02/25 (AS COMPARED TO 12/30/22 - 1/04/24)

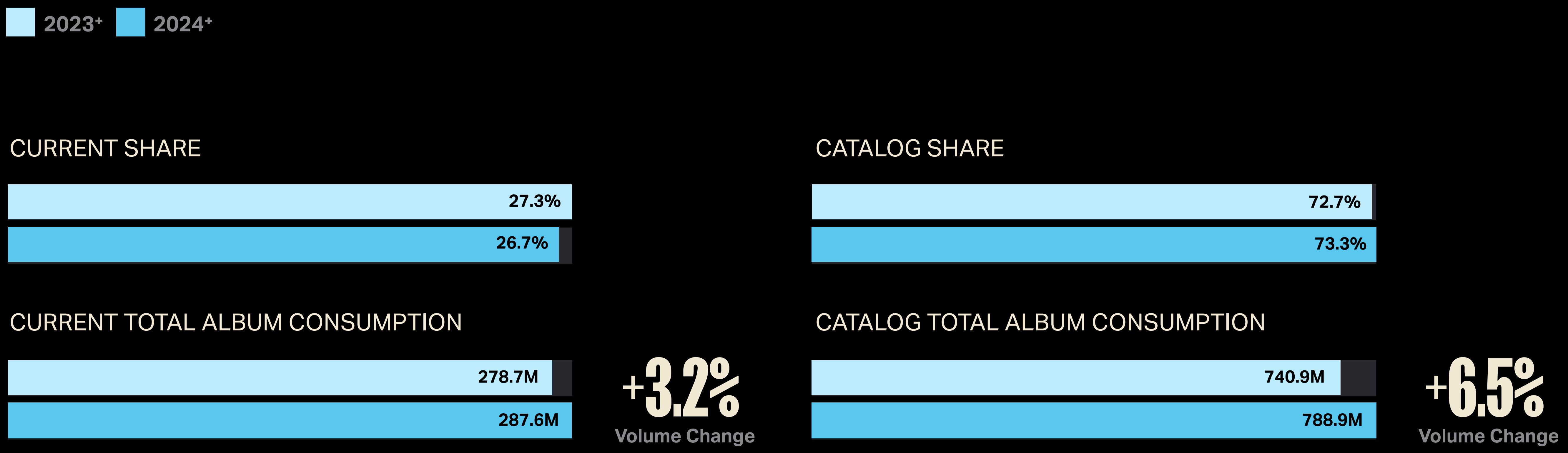
*EXCLUDES U.S. INDEPENDENT RETAIL STRATA SALES

** SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM

U.S. CURRENT VS. CATALOG CONSUMPTION

TOTAL ALBUM EQUIVALENT CONSUMPTION (ALBUM+TEA+ON-DEMAND SEA AUDIO*)

CLICK HERE FOR AN IMPORTANT NOTE REGARDING U.S. PHYSICAL SALES REPORTING



SOURCE: LUMINATE CONSUMPTION DATA
U.S. INDIE RETAIL EXCLUDED
+ 12/29/23 - 1/02/25 (AS COMPARED TO 12/30/22 - 1/04/24)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM
CATALOG = OLDER THAN 18 MONTHS

CANADA METRICS

2023+ 2024+

CANADA TOTAL ALBUM CONSUMPTION
ALBUM + TEA + SEA ON-DEMAND AUDIO*

+8.1%
Volume Change

CANADA TOTAL PHYSICAL ALBUM SALES
LPs, CDs AND CASSETTES

+4.8%
Volume Change

CANADA ON-DEMAND SONG STREAMING
AUDIO

+9.5%
Volume Change

CANADA TOTAL ALBUM SALES
PHYSICAL + DIGITAL

-0.9%
Volume Change

SOURCE: LUMINATE CONSUMPTION DATA
+ 12/29/23 - 1/02/25 (AS COMPARED TO 12/30/22 - 1/04/24)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM

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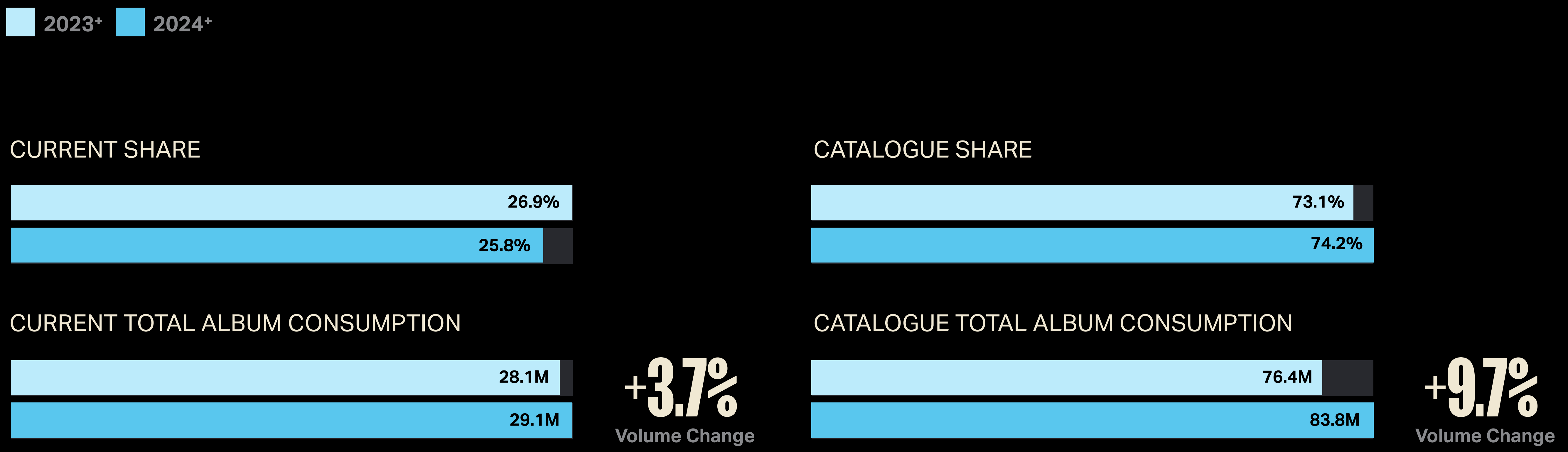
CANADA CURRENT VS. CATALOGUE CONSUMPTION

TOTAL ALBUM EQUIVALENT CONSUMPTION (ALBUM+TEA+ON-DEMAND SEA AUDIO*)



SOURCE: LUMINATE CONSUMPTION DATA
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CATALOG = OLDER THAN 18 MONTHS

Notes on Trend Break

Due to changes in methodology and provider reporting, two trend breaks occurred in 2024, which means we are unable to provide an accurate representation of year-over-year changes (2024 vs. 2023) in the following two areas:

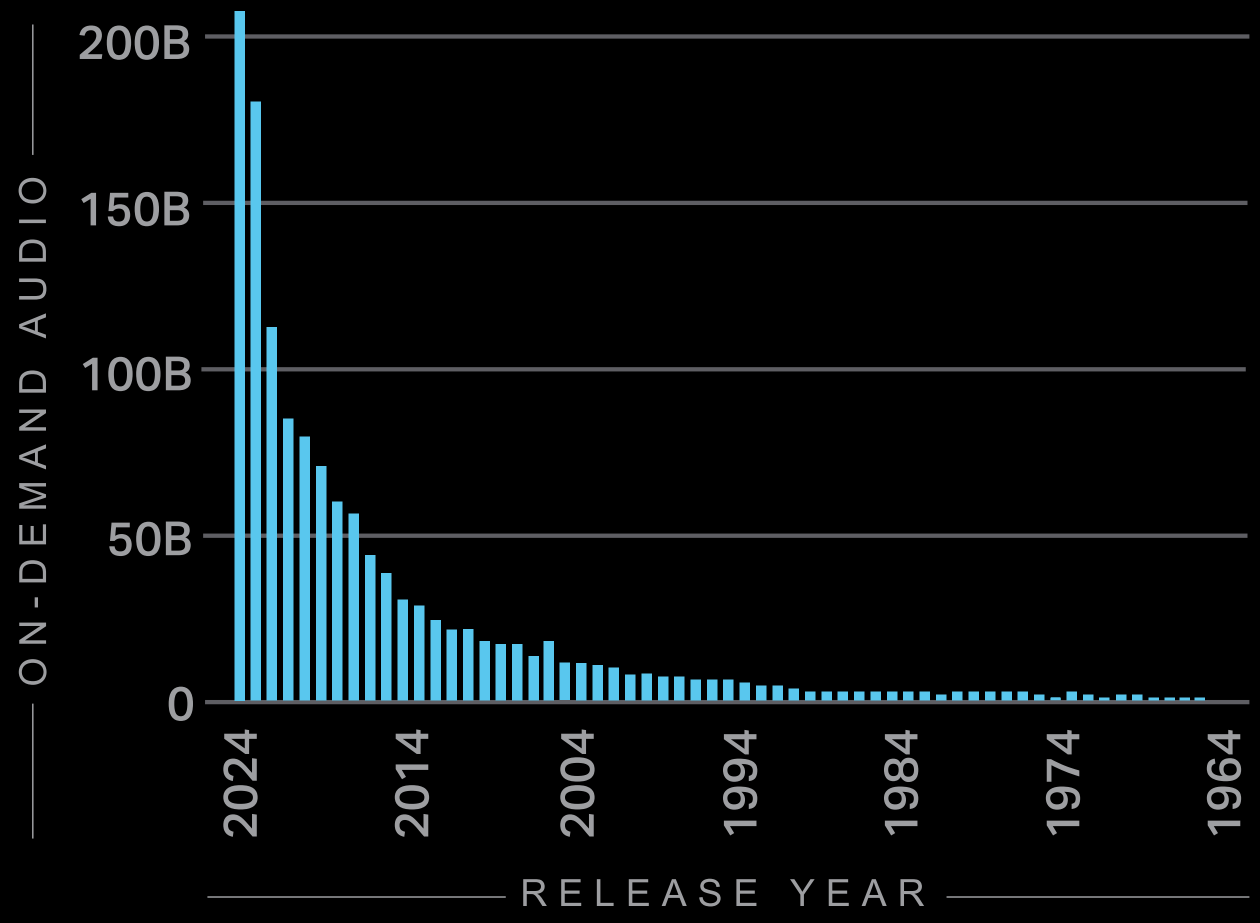
- **Independent Retail Physical Sales:** As previously reported, Luminate changed the methodology behind its independent retail sales reporting beginning Week 1 of 2024. While the new modeled methodology more accurately represents the independent retail market, we do not have comparable historical data to provide an accurate year-over-year trend. Therefore, independent retail physical sales under the new methodology for 2024 are isolated and no trending is provided versus 2023. U.S. Vinyl sales are +4.3% in 2024 compared to 2023 when excluding the independent retail strata.
- **Video:** A change in provider reporting was made in January 2024 that affects the Non-Song UGC category. Due to this change, we are unable to provide video trending. All video numbers represented in this report are either stand-alone snapshots in time or do not include the impact of the Non-Song UGC changes. These instances are noted throughout.

SOURCE: LUMINATE CONSUMPTION DATA

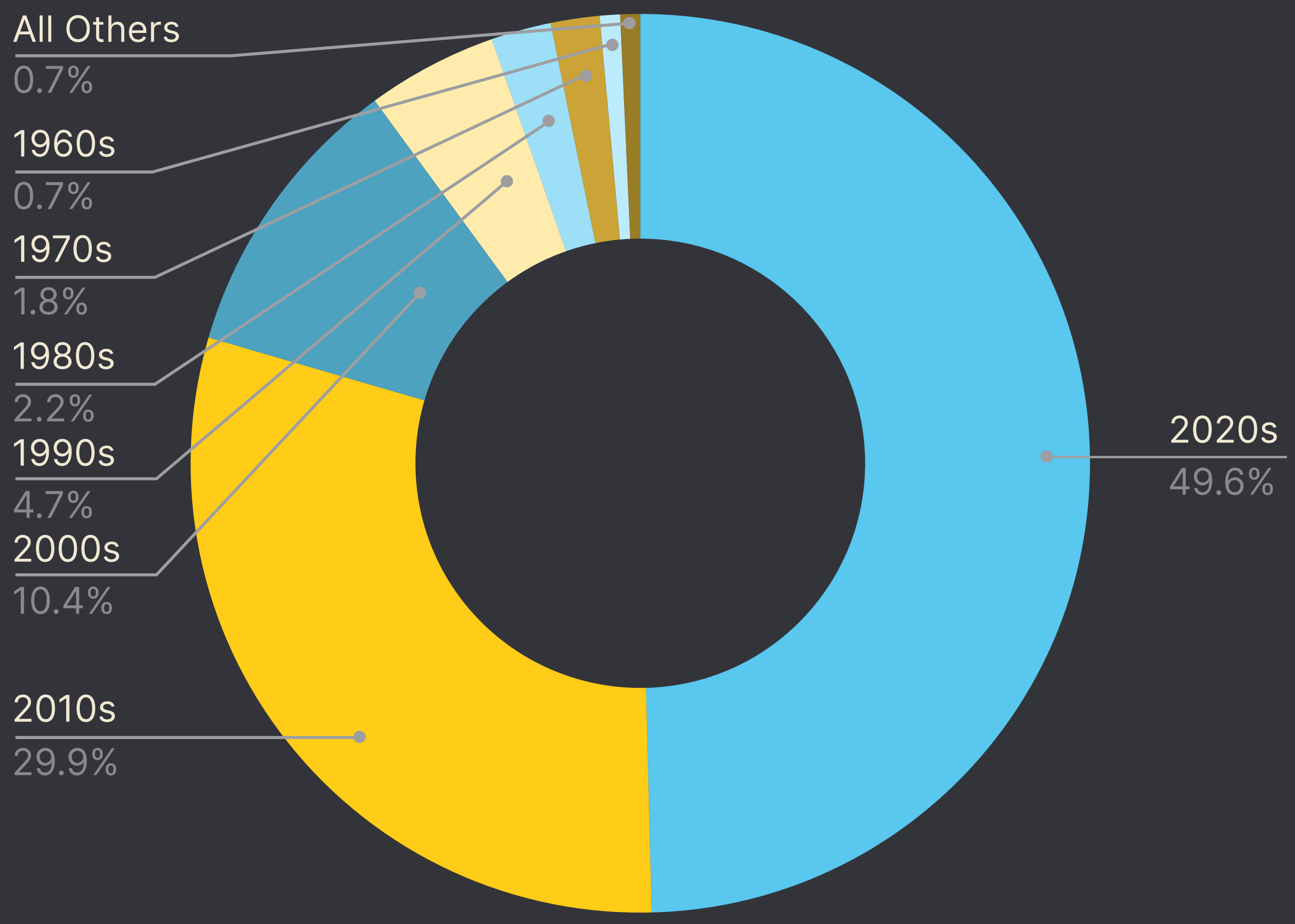
79.5% of U.S. On-Demand Audio (ODA) Streams are from Songs Released in 2010 or Later

Nearly one in two U.S. On-Demand Audio Streams are of tracks released in the last five years (2020-2024)

U.S. ON-DEMAND AUDIO STREAMS BY RELEASE YEAR



U.S. ON-DEMAND AUDIO STREAMING BY DECADE



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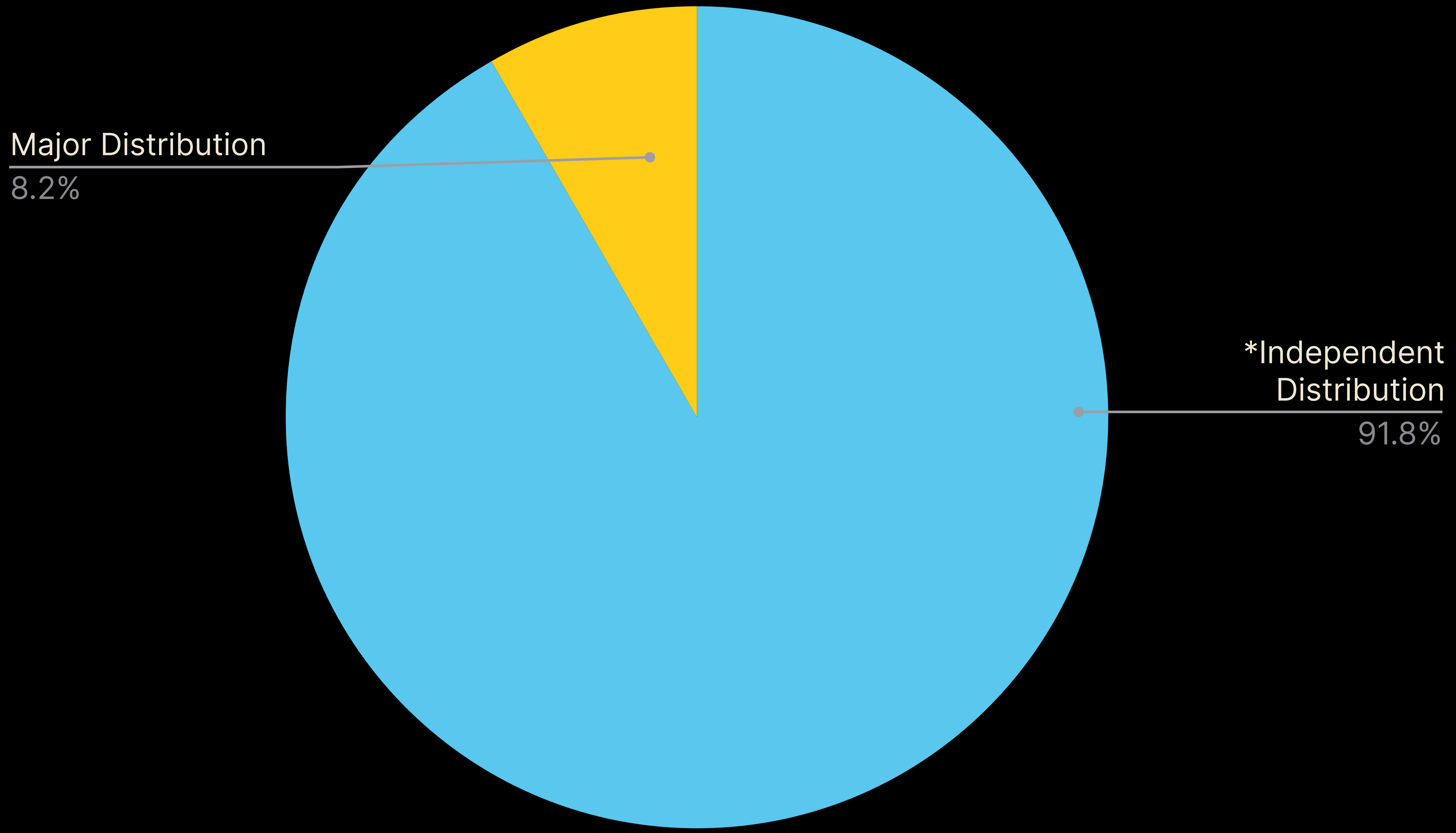
SOURCE: LUMINATE MUSIC CONSUMPTION DATA
BASED ON TOP 500K U.S. ON-DEMAND AUDIO TRACKS

Average Daily ISRC Delivery to DSPs

There was an average of 99K new ISRCs** delivered to DSPs (digital service providers like Spotify, Apple Music, YouTube et al.) each day in 2024, which is down 4.4% from 2023 when there was an average of 103.5k delivered each day.



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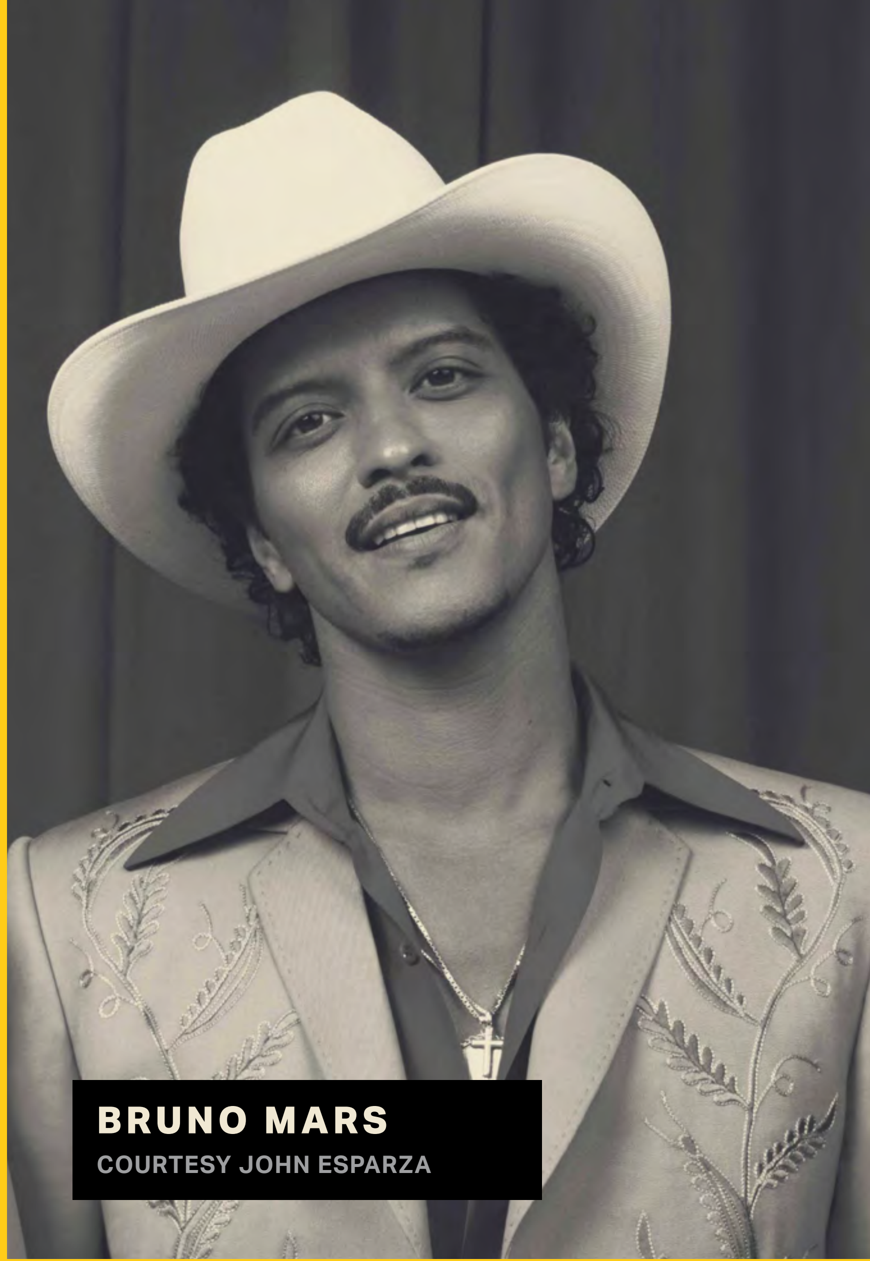
SOURCE: LUMINATE MUSIC CONSUMPTION DATA
*INCLUSIVE OF INDEPENDENT DISTRIBUTION AND DSPS THAT CATER TO CREATOR NETWORK
**ISRC IS THE "INTERNATIONAL STANDARD RECORDING CODE"

STREAMING'S NEW FRONTIERS



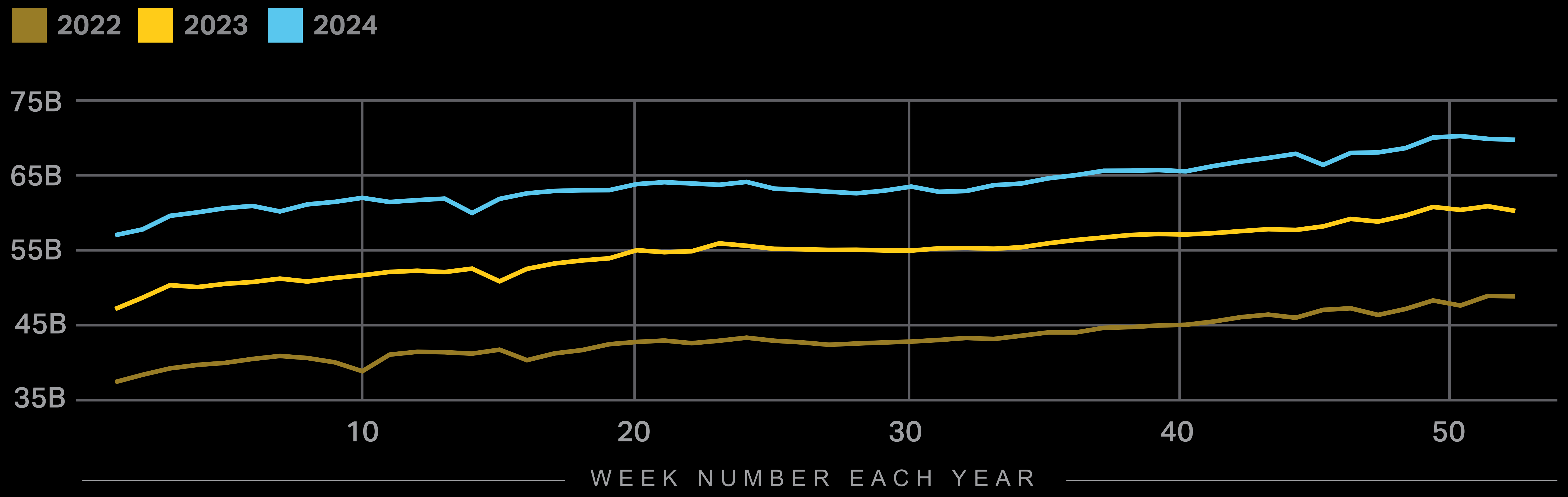
BRUNO MARS
COURTESY JOHN ESPARZA

STREAMING REMAINS A DOMINATING FORCE IN MUSIC CONSUMPTION, MAKING UP 91.3% OF EQUIVALENT ACTIVITY IN THE U.S. HOWEVER, WHERE AUDIO STREAMING IS GROWING - BOTH IN THE U.S. AND INTERNATIONALLY - CONTINUES TO EVOLVE. LUMINATE PROVIDES CONTEXT ON STREAMING ACTIVITY AND AUDIENCE INSIGHTS.

Ex-U.S. On-Demand Audio (ODA) Streaming

ODA streaming grew in both the U.S. and Ex-U.S. markets in 2024, but Ex-U.S. territories are growing at a faster rate of 17.3% compared to the U.S. ODA growth rate of 6.4%.

WEEKLY EX-U.S. ON-DEMAND AUDIO STREAMING



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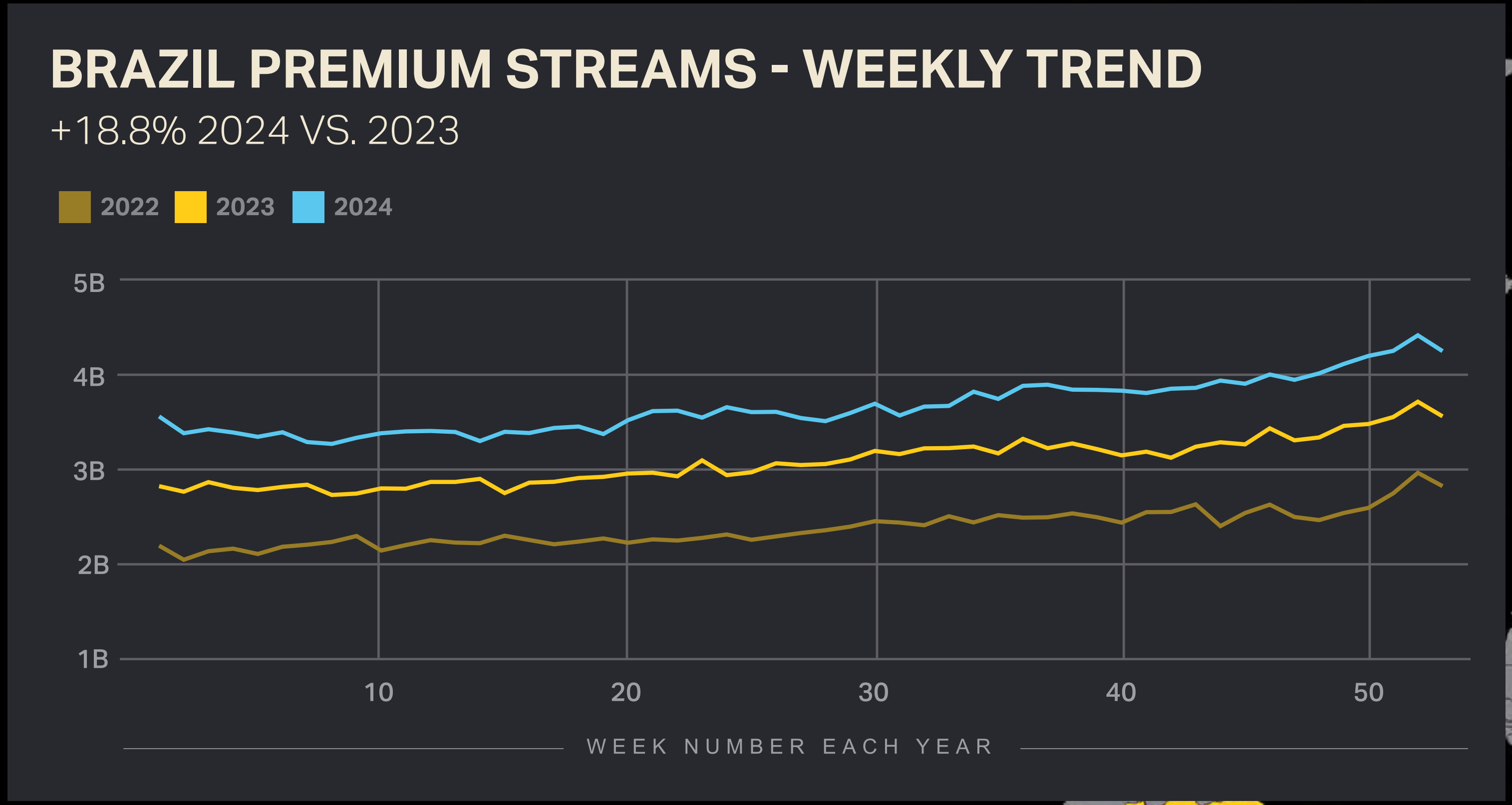
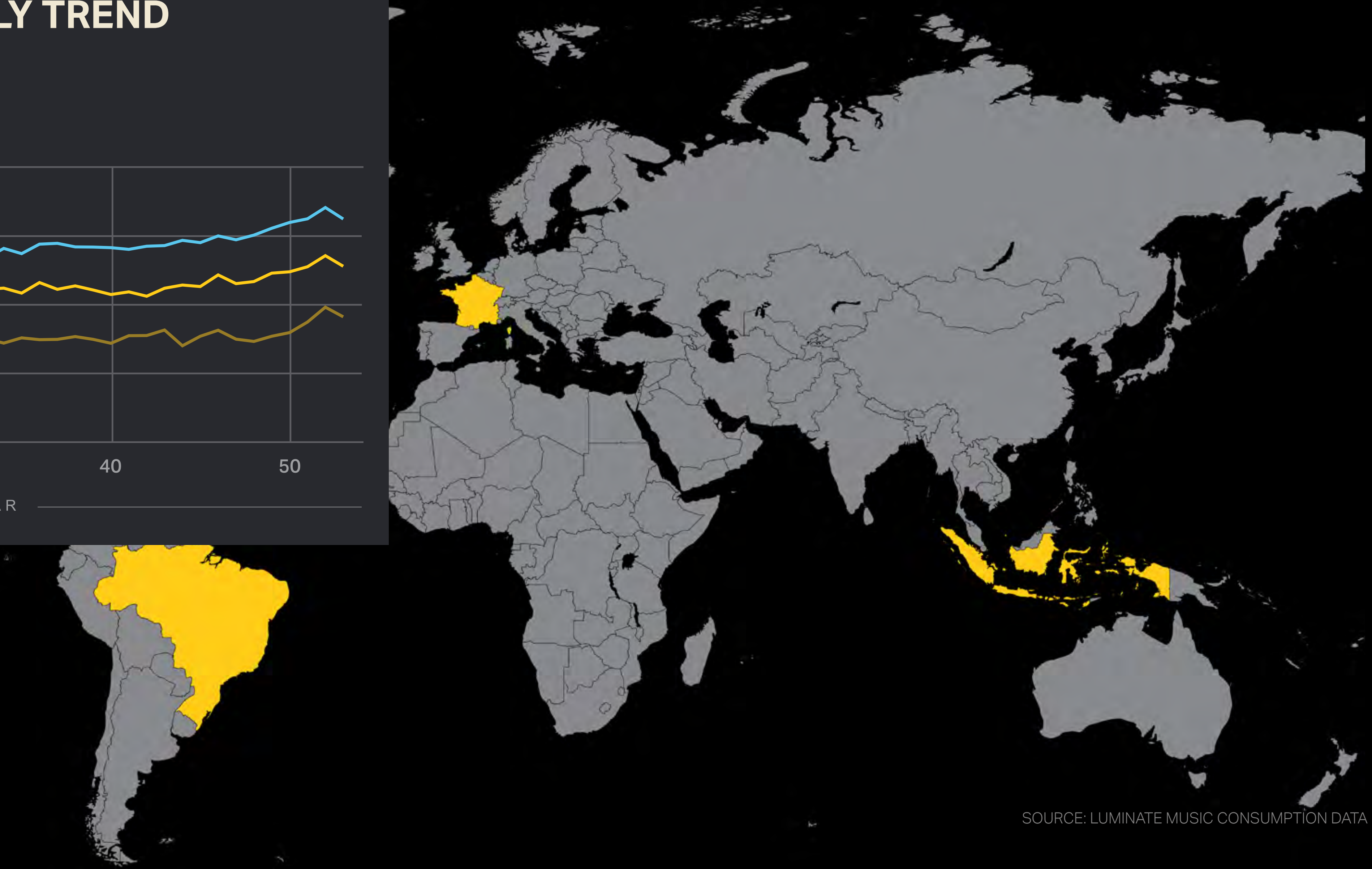
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Premium Streaming In Spotlight Countries

With streaming growth maturing in the U.S., International adoption of the format is a higher priority than ever. Additionally, the conversion from ad-supported to premium (subscription) streaming drives higher royalties. Brazil (No. 4), Indonesia (No. 8) and France (No. 10) all rank in the Global Top 10 for Total On-Demand (Audio + Video) Streaming volume, but rank 34, 48, 26, respectively, in share of Premium streaming. Understanding market volumes and Premium growth rates helps copyright owners choose markets with the most opportunity.





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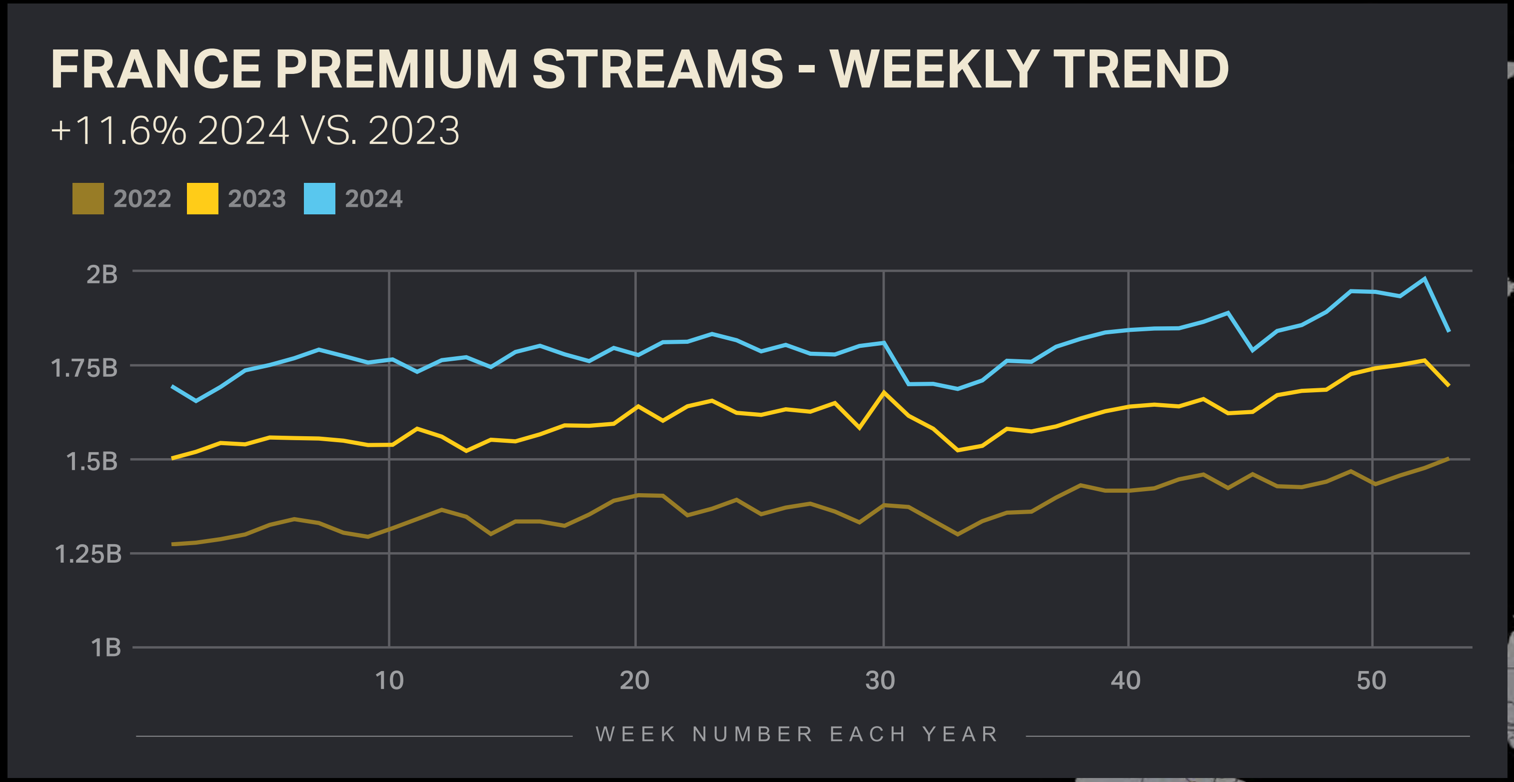

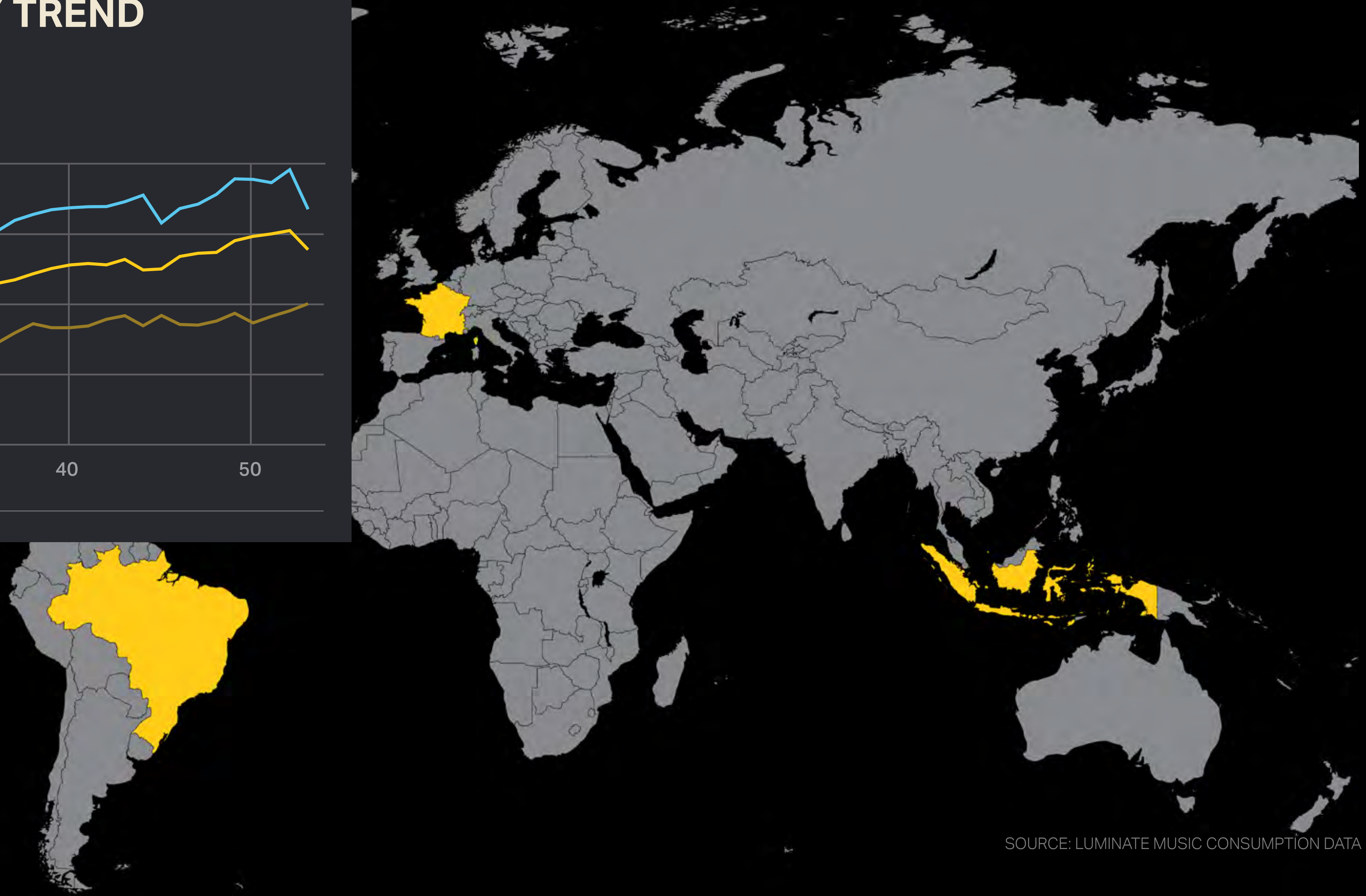

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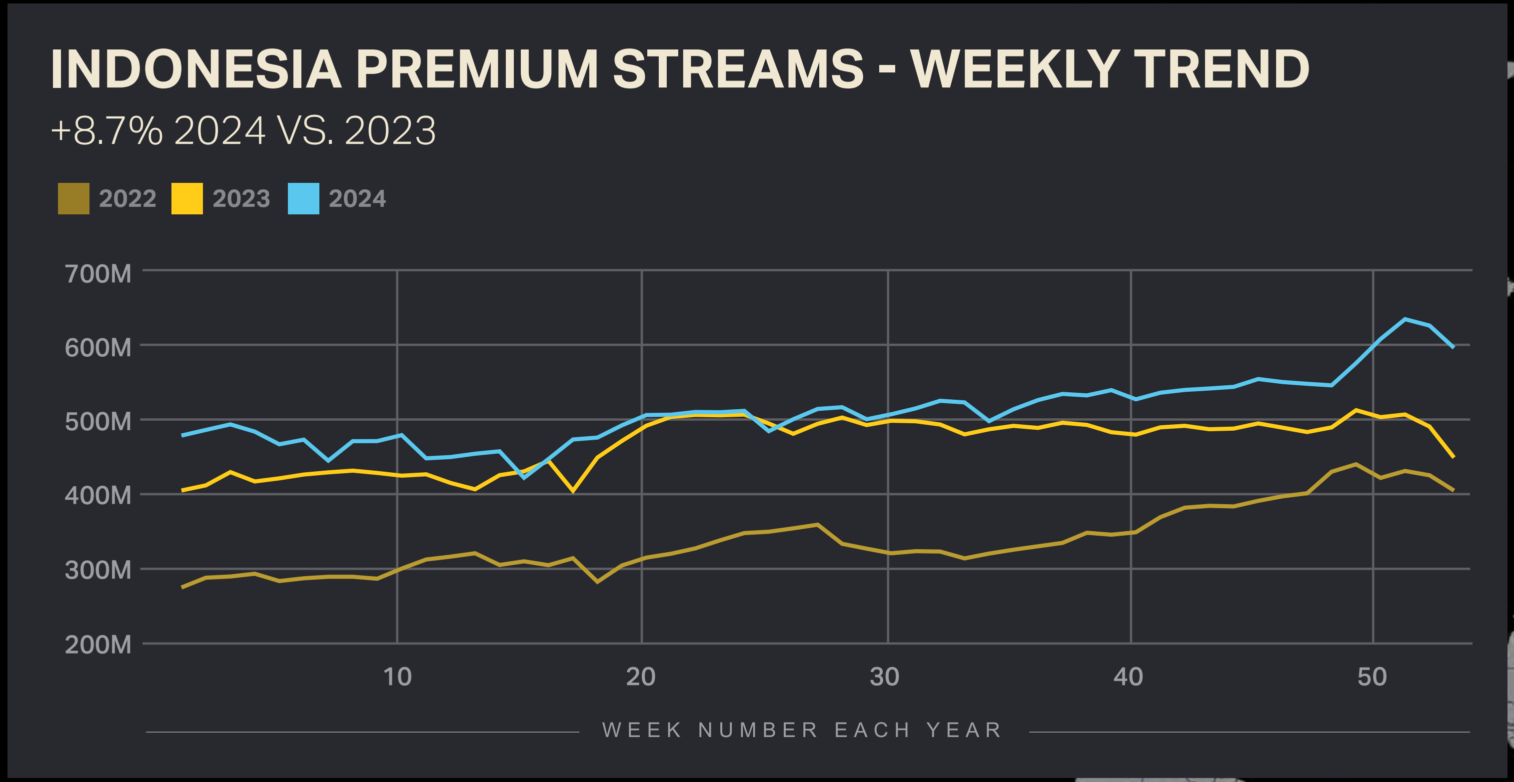
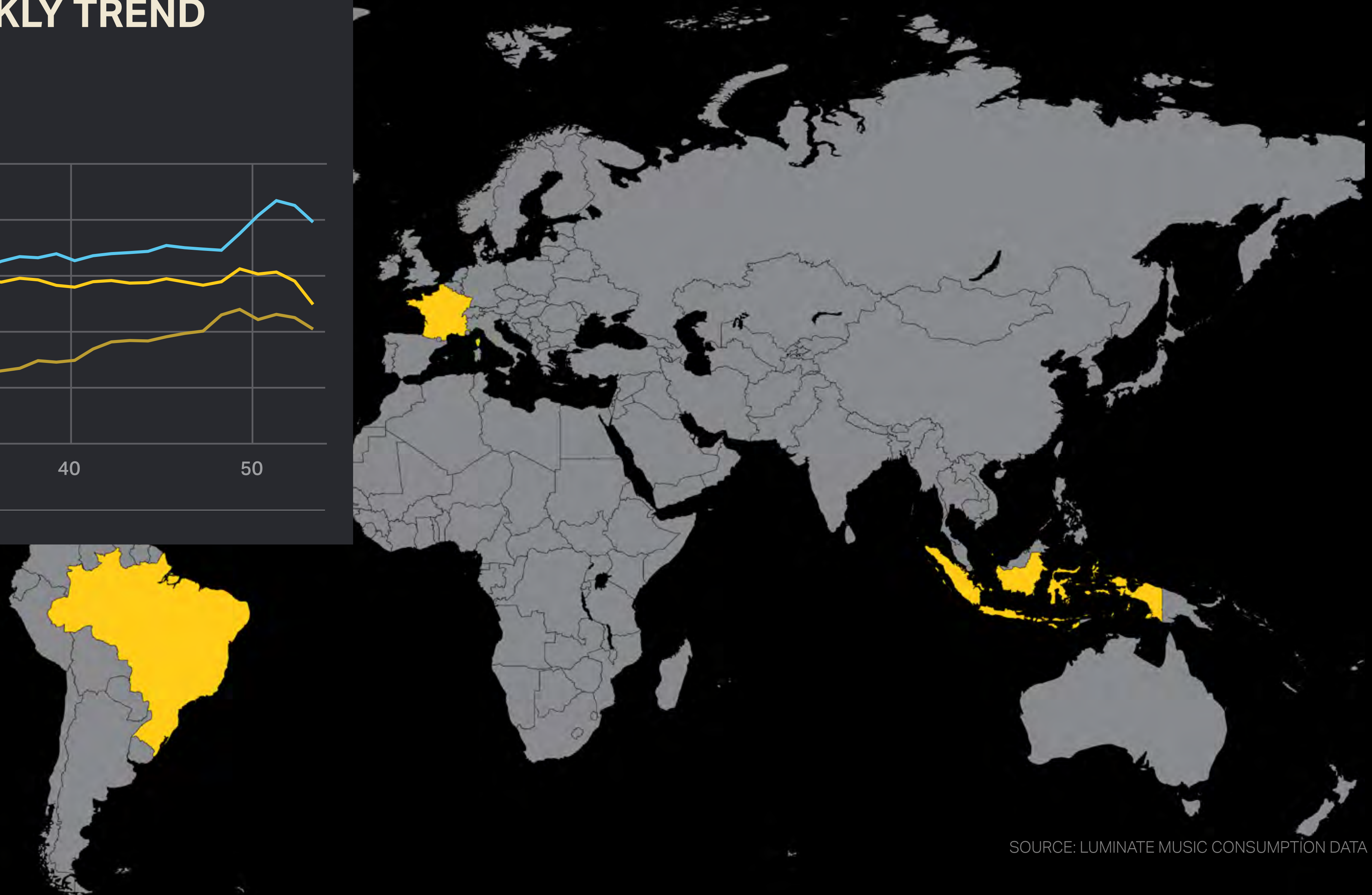
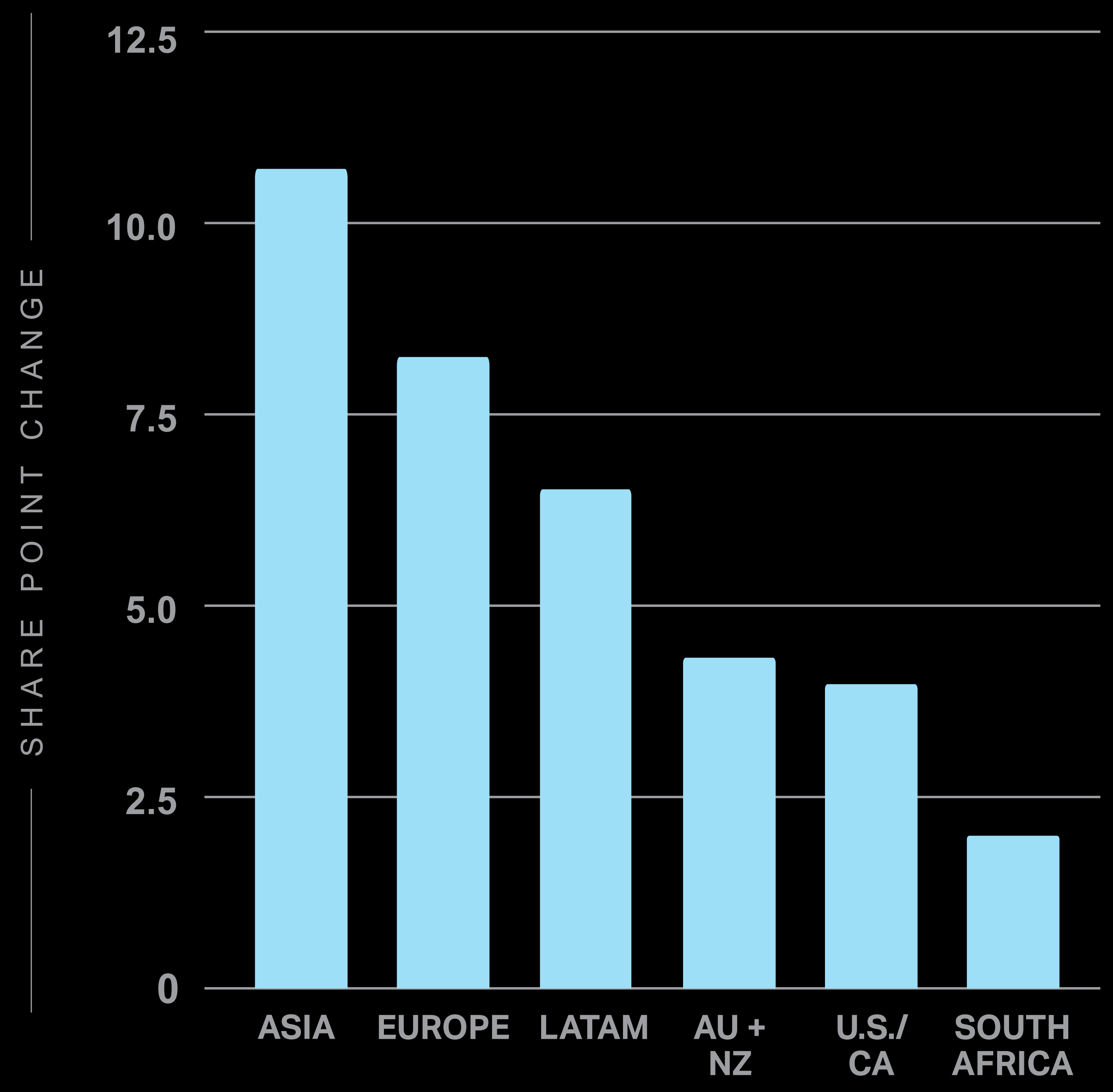




SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Average Growth of Premium Share by Market (2024 vs. 2023)

Read as: [Market]'s share of premium streams has grown by +xx pts when comparing 2024 vs. 2023.



SOURCE: LUMINATE MUSIC CONSUMPTION DATA

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COUNTRIES GROWING THEIR PREMIUM STREAM SHARE THE MOST

THOUGH LATAM LEADS IN PREMIUM STREAMING GROWTH OVERALL SINCE 2021, COUNTRIES IN EASTERN EUROPE AND ASIA HAVE GROWN THE MOST IN THE PAST YEAR

COUNTRY	REGION	GROWTH IN PREMIUM STREAMING BY SHARE POINT CHANGE
Turkey	Europe	17.8
Croatia	Europe	16.1
Romania	Europe	15.7
Malaysia	Asia	14.7
South Korea*	Asia	14.7
Slovakia	Europe	12.8
Japan	Asia	12.8
Hungary	Europe	12.1
Greece	Europe	12.0
Hong Kong	Asia	11.6

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

*MELON & FLO WAS ADDED AS LUMINATE DATA PROVIDERS IN JUNE/JULY 2023

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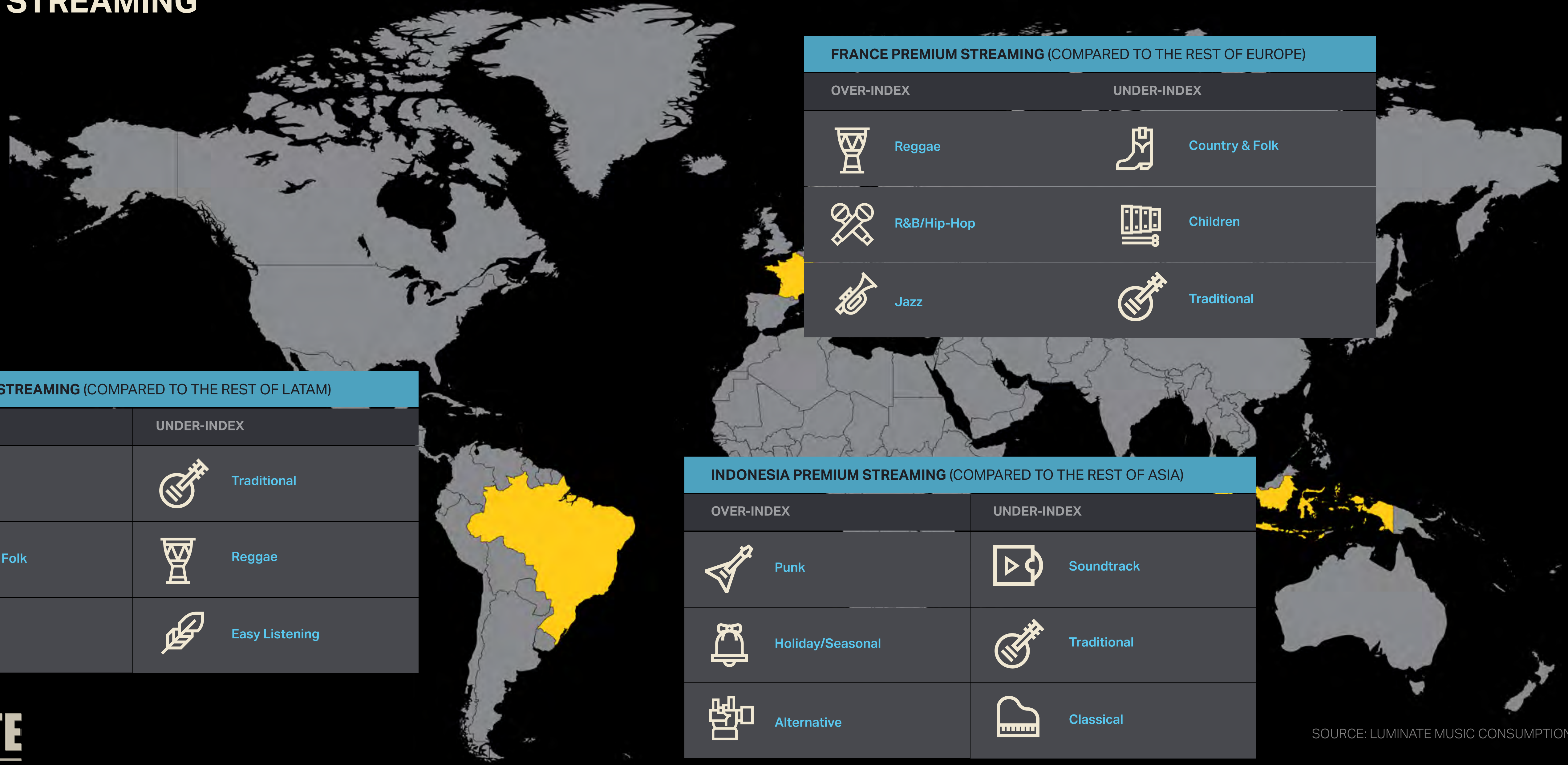
What Streamers Are Listening to in Select Territories

Understanding the nuances of listenership across markets provides insights on what's popular where and with whom. For instance, ad-supported streamers in Mexico over-index in Easy-Listening streaming versus the rest of Latin America, but these listeners do not consume Religious genre music at the same rate as their region.

PREMIUM STREAMING



FRANCE PREMIUM STREAMING (COMPARED TO THE REST OF EUROPE)

OVER-INDEX	UNDER-INDEX
Reggae	Country & Folk
R&B/Hip-Hop	Children
Jazz	Traditional

BRAZIL PREMIUM STREAMING (COMPARED TO THE REST OF LATAM)

OVER-INDEX	UNDER-INDEX
Religious	Traditional
Country & Folk	Reggae
Children	Easy Listening

INDONESIA PREMIUM STREAMING (COMPARED TO THE REST OF ASIA)

OVER-INDEX	UNDER-INDEX
Punk	Soundtrack
Holiday/Seasonal	Traditional
Alternative	Classical

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SOURCE: LUMINATE MUSIC CONSUMPTION DATA

What Streamers Are Listening to in Select Territories

Understanding the nuances of listenership across markets provides insights on what's popular where and with whom. For instance, ad-supported streamers in Mexico over-index in Easy-Listening streaming versus the rest of Latin America, but these listeners do not consume Religious genre music at the same rate as their region.

AD-SUPPORTED STREAMING

GERMANY AD-SUPPORTED STREAMING (COMPARED TO THE REST OF EUROPE)

OVER-INDEX	UNDER-INDEX
Punk	Latin
Children	Traditional
Electronic/Dance	Jazz

MEXICO AD-SUPPORTED STREAMING (COMPARED TO THE REST OF LATAM)

OVER-INDEX	UNDER-INDEX
Easy Listening	Religious
Latin	Blues
New Age	Children

JAPAN AD-SUPPORTED STREAMING (COMPARED TO THE REST OF ASIA)

OVER-INDEX	UNDER-INDEX
Easy Listening	Religious
Soundtrack	Traditional
Jazz	Country & Folk

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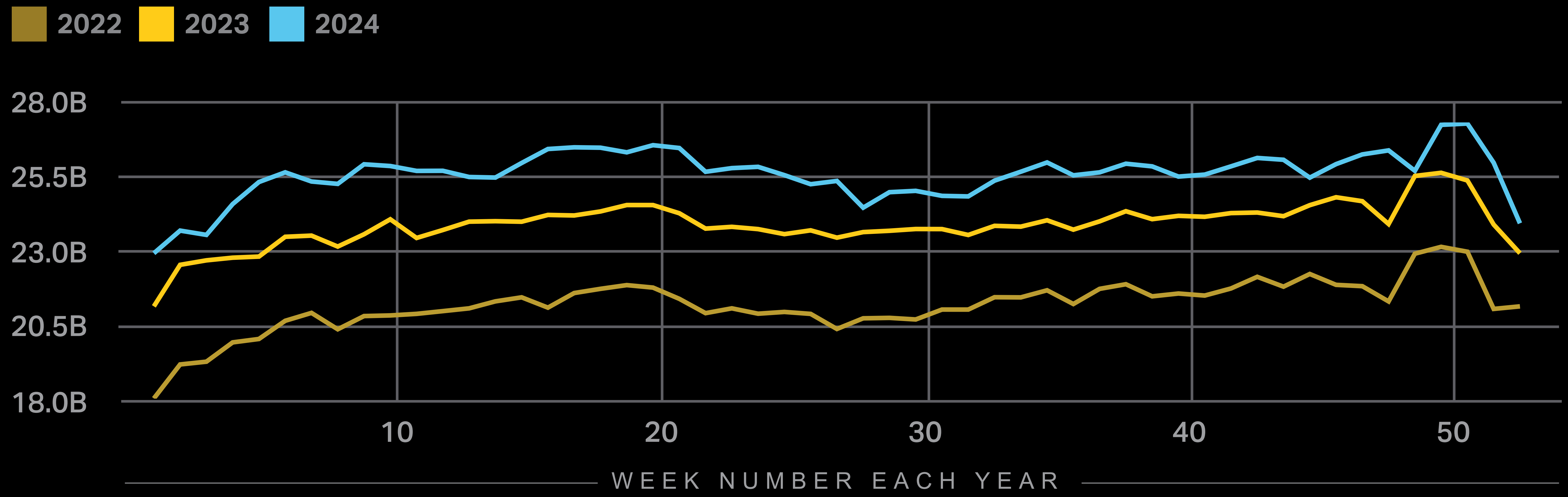
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

U.S. On-Demand Audio (ODA) Streaming

After growing +12.6% in the U.S. in 2023, audio volume growth held +6.4% in the U.S. in 2024; when comparing for two year growth, the average volume of ODA streams per week in 2024 (25.2B) is +19.8% over 2022 (21.3B).

WEEKLY U.S. ON-DEMAND AUDIO STREAMING



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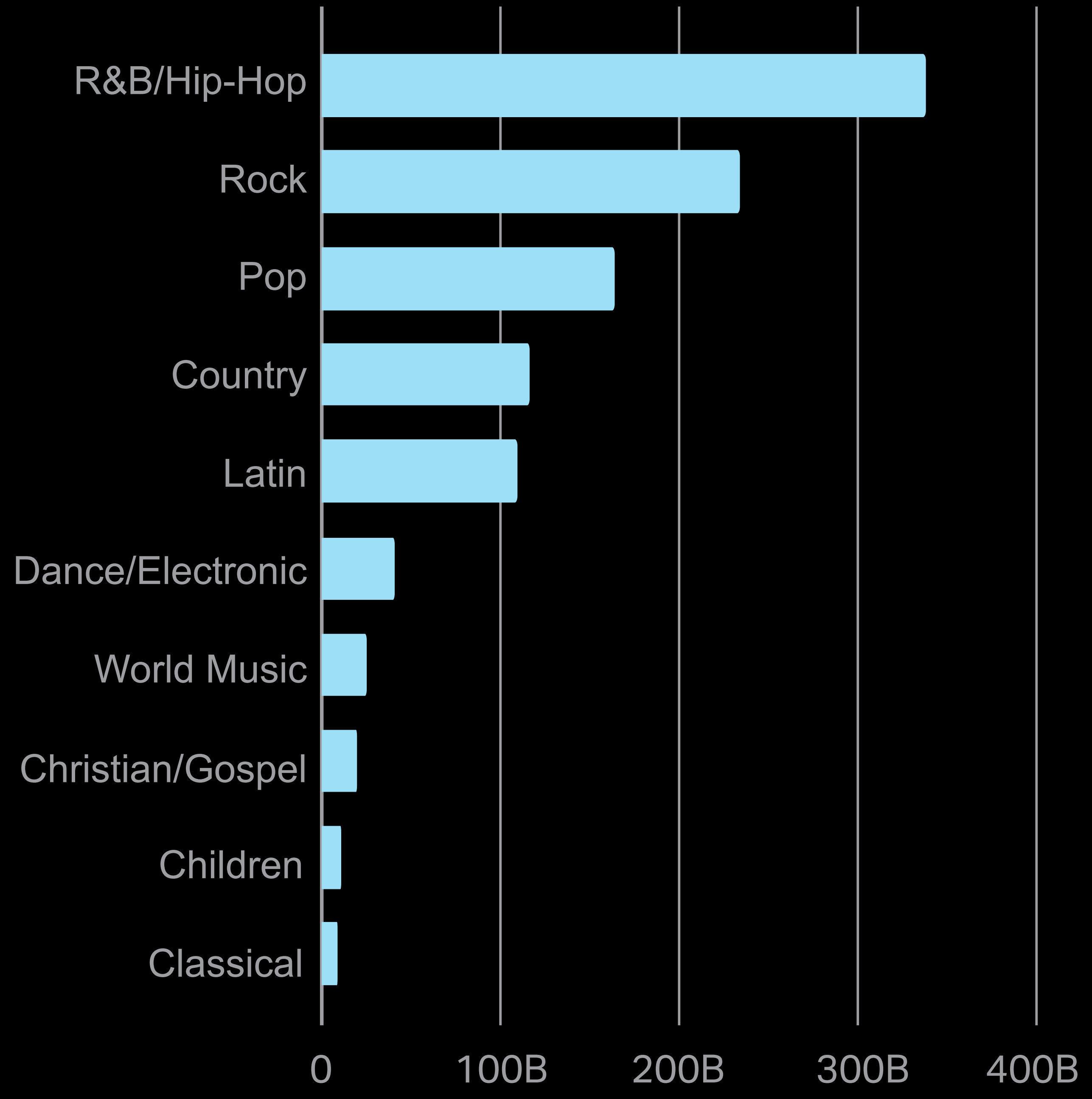
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

TOP 10 CORE GENRES

RANKED BY U.S. ON-DEMAND AUDIO STREAMING VOLUME



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SOURCE: LUMINATE MUSIC CONSUMPTION DATA

U.S. Core Genre Trends in 2024

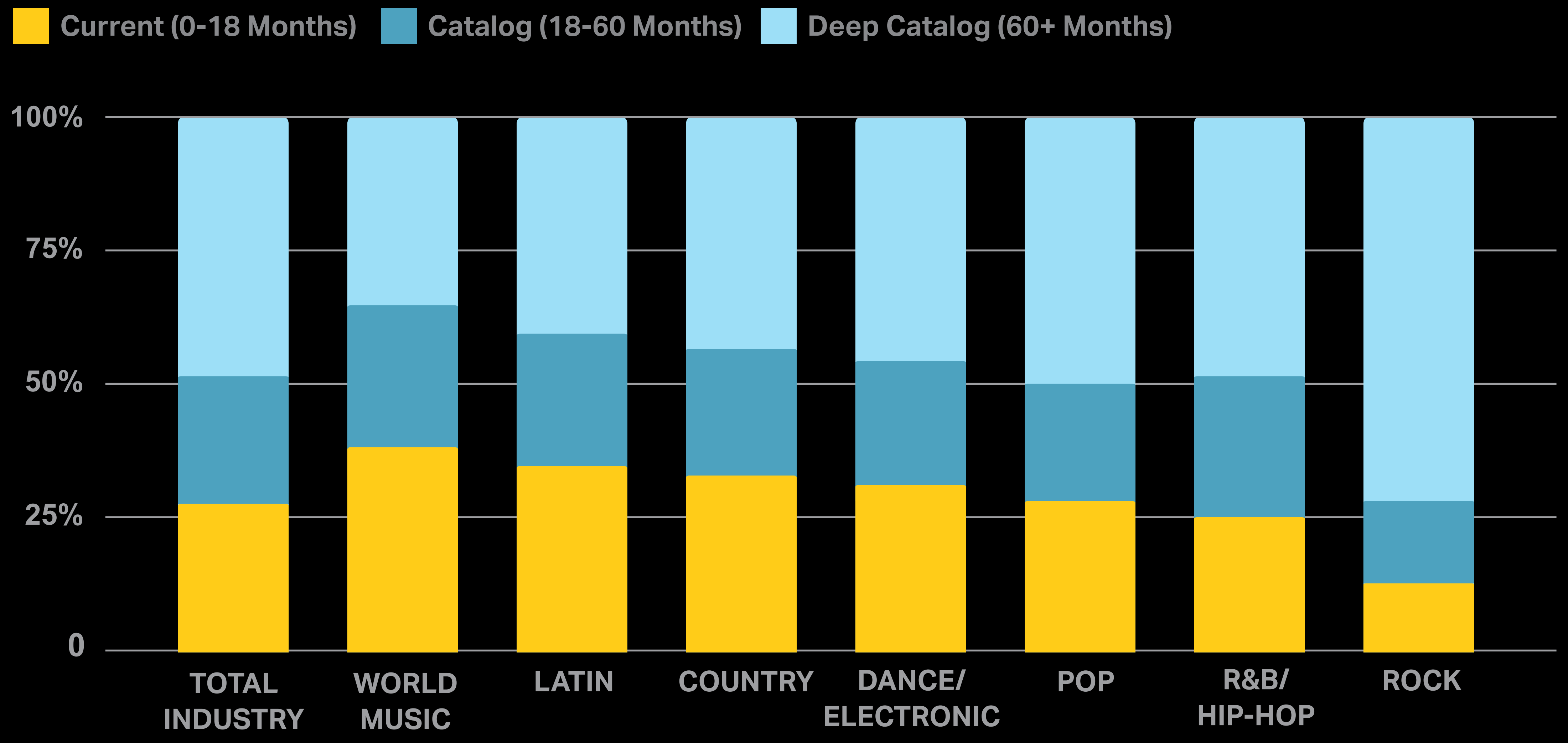
R&B/Hip-Hop leads in overall ODA streaming volume with more than 1 in every 4 U.S. streams being from the genre. The genre is facing increased competition as its overall ODA share is down 1.7 points since 2023.

KENDRICK LAMAR

CREDIT: pgLang

GENRE SHARE OF U.S. ON-DEMAND AUDIO STREAMING THAT IS CURRENT, CATALOG AND DEEP CATALOG

WORLD, LATIN AND COUNTRY LEAD WITH SHARE OF GENRE STREAMING THAT IS CURRENT (18 MONTHS OLD OR NEWER). LATIN AND COUNTRY HAVE CONTINUED TO BE TWO OF THE FASTEST GROWING GENRES IN THE U.S. AND THIS ILLUSTRATES THE INFLUENCE OF NEW, HIGH IMPACT HITS



SOURCE: LUMINATE MUSIC CONSUMPTION DATA

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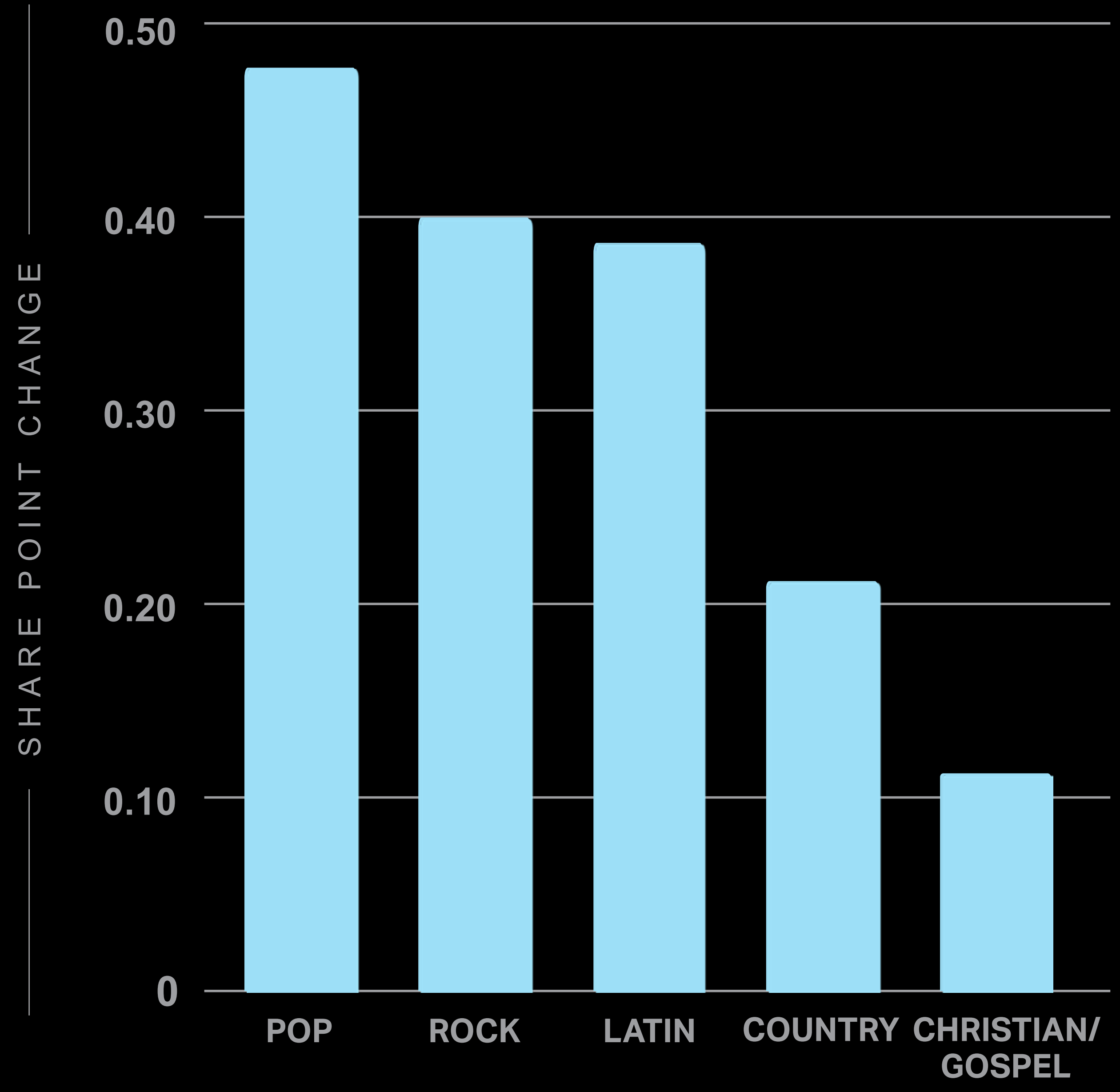
Pop Edges Out Rock as the Fastest-Growing Genre in 2024

Pop grows its share of audio streaming the most in 2024, with +.48 points to Rock's +.40 increase. Pop was led by Taylor Swift, Billie Eilish and Sabrina Carpenter.

SABRINA CARPENTER
CREDIT: CHRISTOPHER POLK

FASTEST-GROWING CORE GENRES IN THE U.S.

RANKED BY ON-DEMAND AUDIO SHARE POINT CHANGES IN 2024 VS. 2023



SOURCE: LUMINATE MUSIC CONSUMPTION DATA
BASED ON TRACKS WITH NON-NULL GENRE CLASSIFICATION; THESE TRACKS ACCOUNT FOR 98.9% OF U.S. ON-DEMAND AUDIO STREAMING

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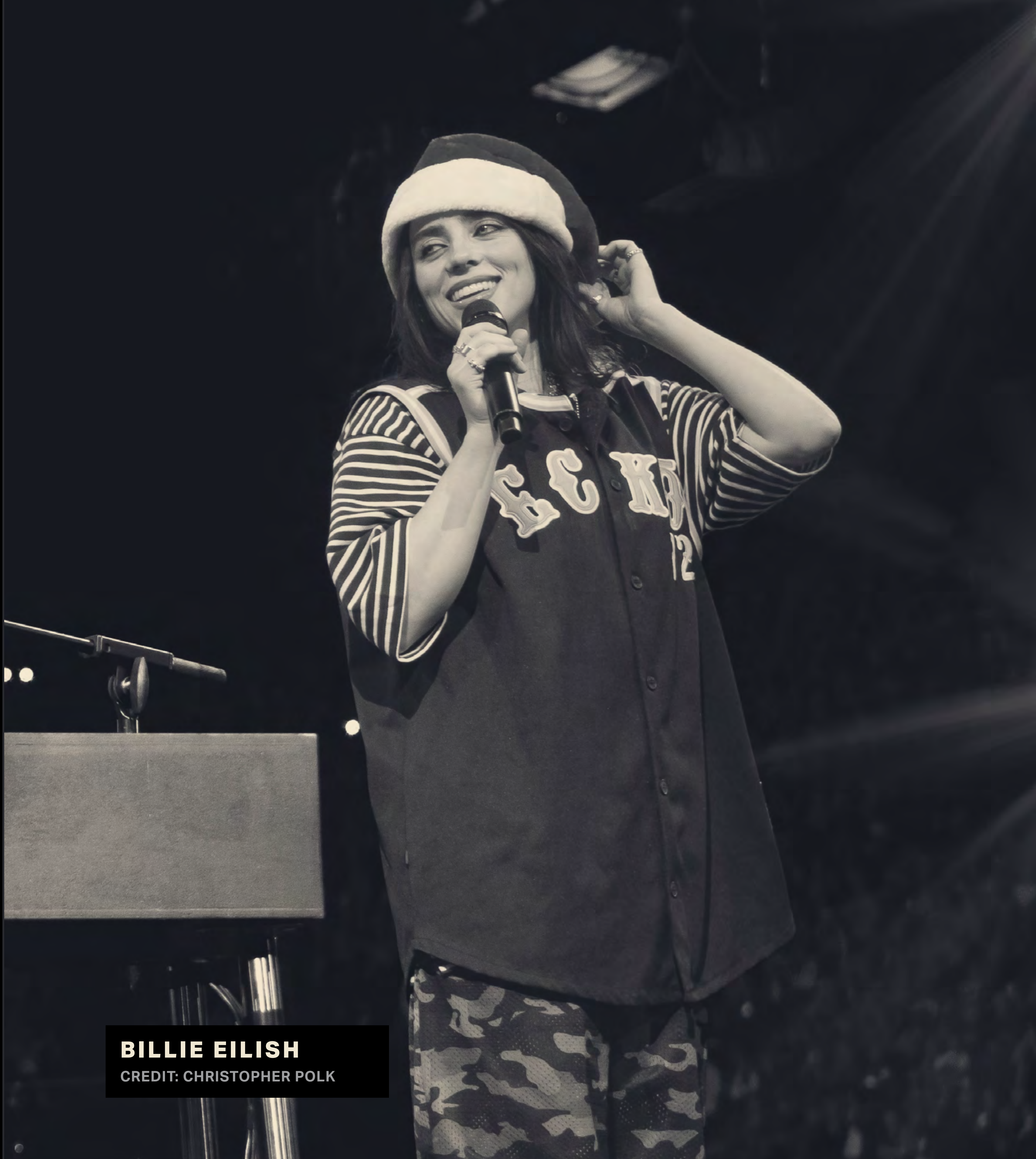
POP ARTIST RANK

TOP 10 U.S. POP ARTISTS BY ON-DEMAND AUDIO (ODA) STREAMING VOLUME

POP ARTIST RANK	ARTIST	U.S. ON-DEMAND AUDIO
1	Taylor Swift	12.8B
2	Billie Eilish	4.46B
3	Sabrina Carpenter	3.71B
4	Ariana Grande	3.12B
5	Olivia Rodrigo	2.76B
6	Chappell Roan	2.49B
7	Benson Boone	1.92B
8	Bruno Mars	1.74B
9	Tate McRae	1.66B
10	Teddy Swims	1.57B

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA



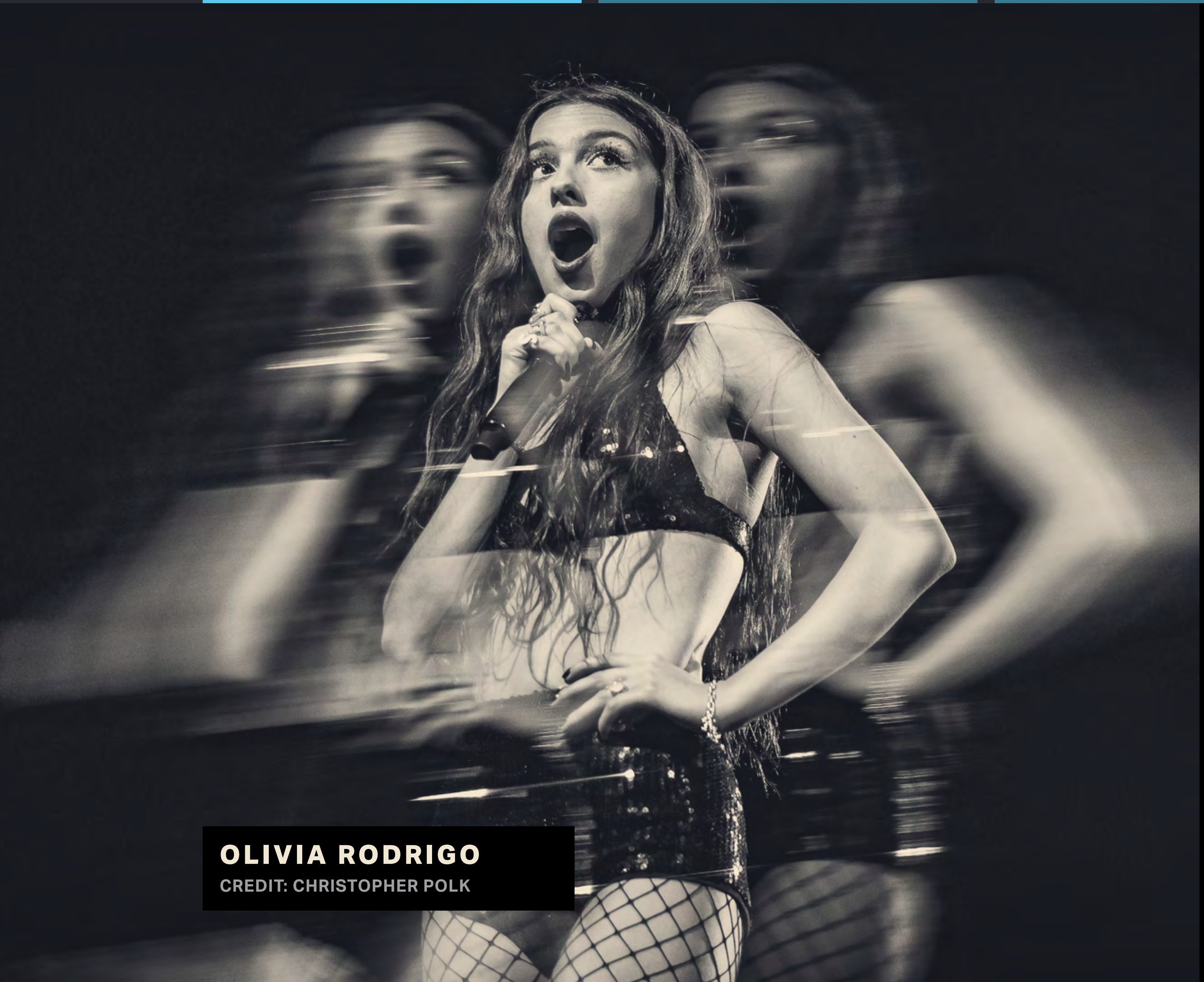
BILLIE EILISH

CREDIT: CHRISTOPHER POLK

Vital Stats for the Fastest-Growing Genres

Key Stats To Know for Each of the Five Fastest-Growing Genres in the U.S.

POP | ROCK | LATIN | COUNTRY | CHRISTIAN/GOSPEL



OLIVIA RODRIGO
CREDIT: CHRISTOPHER POLK

POP

Though there are 47 female Pop artists in the genre's Top 100, women drive 63.4% of Pop audio streaming.

U.S. POP ARTIST RANK	FEMALE	FEMALE ODA STREAMING SHARE
Top 10	7	85.6%
Top 20	13	78.3%
Top 50	27	69.5%
Top 100	47	63.4%

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

LUMINATE

Vital Stats for the Fastest-Growing Genres

Key Stats To Know for Each of the Five Fastest-Growing Genres in the U.S.

POP	ROCK	LATIN	COUNTRY	CHRISTIAN/GOSPEL

NOAH KAHAN
CREDIT: MICHAEL BUCKNER

ROCK

The Rock genre was slightly more top-heavy in 2024 as the Top 5 artists accounted for 5.8% of the genre's On-Demand Audio (ODA) streaming compared to 3.8% in 2023.

1/17

NEARLY 1 IN EVERY 17 U.S. ROCK ODA STREAMS WAS EITHER NOAH KAHAN, HOZIER, LINKIN PARK, THE BEATLES, OR FLEETWOOD MAC

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

LUMINATE

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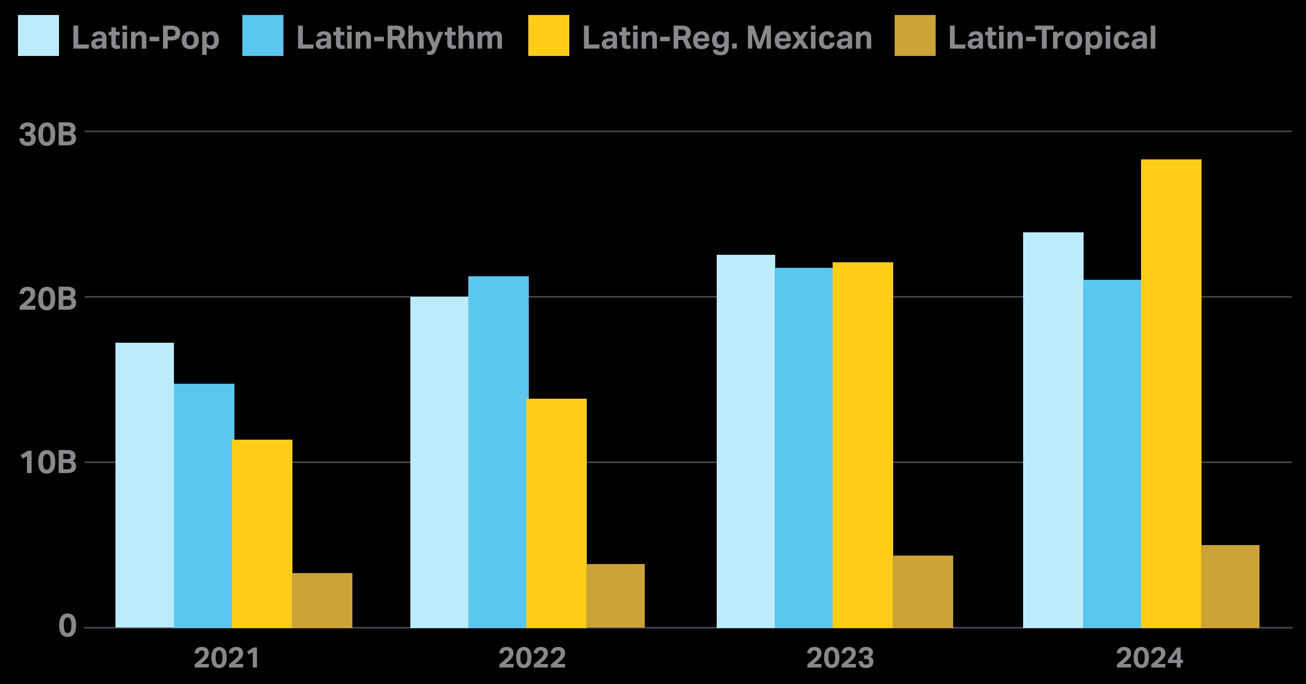
POP | ROCK | LATIN | COUNTRY | CHRISTIAN/GOSPEL

PESO PLUMA
CREDIT: CHRISTOPHER POLK

LATIN

Regional Mexican is driving Latin's growth in the U.S. and is now the largest Latin Subgenre.

LATIN SUBGENRE U.S. ON-DEMAND AUDIO (2021-2024)



SOURCE: LUMINATE MUSIC CONSUMPTION DATA
NOTE: A SINGLE TRACK CAN HAVE MULTIPLE SUBGENRES IN THE LUMINATE SYSTEM

LUMINATE

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Key Stats To Know for Each of the Five Fastest-Growing Genres in the U.S.

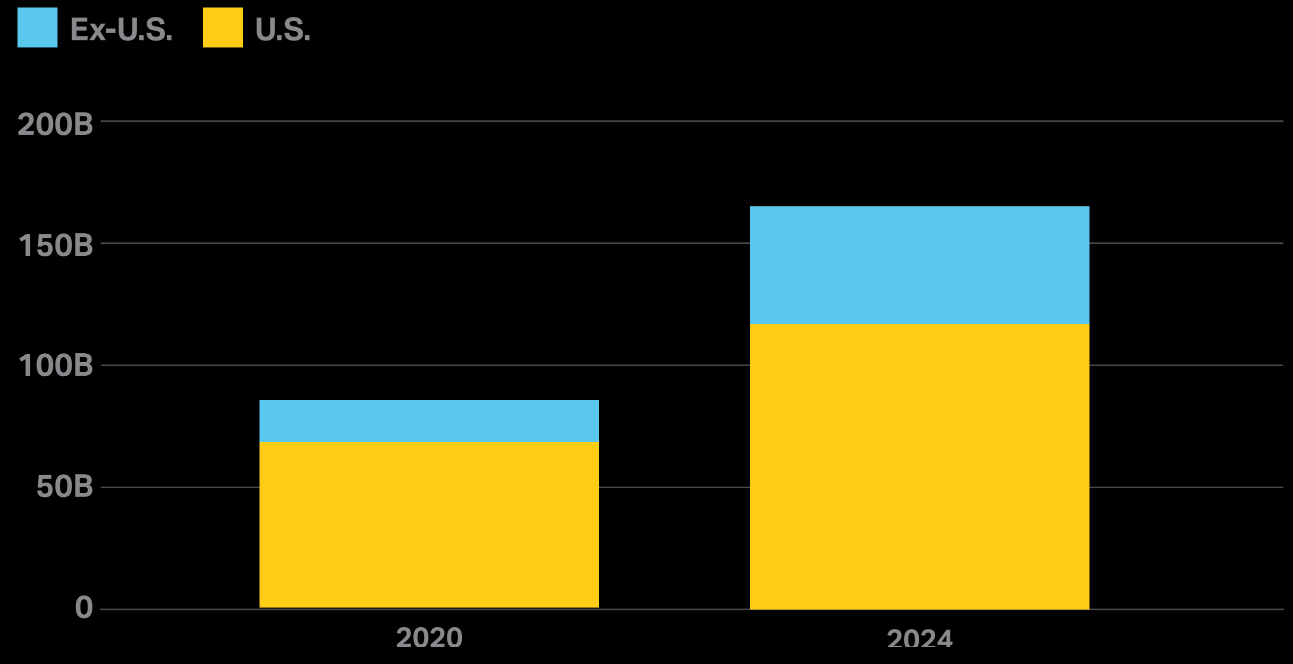
POP | ROCK | LATIN | COUNTRY | CHRISTIAN/GOSPEL

KANE BROWN
CREDIT: CHRISTOPHER POLK

COUNTRY

Not only has U.S. Country music continued to grow in the U.S., but the share of genre ODA streams in EX-U.S. territories is +7.71 share points since 2020.

COUNTRY GENRE: U.S. AND EX-U.S. AUDIO STREAMING



SOURCE: LUMINATE MUSIC CONSUMPTION DATA

LUMINATE

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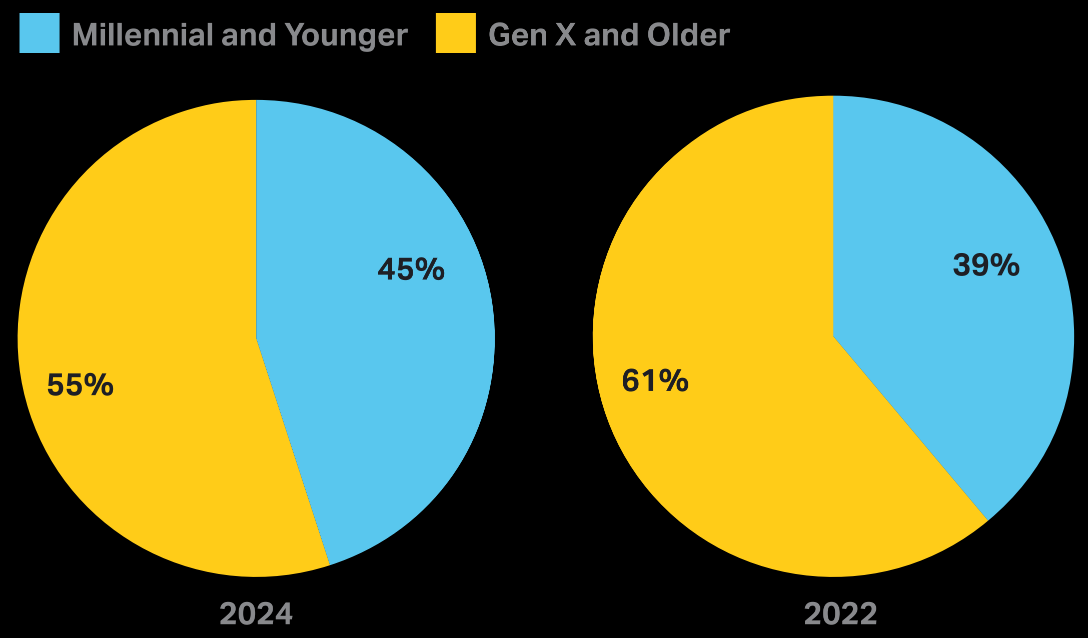
POP | ROCK | LATIN | COUNTRY | CHRISTIAN/GOSPEL

LAUREN DAIGLE
COURTESY PHOTO

CHRISTIAN/GOSPEL

Younger audience of Christian/Gospel is growing and the average listener is spending 19% more time with music than they did in 2022. Gen Z Christian/Gospel fans are +20% more likely to cite Friends/Relatives than the average Christian/Gospel fan, demonstrating the importance of their close, trusted network for music recommendations.



SOURCE: US MUSIC 360 Q3 2024

LUMINATE

As Streaming Growth Matures in the U.S.: What's Happening at the Metro-Level?

Boston and San Antonio increased their share of total U.S. On-Demand Audio (ODA) streaming by +.38 and +.36 point since 2021, respectively, marking the biggest metro-level increases during that time. Four of the Top 10 share-gaining metro areas since 2021 are markets ranked No. 20 or below in ODA volume as mid-level markets pick up share.

FASTEST-GROWING MARKETS BY U.S. ODA MARKET SHARE, 2021 T0 2024

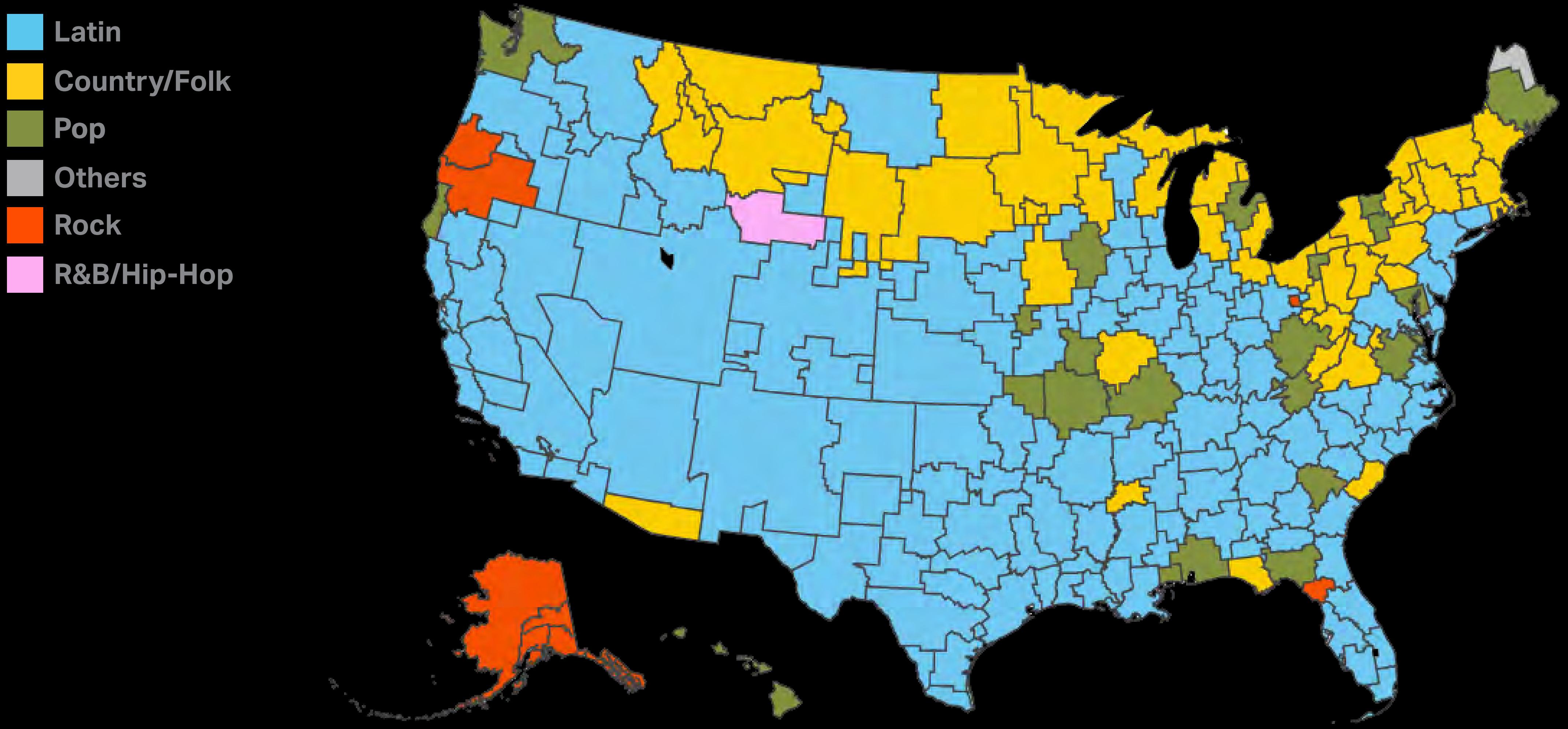
SHARE POINT CHANGE RANK	MARKET RANK BY ODA VOLUME	MARKET NAME	SHARE POINTS
1	9	Boston, MA	0.38
2	23	San Antonio, TX	0.36
3	12	Phoenix, AZ	0.31
4	26	Kansas City, KS-MO	0.27
5	7	Philadelphia, PA	0.26
6	36	Oklahoma City, OK	0.24
7	2	New York, NY	0.19
8	35	Columbus, OH	0.19
9	17	Charlotte, NC	0.17
10	19	Orlando et al, FL	0.16

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

BIGGEST GENRE GROWTH AT THE U.S. METRO LEVEL

THE LATIN AND COUNTRY GENRES ARE TWO OF THE FASTEST GROWING IN THE U.S., AND METRO-LEVEL ANALYSIS SHOWS THAT THESE GENRES HAVE GROWN THE MOST SHARE AT THE METRO-LEVEL SINCE 2021. READ AS: "IN [METRO AREA], THE HIGHEST SHARE INCREASE IN ON-DEMAND AUDIO STREAMING FROM 2021 TO 2024 WAS FROM [GENRE]"



SOURCE: LUMINATE MUSIC CONSUMPTION DATA
MAP DATA REFLECTS THROUGH WEEK 39, 2024

While Different U.S. Audiences and Genre Fans Share Different Perspectives on Generative AI

When prompted by the statement "I think Generative AI [ChatGPT, Mid Journey, Alpha Code, etc.] will have a positive impact on the entertainment industry," U.S. music streamers vary in response.

PERCENT OF MUSIC STREAMERS TO AGREE BY GENERATION

Z	M	X	B
GEN Z	MILLENNIAL	GEN X	BOOMERS
27%	20%	18%	16%

+79%

World Music genre streamers are +79% more likely to agree with this statement than the average U.S. music streamer

+68%

New Age music streamers are +68% more likely to agree with this statement than the average U.S. music streamer

+32%

Dance/Electronic music streamers are +32% more likely to agree with this statement than the average U.S. music streamer

SOURCE: LUMINATE INSIGHTS - US ENTERTAINMENT 365 (Q1-Q3 2024)

GLOBAL SOUND SYSTEM

DUA LIPA
CREDIT: CHRISTOPHER POLK

AN EXPANDING GLOBAL MARKETPLACE IS ALLOWING MORE INTERNATIONAL ARTISTS TO CONNECT WITH WORLDWIDE AUDIENCES. NEW DATA ATTRIBUTES FOR LUMINATE ANALYSIS INCLUDING INTERNATIONAL GENRE ACTIVITY, ARTIST COUNTRY OF ORIGIN, SONGWRITER (ISWC) AND MORE PROVIDE NEW CONTEXT FOR PLANNING AND FORECASTING.

Top 10 Countries in Global Export Power

As global digital service providers (DSPs) facilitate the spread of music across borders, there's an opportunity to increase a country's cultural impact through music in foreign territories as well as identify clusters and analyze music trade relationships.

The Luminate Export Power Score is a metric designed to evaluate a country's ability to export recorded music globally. This score is a combination of four data points: the rank of artists in each country based on Total On-Demand Streaming and Country of Origin; the number of countries importing music from a given export country; the streaming size of importing countries and the number of artists per export country reaching international audiences.

Rank	Country	Top Importers of Content
1	UNITED STATES	1. Canada 2. Australia 3. New Zealand
2	UNITED KINGDOM	1. United States 2. Ireland 3. Australia
3	CANADA	1. United States 2. United Kingdom 3. Australia
4	SOUTH KOREA	1. Japan 2. Taiwan 3. Indonesia
5	GERMANY	1. Austria 2. Switzerland 3. Slovakia
6	FRANCE	1. Belgium 2. Switzerland 3. Netherlands
7	PUERTO RICO	1. United States 2. Mexico 3. Spain
8	AUSTRALIA	1. United States 2. United Kingdom 3. Canada
9	SWEDEN	1. United States 2. Norway 3. Germany
10	BRAZIL	1. Portugal 2. Bolivia 3. Peru

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Share of Global Premium (Audio + Video) Streaming Grows the Most for Artists from Mexico, Brazil and India

Artists from the United States still hold the most Global premium streaming share overall, but down 0.44 percentage share points since 2023.

FUERZA REGIDA
CREDIT: CHRISTOPHER POLK

LARGEST GAINS IN GLOBAL PREMIUM STREAM SHARE BY COUNTRY OF ORIGIN

COUNTRY OF ORIGIN	2023 SHARE	2024 SHARE	SHARE CHANGE
Mexico	4.69%	5.57%	0.88
Brazil	4.14%	4.47%	0.33
India	1.21%	1.42%	0.21

LARGEST DECLINES IN GLOBAL PREMIUM STREAM SHARE BY COUNTRY OF ORIGIN*

COUNTRY OF ORIGIN	2023 SHARE	2024 SHARE	SHARE CHANGE
United Kingdom	9.06%	8.59%	-0.47
United States	44.73%	44.29%	-0.44
Canada	3.73%	3.34%	-0.34

SOURCE: LUMINATE MUSIC CONSUMPTION DATA
*EXCLUDES TERRITORIES; PUERTO RICO RANKS SECOND WITH -0.46 SHARE POINTS

LUMINATE

ENGLISH-SPEAKING MARKETS LOSING SHARE TO IMPORTS

READ AS: IN THE U.S., ARTISTS FROM XX COUNTRY ARE GAINING / DECLINING IN STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN

UNITED STATES* (PREMIUM STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN)			
GAINERS		DECLINERS	
Mexico	+0.56	Canada	-0.40
Chile	+0.11	United States	-0.20
Ireland	+0.09	Nigeria	-0.10

UNITED KINGDOM (PREMIUM STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN)			
GAINERS		DECLINERS	
United States	+2.40	United Kingdom	-2.70
Ireland	+0.19	Canada	-0.25
India	+0.13	Nigeria	-0.20

AUSTRALIA (PREMIUM STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN)			
GAINERS		DECLINERS	
United States	+1.70	Australia	-1.06
India	+0.16	United Kingdom	-0.67
Ireland	+0.16	Canada	-0.36

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA; LUMINATE INSIGHTS CONSUMER RESEARCH DATA US M360, 2024 WAVE 3

*EXCLUDES TERRITORIES; PUERTO RICO RANKS SECOND WITH -0.31 SHARE POINTS

English and non-English-language countries tend to show different trends in local vs. foreign content. English-speaking markets are losing local share to non-English language imports...

KARAN AUJLA
COURTESY PHOTO

…while many non-English speaking markets show local content gaining share

MRS. GREEN APPLE
CREDIT: Gilbert Flores

NON-ENGLISH-SPEAKING MARKETS GAINING SHARE OF LOCAL CONTENT

PHILIPPINES (PREMIUM STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN)			
GAINERS		DECLINERS	
Philippines	+3.32	United Kingdom	-0.91
South Africa	+0.10	United States	-0.75
Iceland	+0.10	South Korea	-0.63

JAPAN (PREMIUM STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN)			
GAINERS		DECLINERS	
Japan	+1.35	United Kingdom	-0.27
China	+0.05	Canada	-0.12
Italy	+0.03	United States	-0.11

BRAZIL (PREMIUM STREAMING SHARE BASED ON ARTIST COUNTRY OF ORIGIN)			
GAINERS		DECLINERS	
Brazil	+0.78	United Kingdom	-0.43
South Korea	+0.09	Canada	-0.06
United States	+0.06	Colombia	-0.05

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

LUMINATE

This Cultural Exchange Helps Grow Genres Outside Of Their Native Regions

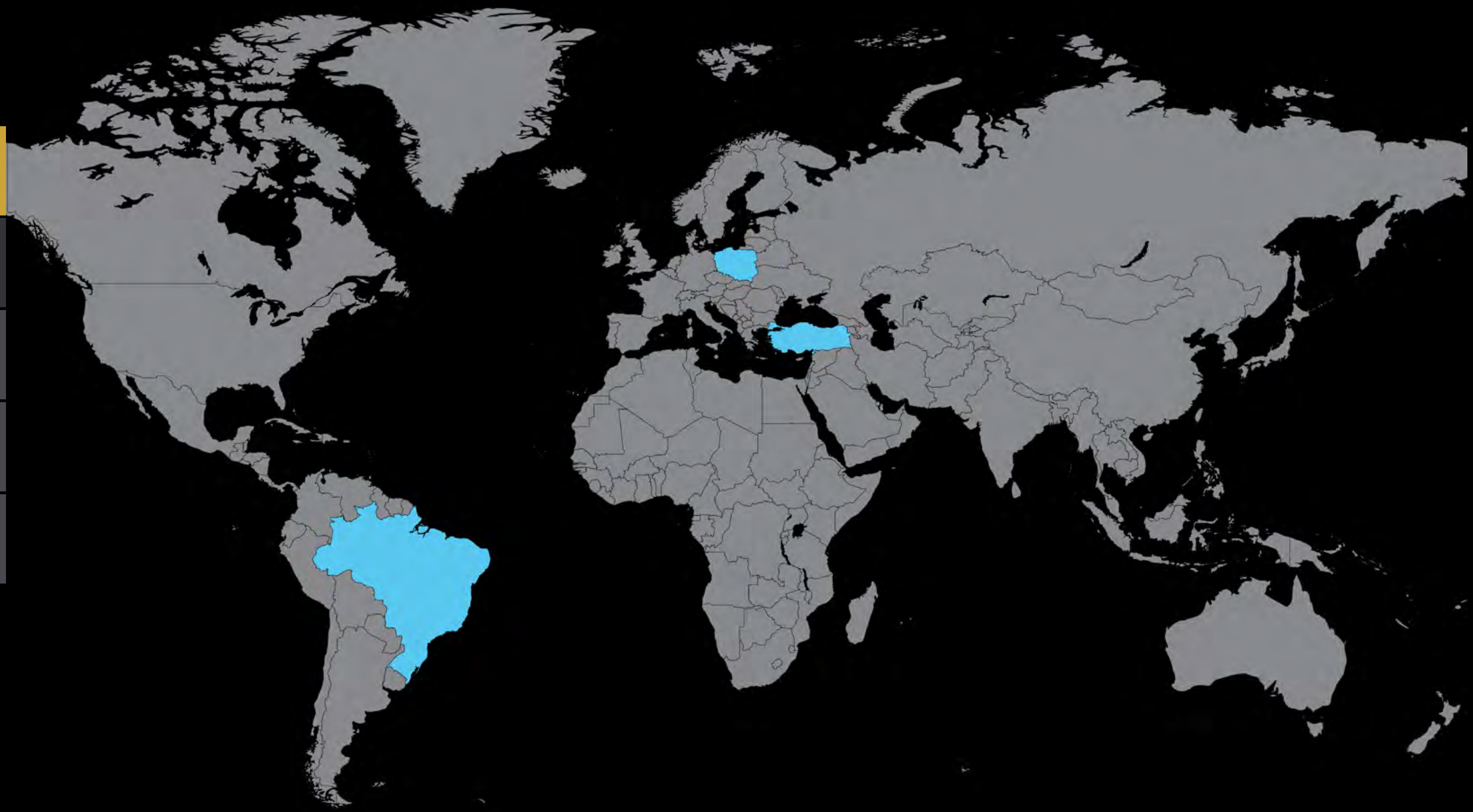
See where each genre is growing its premium streaming share the most outside its own region.

R&B/HIP-HOP | CHRISTIAN/GOSPEL | COUNTRY | LATIN

R&B / HIP-HOP

PREMIUM STREAMS IN GLOBAL TERRITORIES (EX-NORTH AMERICA)

1. Brazil
2. Poland
3. Turkey



LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

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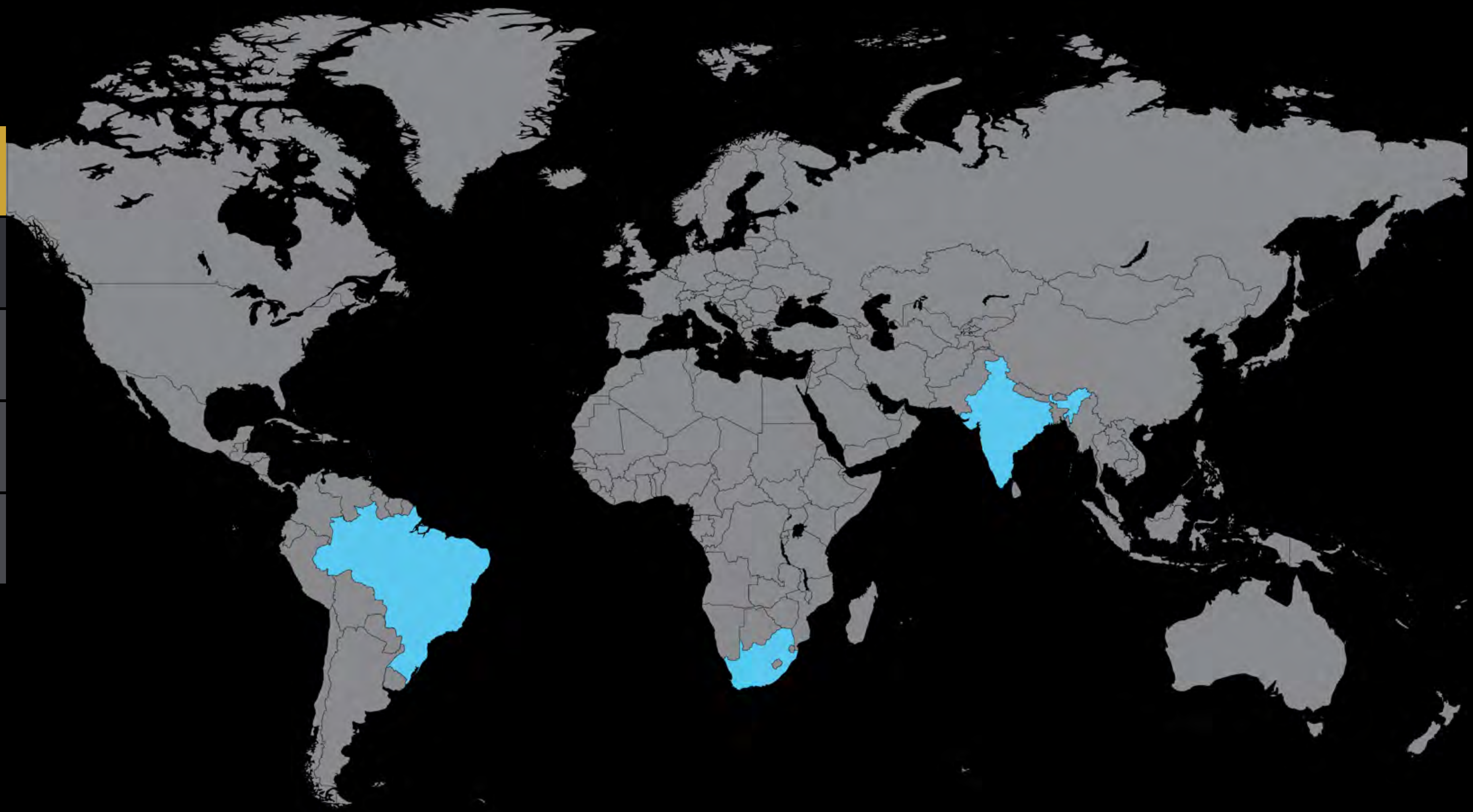
CHRISTIAN / GOSPEL

PREMIUM STREAMS IN GLOBAL TERRITORIES (EX-NORTH AMERICA)

1. Brazil
2. South Africa
3. India



LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

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See where each genre is growing its premium streaming share the most outside its own region.

R&B/HIP-HOP | CHRISTIAN/GOSPEL | COUNTRY | LATIN

COUNTRY

PREMIUM STREAMS IN GLOBAL TERRITORIES (EX-NORTH AMERICA)

1. United Kingdom
2. Germany
3. Australia

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

This Cultural Exchange Helps Grow Genres Outside Of Their Native Regions

See where each genre is growing its premium streaming share the most outside its own region.

R&B/HIP-HOP | CHRISTIAN/GOSPEL | COUNTRY | LATIN

LATIN

PREMIUM STREAMS IN GLOBAL TERRITORIES (EX-LATIN AMERICA)

1. Portugal
2. Philippines
3. Romania

LUMINATE

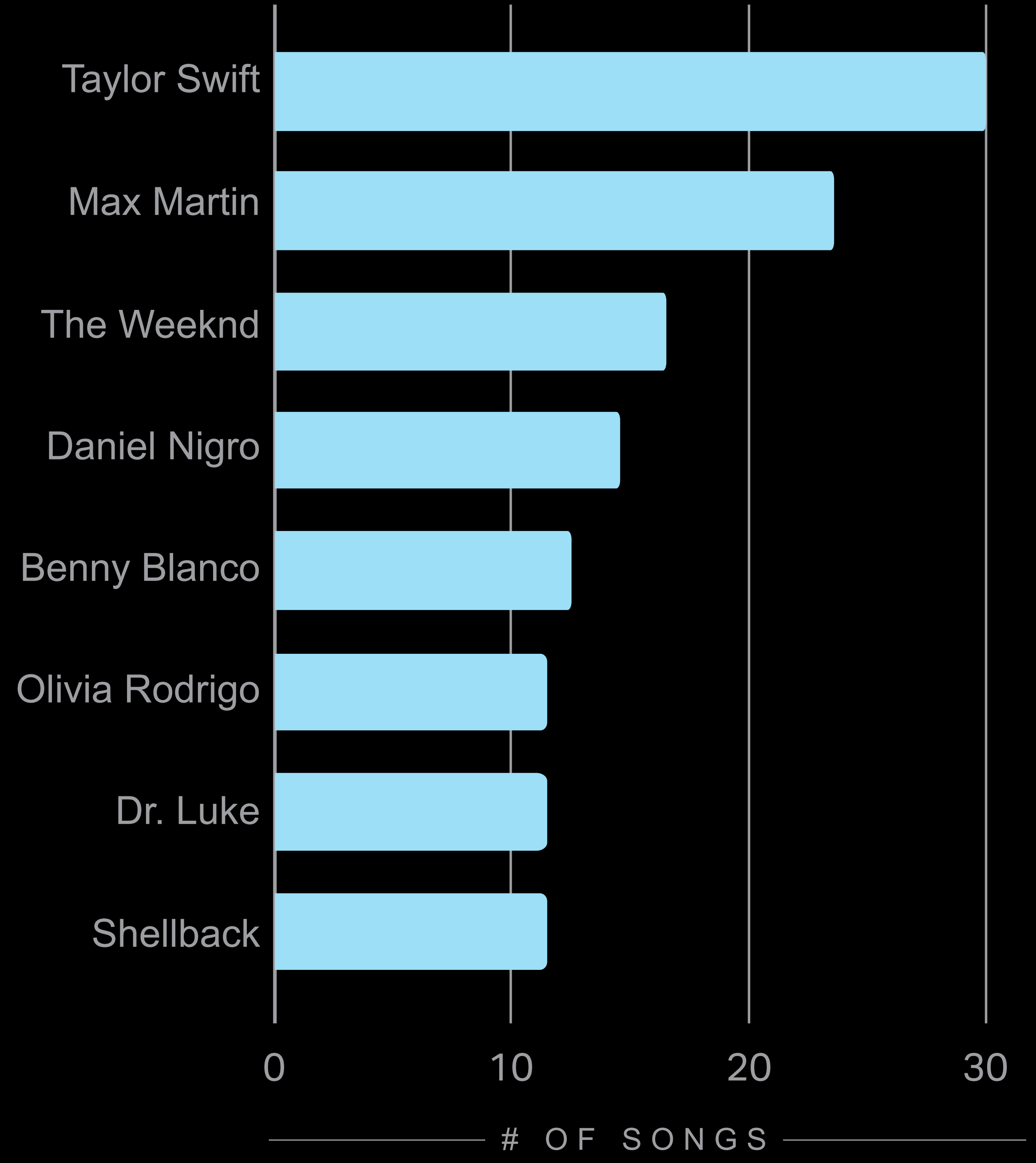
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Songwriting and Composition Also Helps Drive Cultural Exchange

DANIEL NIGRO
CREDIT: GILBERT FLORES

MOST-PROLIFIC SONGWRITERS WORLDWIDE

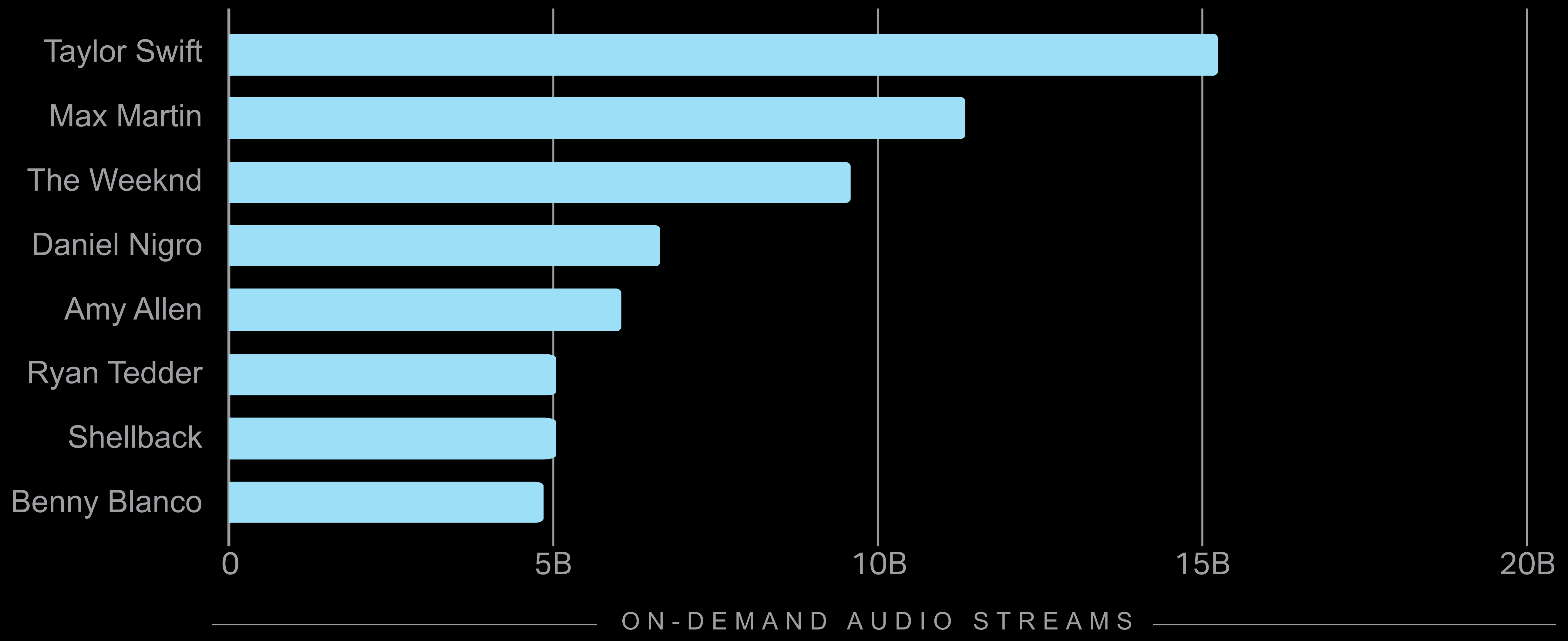
COUNT OF SONGS BY A SONGWRITER IN THE WORLDWIDE TOP 1K SONGS RANKED BY ON-DEMAND AUDIO, WEEK 1 - 45, 2024



SOURCE: LUMINATE DATA ENRICHMENT SERVICES

MOST-STREAMED SONGWRITERS WORLDWIDE

ODA STREAMS OF SONGS BY A SONGWRITER IN THE WORLDWIDE TOP 1K SONGS. WEEK 1-45, 2024



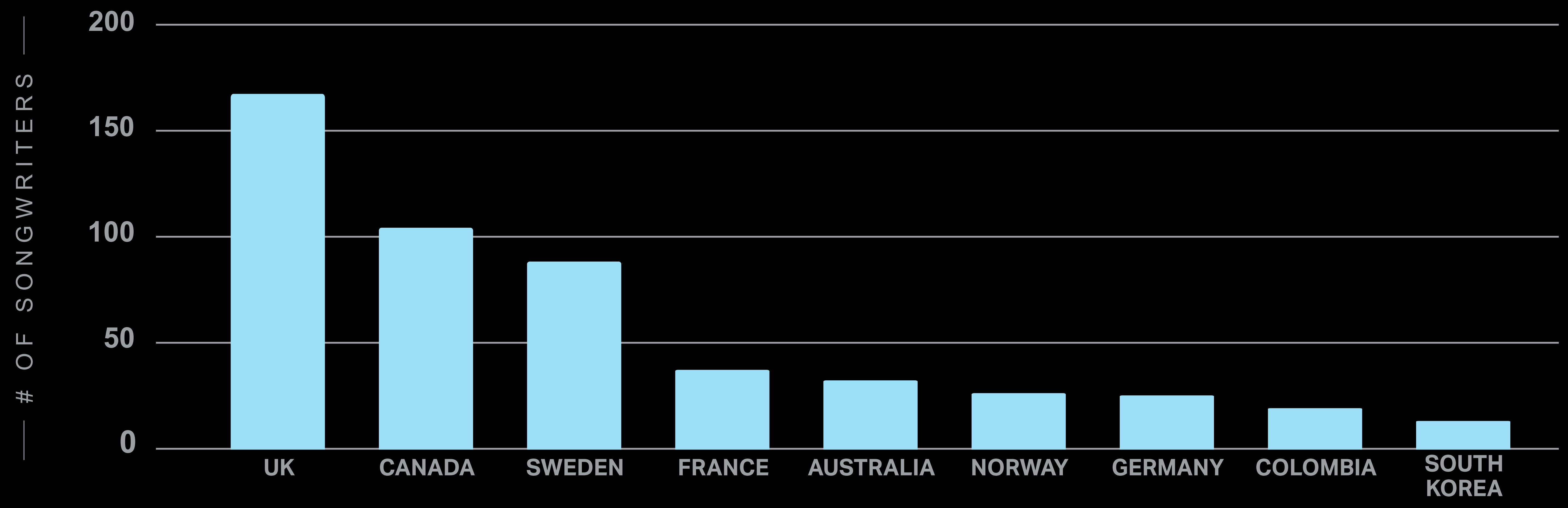
SOURCE: LUMINATE DATA ENRICHMENT SERVICES

LUMINATE

The U.S. leads in presence throughout that Top 1K Global audio tracks with 863 songwriters while the countries below rank Nos. 2-10 in ex-U.S. markets. Though not part of the Top 10 Countries by Recorded Music Export Power, Norway and Colombia have significant songwriting presence on the Global stage.

COUNTRY OF ORIGIN OF TOP SONGWRITERS (NOS. 2-10 EX-U.S.)

COUNT OF SONGWRITERS FROM EACH COUNTRY THROUGHOUT THE TOP 1K GLOBAL ON-DEMAND AUDIO SONGS



LUMINATE

SOURCE: LUMINATE DATA ENRICHMENT SERVICES

FURTHER DOWN THE PYRAMID

GRACE BOWERS
CREDIT: MICHAEL BUCKNER

THE SHARE OF STREAMING THAT OCCURS OUTSIDE THE TOP 10K TRACKS CONTINUES TO GROW. IN 2024, THESE TRACKS MADE UP 31.9% OF GLOBAL ON-DEMAND AUDIO STREAMING COMPARED TO 40.1% IN 2022. AS THE TAIL IS INDEED GETTING LONGER, LUMINATE'S PYRAMID ANALYSIS REFLECTS THE AMOUNT OF TRACKS MAKING THE BIGGEST IMPACT AND OUR NEW TIER INDEXING SHOWS WHICH GENRES OVER-INDEX WHERE IN THE U.S.

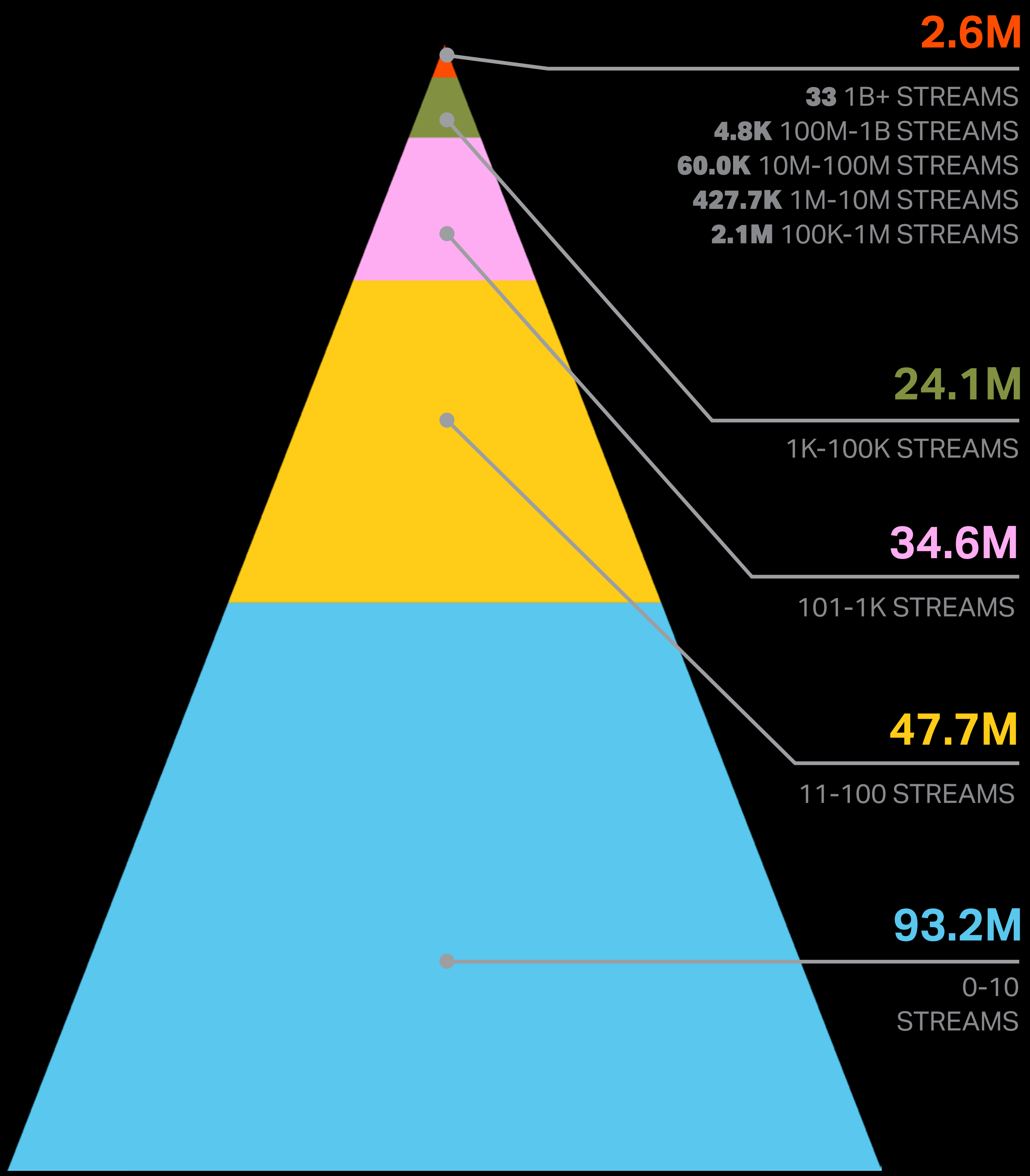
2024 Global Audio Track Streaming Pyramid

An additional 8.5K tracks (ISRCs) reached the 10M streaming threshold vs. 2023.

202M

TOTAL AUDIO ISRCs

LUMINATE



SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Genres That Over-Index in the U.S. Audio Track Streaming Pyramid

In the U.S., Pop, Country and Holiday / Seasonal over-index in streaming volume for tracks with 100M+ streams.

READ AS: AT THIS TIER, GENRE XX ACCOUNTS FOR A LARGER SHARE OF AUDIO STREAMS COMPARED TO ITS SHARE AT THE OVERALL INDUSTRY LEVEL, INDICATING THAT IT OVER-INDEXES. FOR EXAMPLE, HOLIDAY/SEASONAL TRACKS MAKE UP 1.43% OF THE STREAMING IN THE 100M-500M TIER AND, BECAUSE THIS IS GREATER THAN HOLIDAY/SEASONAL'S 1.03% OF INDUSTRY STREAMS, IT OVER-INDEXES.

U.S. ODA TIER	CORE GENRE(S) THAT OVER-INDEX THE MOST AT TIER		
500M - 1B ODA Streams	Pop	Country	
100M - 500M ODA Streams	Country	Pop	Holiday/Seasonal
50M - 100M ODA Streams	Pop	Country	R&B/Hip-Hop
10M - 50M ODA Streams	Latin	Country	R&B/Hip-Hop
1M - 10M ODA Streams	New Age	Classical	Children
500K - 1M ODA Streams	Classical	New Age	Jazz
100K - 500K ODA Streams	Theatrical	Comedy	Jazz
1-100K ODA Streams	Theatrical	Blues	Classical

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

HOW FANS IN SELECT GENRES DISCOVER MUSIC

SPECIALIZED CONTENT AND LIVE MUSIC EVENTS ARE KEY FOR MUSIC DISCOVERY OF THESE GENRES

22%

of Classical fans have discovered music via Music-related websites, which is 48% more than the average U.S. music streamer

21%

of Jazz fans have discovered music via Podcasts, which is 58% more than the average U.S. music streamer

33%

of Blues fans have discovered music via Live music events (e.g. concerts, festivals), which is 79% more than the average U.S. music streamer

SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q3 2024)

FANS & BRANDS

KAROL G
CREDIT: GILBERT FLORES

AUDIENCES SIT AT THE HEART OF ARTIST GROWTH STRATEGIES, AND THESE FANS - AND SUPER FANS ALIKE - CONTINUE TO DRIVE INCREASED DEMAND ACROSS STREAMING / DIGITAL CONSUMPTION, PHYSICAL, DIRECT-TO-CONSUMER, LIVE AND OTHER CHANNELS. IN ORDER TO CAPTURE THE KEY DEMOGRAPHIC AND PSYCHOGRAPHIC POINTS, LUMINATE INDEX, AN AUDIENCE-CENTRIC VIEW OF FANDOM, IS A NEW METRIC TO PROVIDE DATA-DRIVEN INSIGHTS FOR BOTH THE MUSIC AND THE BROADER BRAND/ ADVERTISING ECOSYSTEMS TO UNDERSTAND “BAND AND BRAND” ALIGNMENT

20% of U.S. Music Listeners Are Considered Super Fans

But this group has grown from 18% in 2023 with live music attendance benefitting substantially.

SUPER FANS DEMOGRAPHICS

(COMPARED TO U.S. MUSIC LISTENERS OF EACH RESPECTIVE GROUP)

Gen Z (Index: 153) or Millennial (128)

LGBTQ+ (131)

Single (122)

SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q3 2024)

LUMINATE

SUPER FANS SPENDING

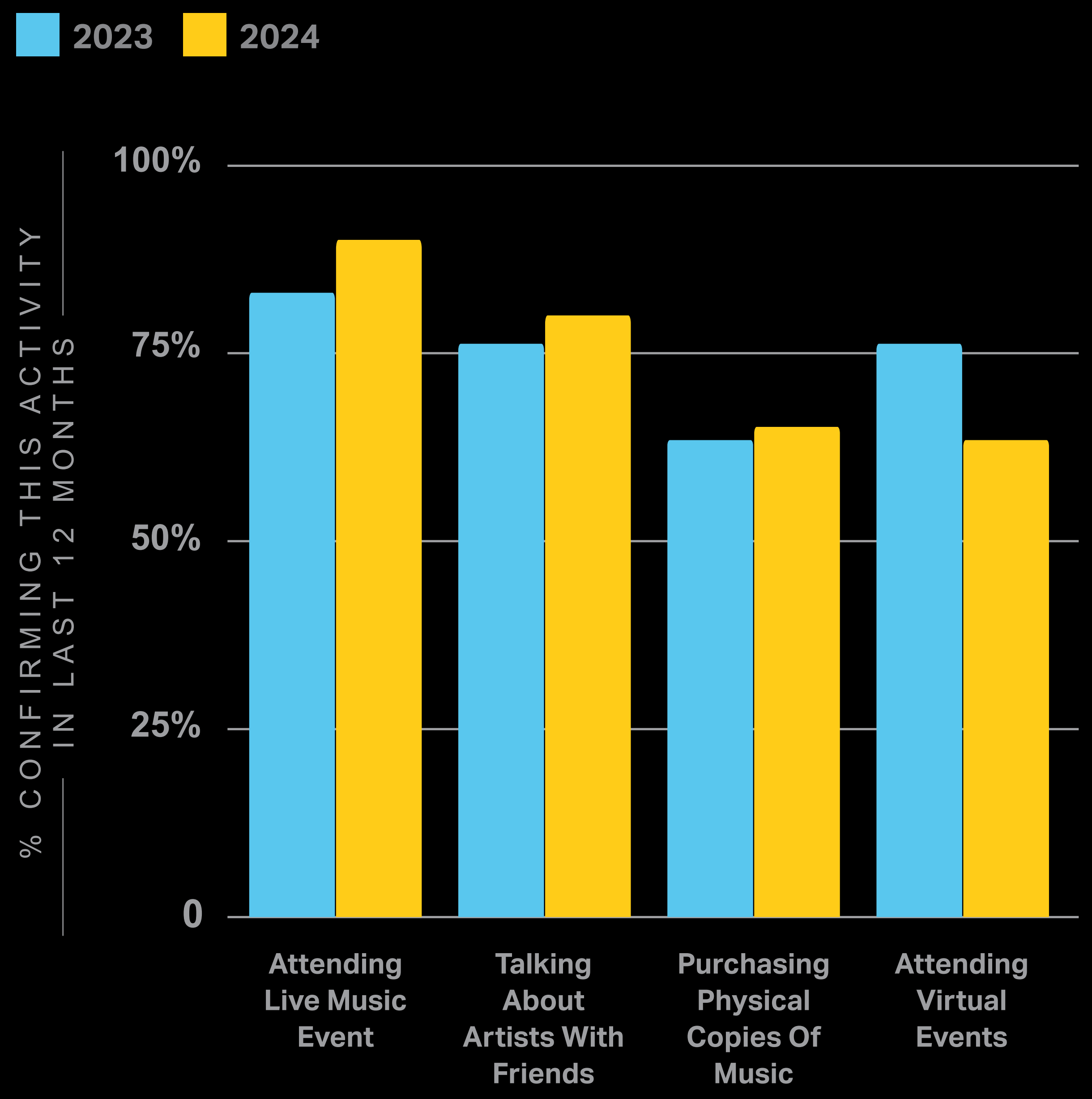
$113

Super fans report that they spend $113 a month on **Live Music Events** ($45 / +66% more than the average music listener who spends $68 a month)

$39

Super fans also report that they spend $39 on **Physical purchases** ($20 / +105% more than the average music listener who spends $19 a month)

SUPER FANS IN 2024 VS. 2023



SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q3 2024)

LUMINATE

Top U.S. Super Fan Activities

For these fans it's all about connection, community and expression.

90%

90% (Index: 153) of super fans engage with artists by **attending an in-person live music performance**, compared with 59% of Music Listeners

81%

81% (Index: 198) of super fans engage with artists by **talking about them with friends or family**, compared with 41% of Music Listeners

73%

73% (Index: 281) of super fans engage with artists by **purchasing physical merchandise**, compared with 26% of Music Listeners

SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q3 2024)

Top U.S. Super Fan Activities by Genre

But when looking at super fans by genre there are different behaviors that over-index the most

97%

of **Afrobeats super fans** have attended a live music performance in the last 12 months (Index 164 vs Average U.S. music listener)

68%

of **Country super fans** post about artists on Social Media (Index 321 vs Average U.S. music listener)

69%

of **Hip-Hop/R&B super fans** have attended a virtual live performance in the last 12 months (Index 265 vs Average U.S. music listener)

73%

of **K-Pop super fans** have purchased physical copies of music (Index 261 vs Average U.S. music listener)

76%

of **J-Pop super fans** purchase physical merchandise (Index 292 vs Average U.S. music listener)

75%

of **Rock super fans** purchase physical merchandise (Index 285 vs Average U.S. music listener)

SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q3 2024)

U.S. Physical Album Landscape

58% of all U.S. physical album sales occur via e-commerce platforms like Amazon or Indie record stores. These Indie record stores also account for nearly 4 in 10 vinyl sales. Physical album sales remain a key way to connect with fans and super fans alike, and D2C's prominence during release week is growing.

U.S. PHYSICAL ALBUM SALES

BY STRATA

	DIRECT-TO-CONSUMER	E-COMMERCE	INDEPENDENT	MASS MARKET	NON-TRADITIONAL	VENUE
TOTAL U.S. PHYSICAL SALES	11%	29%	29%	28%	2%	1%
VINYL SALES	11%	23%	39%	24%	1%	1%
CD SALES	10%	37%	17%	33%	2%	1%

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

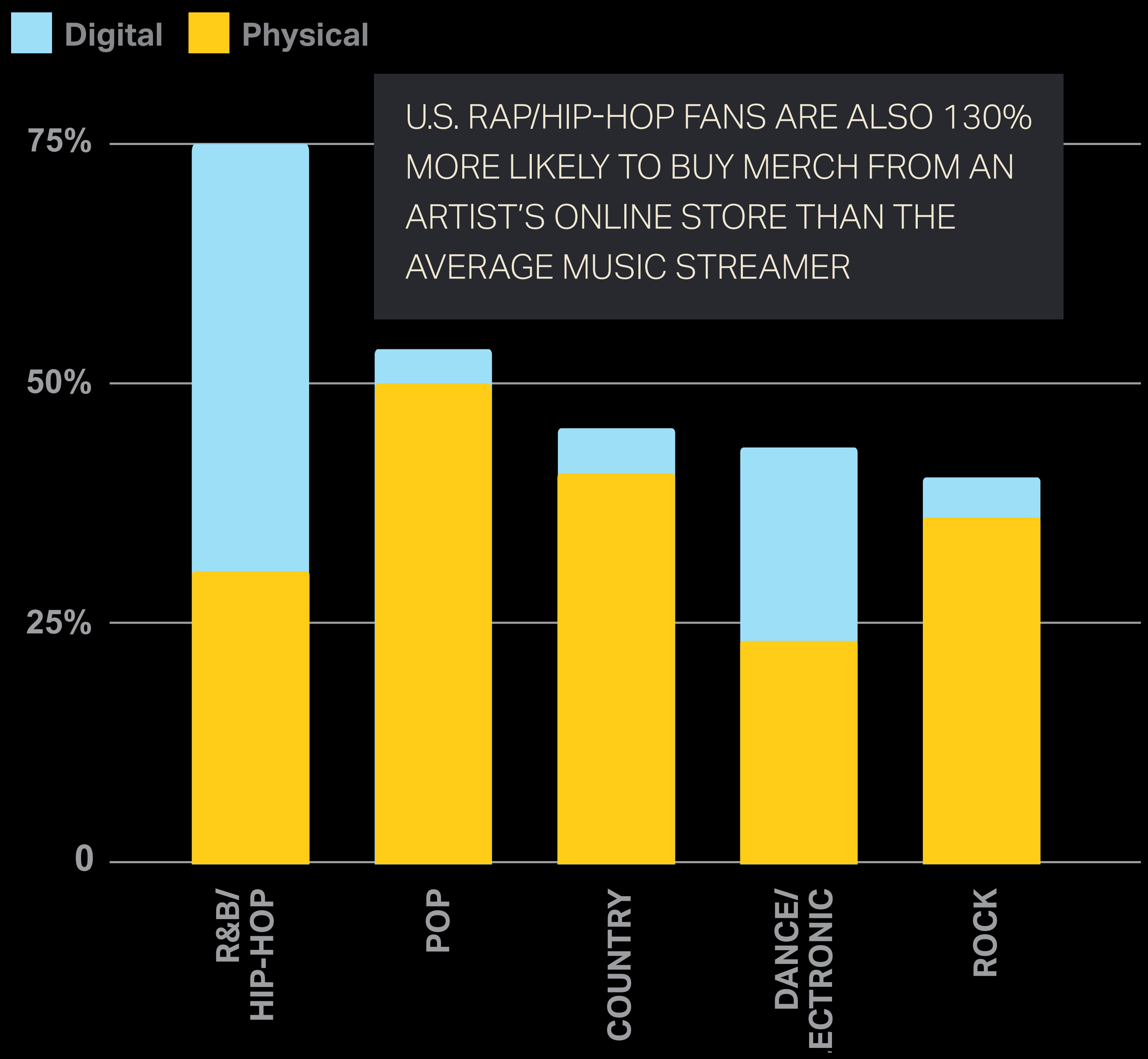
Release Week Direct-to-Consumer Activity By Genre

At an industry level, physical and Digital D2C make up a larger share of first week album sales for R&B/Hip-Hop, Pop and Country.

JELLY ROLL
CREDIT: SCOTT LEGATO

TOTAL D2C SHARE OF AVERAGE U.S. RELEASE WEEK ALBUM SALES

PHYSICAL + DIGITAL AT THE INDUSTRY LEVEL



U.S. RAP/HIP-HOP FANS ARE ALSO 130% MORE LIKELY TO BUY MERCH FROM AN ARTIST'S ONLINE STORE THAN THE AVERAGE MUSIC STREAMER

SOURCE: LUMINATE MUSIC CONSUMPTION DATA:
LUMINATE INSIGHTS CONSUMER RESEARCH DATA US M360, 2024 WAVE 3

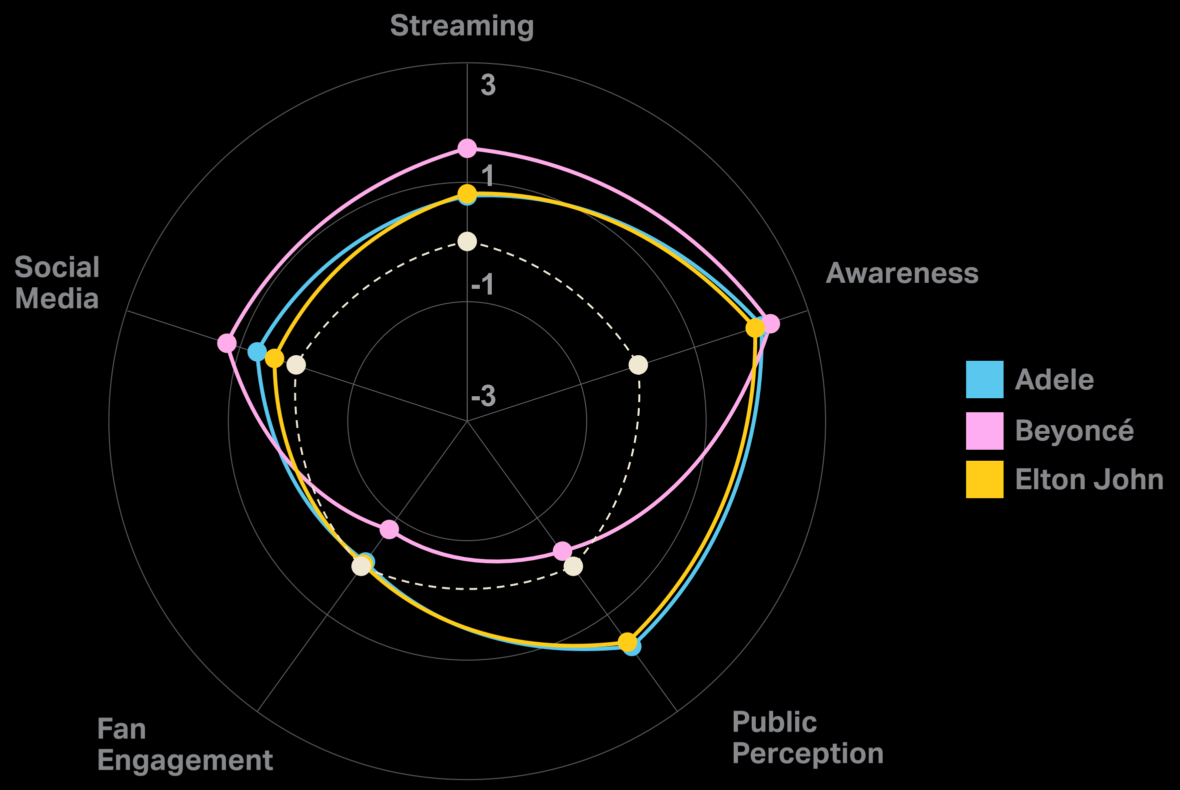
LUMINATE

The Luminate Index

Having the right message for the right consumer at the right time is a core element of today's marketing strategy. Not every artist will be equally impactful with every audience, and understanding the nuances of these metrics leads to artist/brand alignment. The Luminate Index is a new composite metric for understanding the depth, breadth and affinity of an artists' fandom among U.S. consumers. The five unique components (Streaming, Social Media Footprint, Awareness, Public Perception and Fan Engagement) each contribute to the composite score and focusing on different audience segments drives new insights.

INDIVIDUAL COMPONENTS AMONG THREE SELECT ARTISTS

DOTTED LINE REPRESENTS THE AVERAGE ARTIST



LUMINATE

SOURCE: LUMINATE INSIGHTS - LUMINATE INDEX (Q3 2024)

LUMINATE INDEX TOP 10

BY GEN POP

ARTIST	SCORE	RANK
Taylor Swift	100	1
Adele	92	2
Beyoncé	91	3
Elton John	90	4
Rihanna	90	5
Eminem	89	6
Shakira	88	7
Ariana Grande	88	8
Lady Gaga	88	9
Dolly Parton	87	10

But different audiences are more influenced by different artists

RIHANNA
CREDIT: JOHN NACION

GEN Z AUDIENCE

TOP 10 ARTISTS		ARTISTS UNIQUE TO THE AUDIENCE		
ARTIST	SCORE	ARTIST	SCORE	GEN Z VS. GEN POP INDEX
Rihanna	100	Juice WRLD	90	+14
Taylor Swift	97	Lil Uzi Vert	45	+12
Eminem	95	Polo G	68	+11
Ariana Grande	94	Olivia Rodrigo	81	+11
The Weeknd	93	Lil Nas X	58	+11
Beyoncé	93	Post Malone	90	+11
Post Malone	90	Kendrick Lamar	89	+11
Juice WRLD	90	Rihanna	100	+10
Drake	89	The Weeknd	93	+10
Kendrick Lamar	89	My Chemical Romance	56	+10

SOURCE: LUMINATE INSIGHTS - LUMINATE INDEX (Q3 2024)

HISPANIC/LATIN AUDIENCE

TOP 10 ARTISTS		ARTISTS UNIQUE TO THE AUDIENCE		
ARTIST	SCORE	ARTIST	SCORE	HISPANIC/ LATINO VS. GEN POP INDEX
Shakira	100	Daddy Yankee	89	+23
Taylor Swift	90	Selena	88	+20
Adele	89	Bad Bunny	81	+14
Daddy Yankee	89	J Balvin	78	+12
Selena	88	Shakira	100	+12
Eminem	88	Vincente Fernandez	74	+10
Beyoncé	88	Prince Royce	69	+9
Ariana Grande	88	Romeo Santos	82	+9
Bruno Mars	87	Karol G	81	+9
Rihanna	87	Maluma	69	+7

LUMINATE

SOURCE: LUMINATE INSIGHTS - LUMINATE INDEX (Q3 2024)

J. BALVIN
CREDIT: LEXIE MORELAND

STREAMS & SCREENS

TOMMY RICHMAN
COURTESY OF ALF BORDALLO

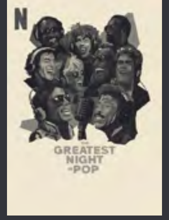
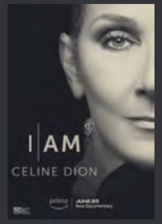
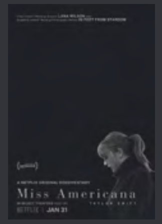
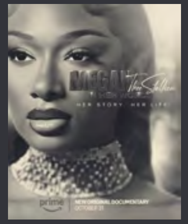
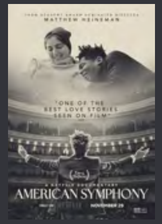
MUSIC IS THE NO. 1 LEISURE ACTIVITY IN THE U.S. WITH 75% OF CONSUMERS COUNTED AS MUSIC LISTENERS. SINCE MUSIC CAN ALSO BE ENJOYED IN BOTH LEAN-FORWARD AND LEAN-BACK WAYS, THERE IS CONSIDERABLE OPPORTUNITY TO DEVELOP NEW WAYS OF DISCOVERY BY PAIRING ARTISTS AND SONGS WITH OTHER ENTERTAINMENT FORMATS LIKE MOVIES AND VIDEO GAMES. LUMINATE IS PROVIDING TRENDING ACROSS MUSIC DISCOVERY TO UNDERSTAND THE VALUE AND GROWTH OF STREAMING VIDEO ON-DEMAND (SVOD), GAMING AND EVOLVING VALUATION IMPACT.

Top 10 Music Documentaries of the Year

U.S. Millennial music listeners are +30% more likely than the average listener to discover music through exclusive TV shows from streaming platforms.

TOP 10 MUSIC DOCUMENTARIES 2024

RANKED BY MINUTES WATCHED ON STREAMING VIDEO ON-DEMAND PLATFORMS

	 The Greatest Night In Pop	 I Am: Celine Dion	 Return of the King: The Fall and Rise of Elvis Presley	 Miss Americana	 Carole King & James Taylor: Just Call Out My Name	 Hate To Love: Nickelback	 The Beach Boys	 Megan Thee Stallion: In Her Words	 Beatles '64	 American Symphony
MUSIC DOC RANK	1	2	3	4	5	6	7	8	9	10
OVERALL DOC RANK	5	13	21	25	28	29	30	44	48	67
MINUTES WATCHED	1.27B	507.1M	340.9M	230.7M	225.4M	221.2M	215.5M	146.3M	132.7M	97.8M
RELEASE DATE	1/29/24	1/25/24	11/13/24	1/31/20	1/2/22	3/27/24	5/24/24	10/31/24	11/29/24	11/29/23
PLATFORM	Netflix	Prime Video	Netflix	Netflix	Max	Netflix	Disney+	Prime Video	Disney+	Netflix

LUMINATE

SOURCE: LUMINATE STREAMING VIEWERSHIP (M); LUMINATE INSIGHTS
MUSIC DOCUMENTARY MOVIES ONLY; DOES NOT INCLUDE MULTI-EPISODE TV SHOWS

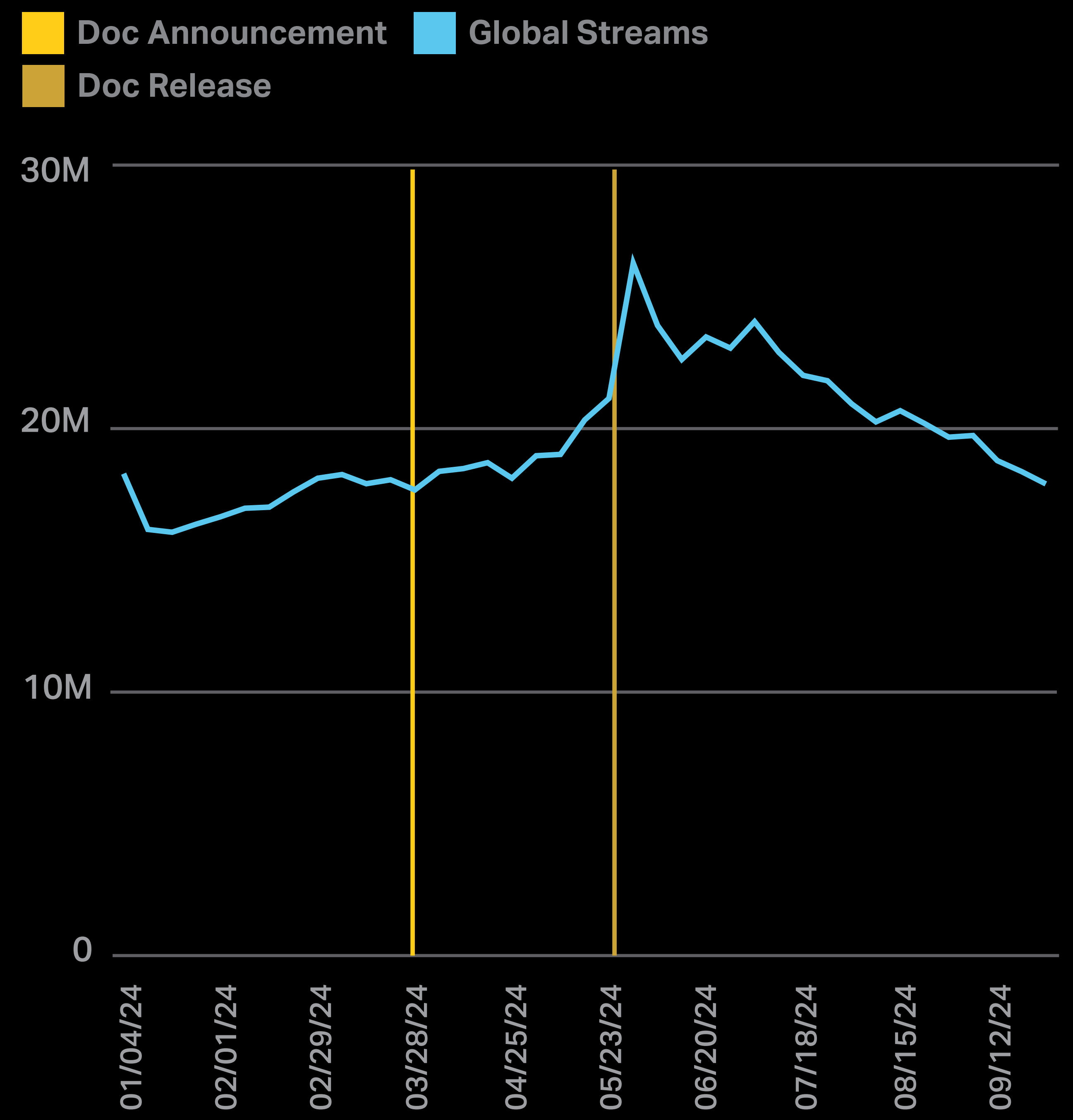
The Beach Boys

The release of the documentary *The Beach Boys* drove significant on-demand audio streaming activity to the group's catalog, creating a lift that sustained deep into 2024. During the final week of Q3 this year (week ending 9/26/24), Global On-Demand Audio streams (17.9M) for the group's catalog still remained +3.6% over the 17.3M average during the 12 weeks before the announcement this year.

Controlling interest in The Beach Boys intellectual property purchased by Iconic Artists Group in February 2021

THE BEACH BOYS
CREDIT: DISNEY+

THE BEACH BOYS GLOBAL ON-DEMAND AUDIO STREAMS

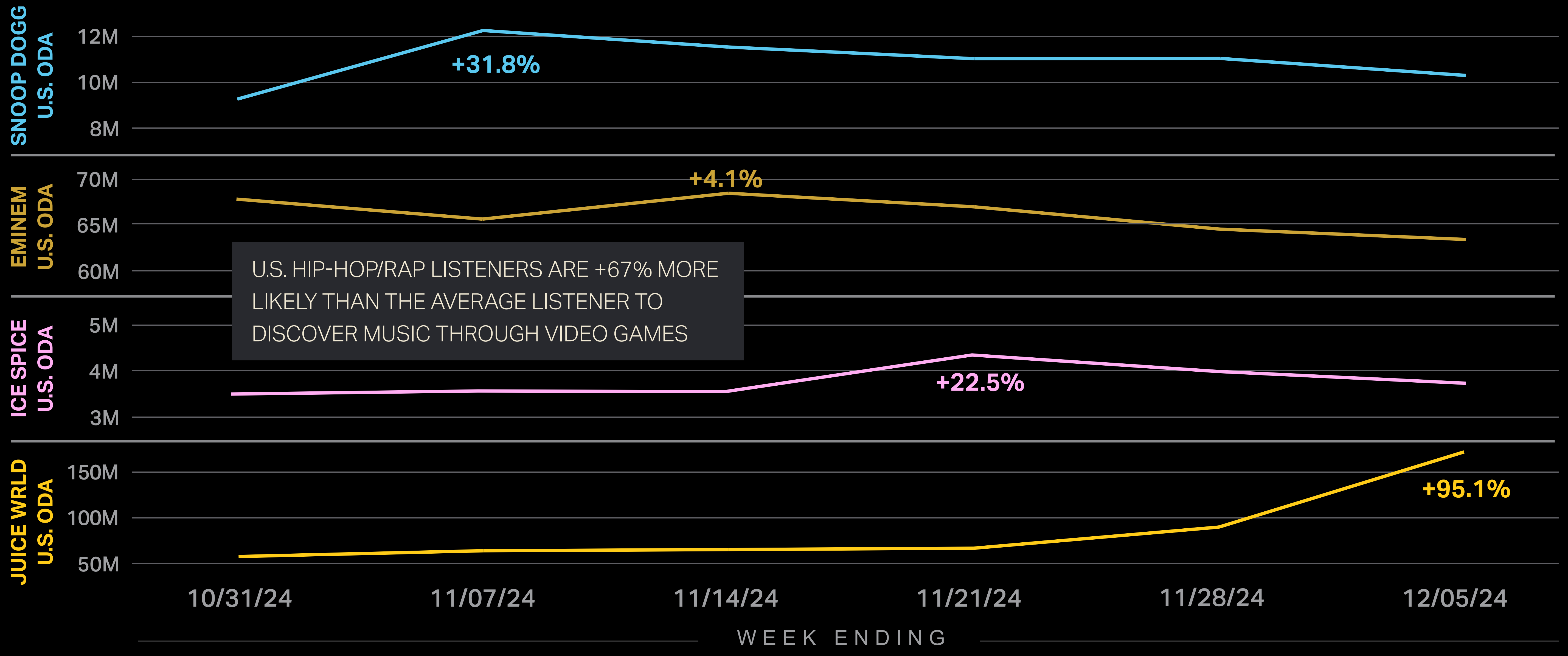


SOURCE: LUMINATE MUSIC CONSUMPTION DATA

LUMINATE

Gaming Impact on Consumption…

Fortnite Remix partnered with Snoop Dogg, Eminem, Ice Spice and Juice WRLD for a month long campaign in November 2024 that resulted in significant audio streaming increase for a different artist each week.

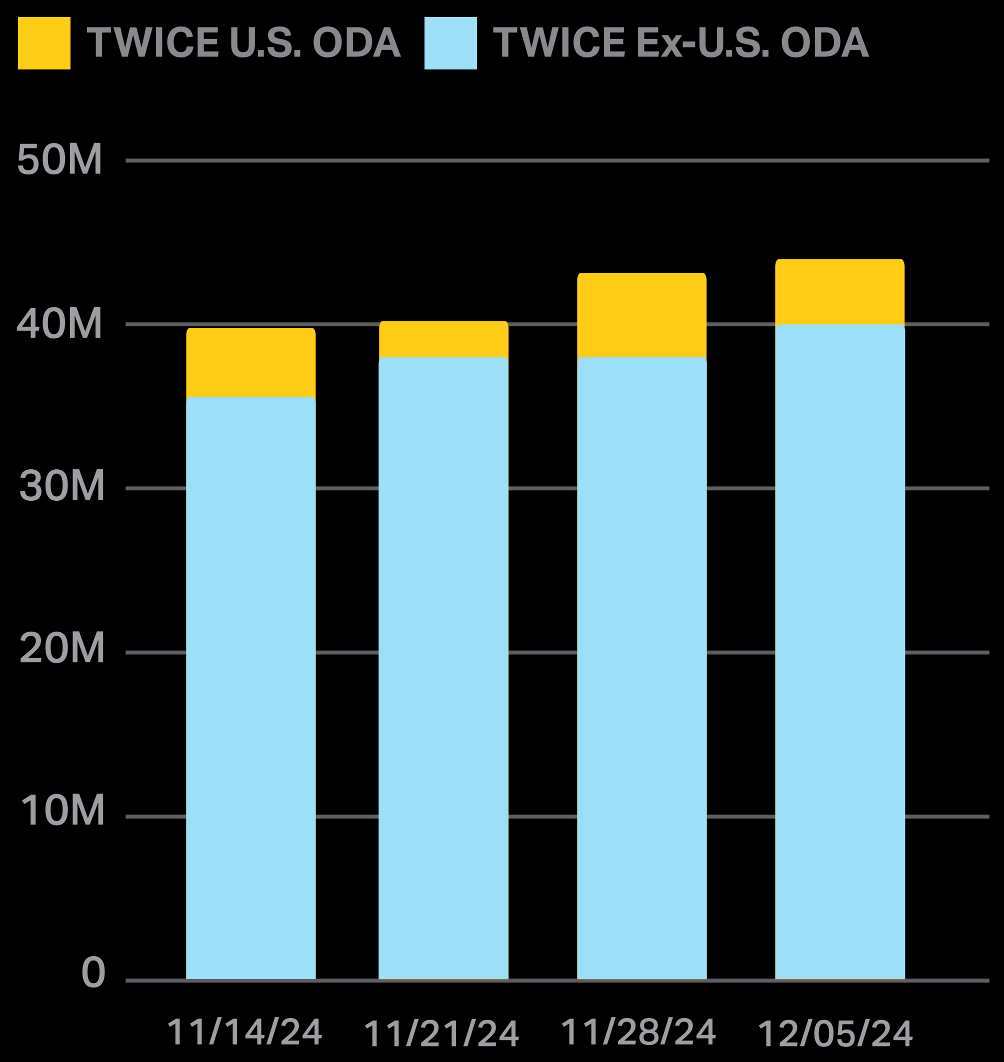


LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA; LUMINATE INSIGHTS

TWICE U.S. AND EX-U.S. ON-DEMAND AUDIO STREAMING TRENDS

TWICE AND ROBLOX ANNOUNCED VIRTUAL ON-PLATFORM MEET & GREET 11/23/24



LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

… and Virtual Engagement Can Drive Fandom

All-female K-Pop group TWICE hosted a Meet & Greet on Roblox with their "ONCE" super fans on Saturday, 11/23/24, immediately driving a 6.4% (+2.6M) Global increase in On-Demand Audio streams the week ending 11/28/24.

TWICE
COURTESY PHOTO

LISTENERS ARE FINDING NEW MUSIC THROUGH A VARIETY OF SOURCES, BUT CERTAIN GENRE FANS GRAVITATE TOWARD SPECIFIC PLATFORMS

53%

of U.S. Bollywood music fans discover new music through **Exclusive TV Shows on Streaming** platforms, making them 133% more likely to do this than the average U.S. music listener

53%

of U.S. J-Pop fans discover new music through **Short Form Video** platforms, making them 73% more likely to do this than the average U.S. music listener

14%

of U.S. Afrobeats / Afropop music fans discover new music through **Twitch**, making them 188% more likely to do this than the average U.S. music listener

SOURCE: US MUSIC 360 (Q3 2024)

SETTING THE STAGE

HOZIER
CREDIT: SACHA LECCA/ROLLING STONE

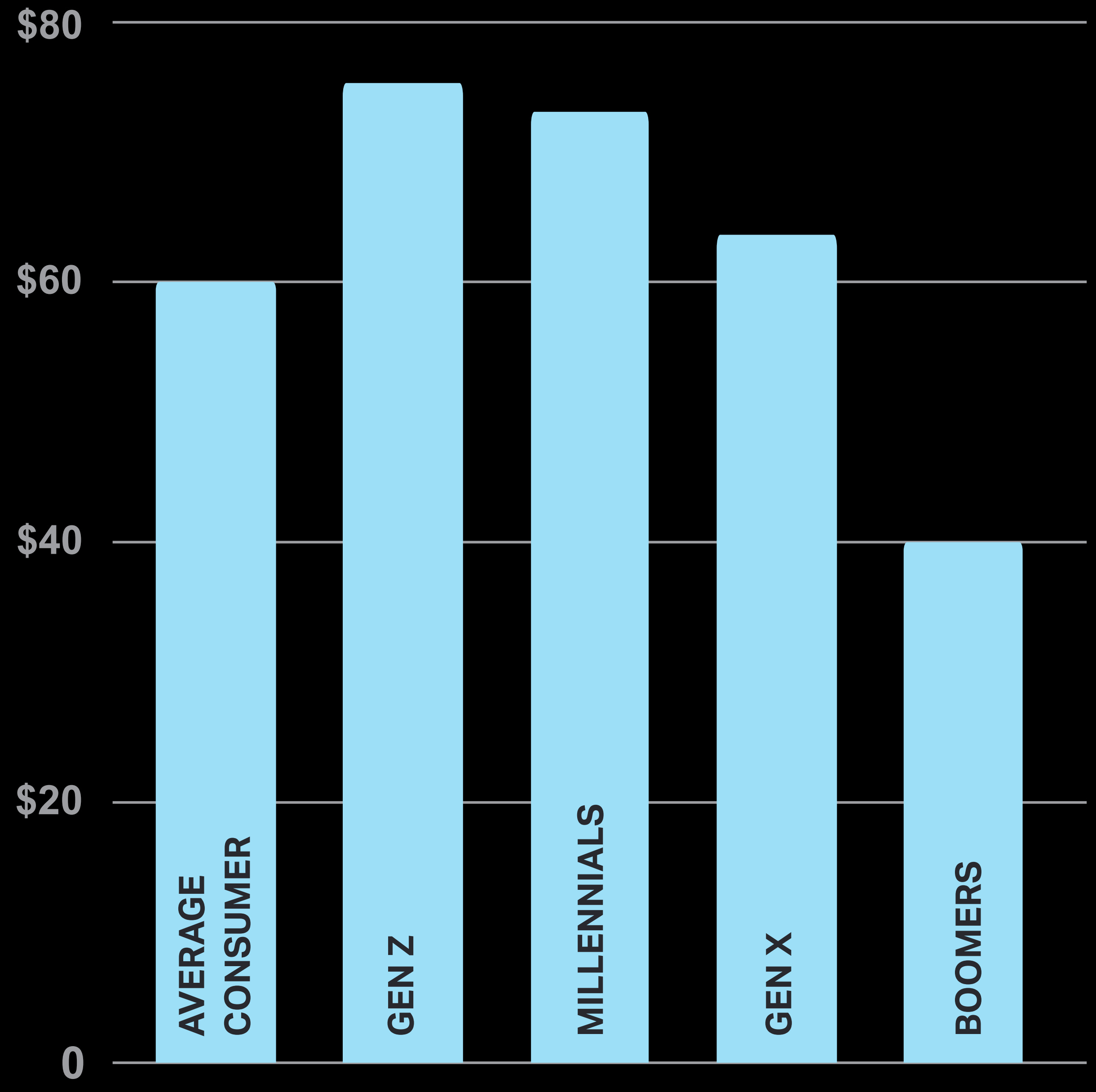
IN 2024 GEN Z RAISED ITS HAND AS THE BIGGEST SPENDER ON LIVE MUSIC EVENTS AMONG U.S. GENERATIONS. WHILE THIS WAS DRIVEN BY FESTIVAL SPENDING, PRICE SENSITIVITY IS BECOMING A BIGGER FACTOR FOR THE LIVE MUSIC EVENT SPACE THAT CONTINUES TO RESET AFTER THE COVID PERIOD. LUMINATE CONTINUES TO CLOSELY TRACK BOTH AUDIENCE SENTIMENT AND LISTENING TO UNDERSTAND CORRELATIONS THAT CAN PROVIDE PREDICTIVE SIGNALS ESSENTIAL TO SUCCESSFUL TOUR PLANNING AND TICKETING.

U.S. Gen Z Spent the Most on Live Events in 2024

This spend was driven by festivals as Gen Z tops other generations in overall live event spend for the first time, but Millennials still report spending the most on concerts.

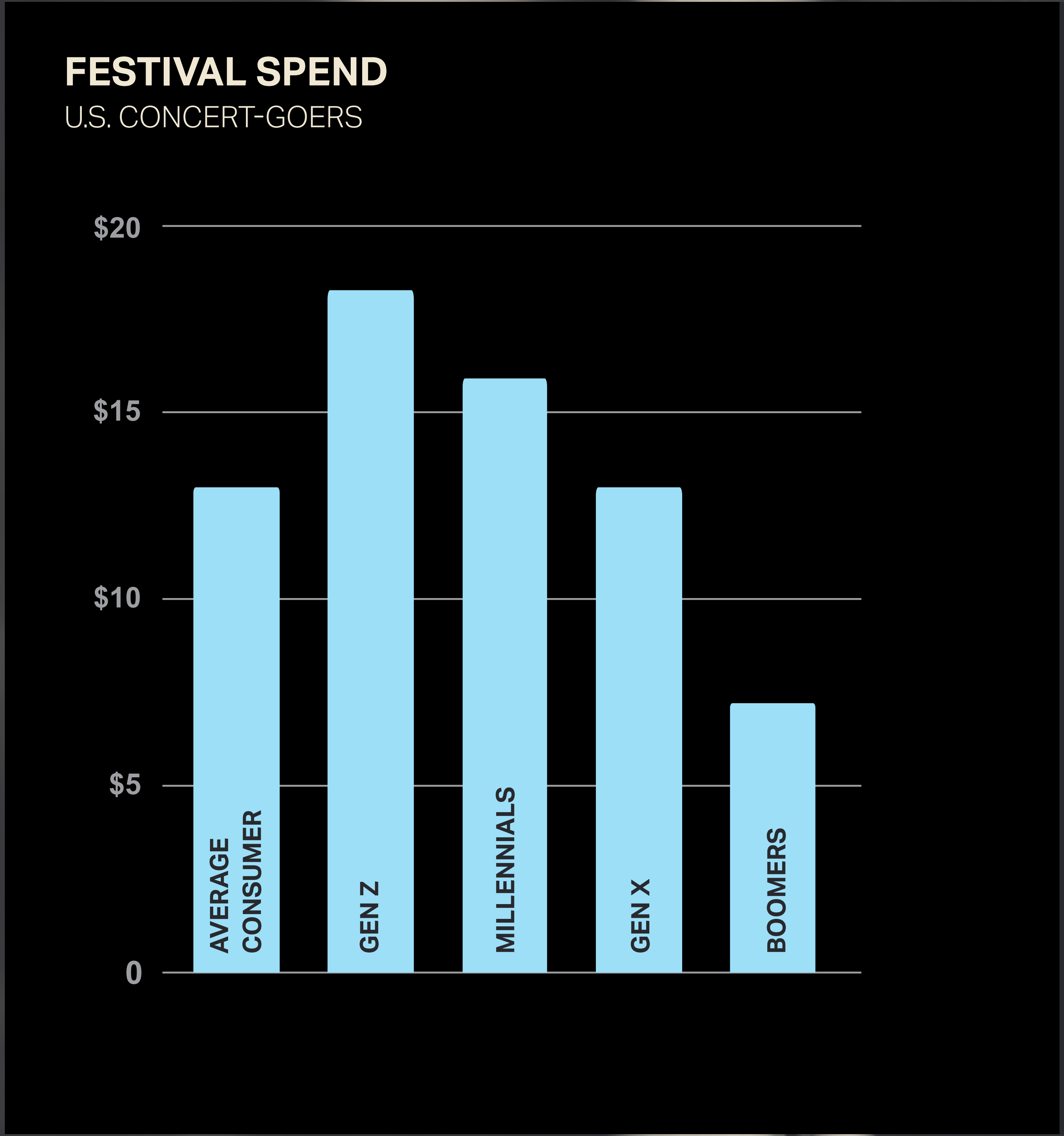
CHAPPELL ROAN
CREDIT: CHRISTOPHER POLK

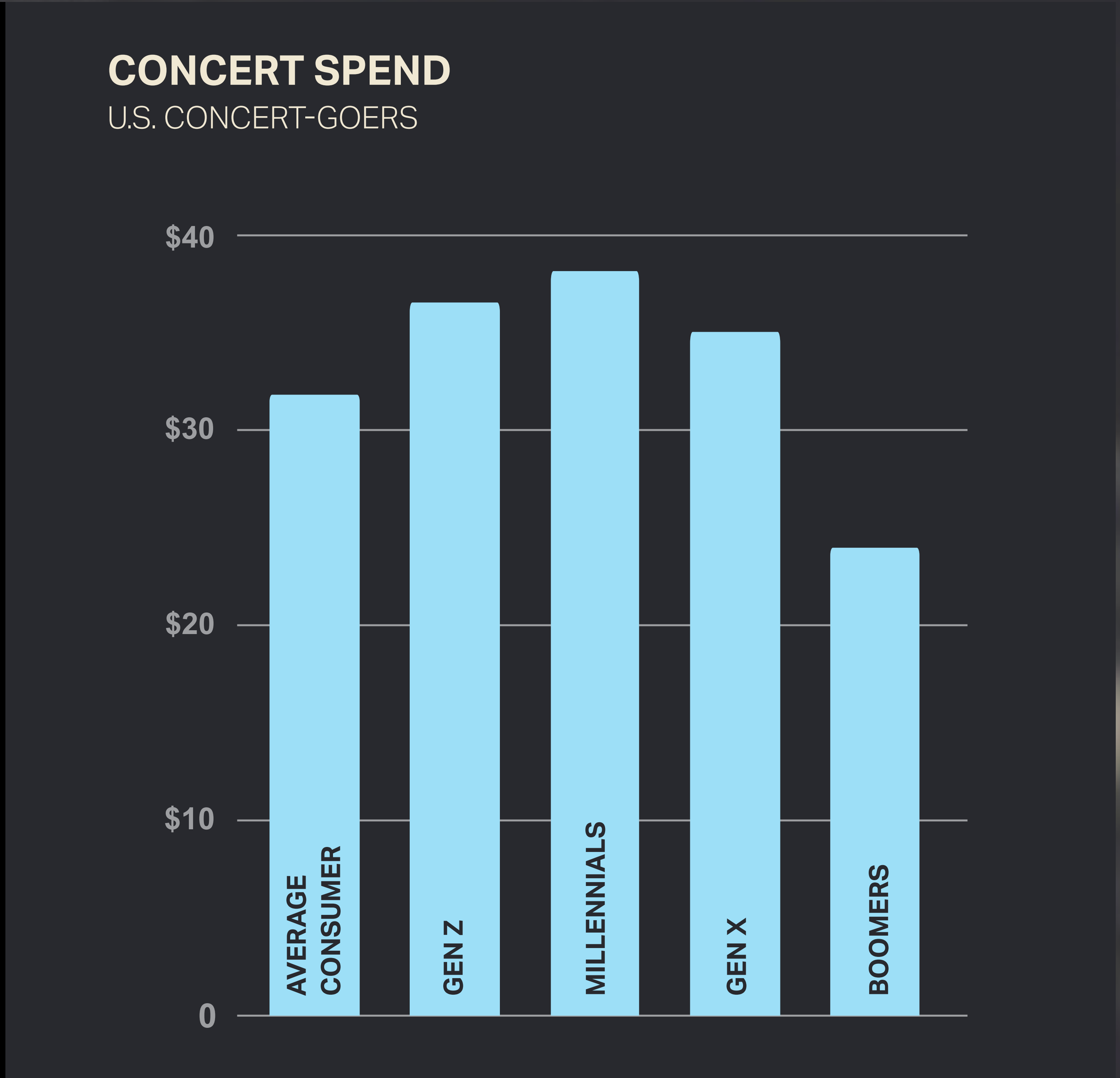
TOTAL LIVE SPEND
U.S. CONCERT-GOERS



SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q1-Q3 2024)

LUMINATE



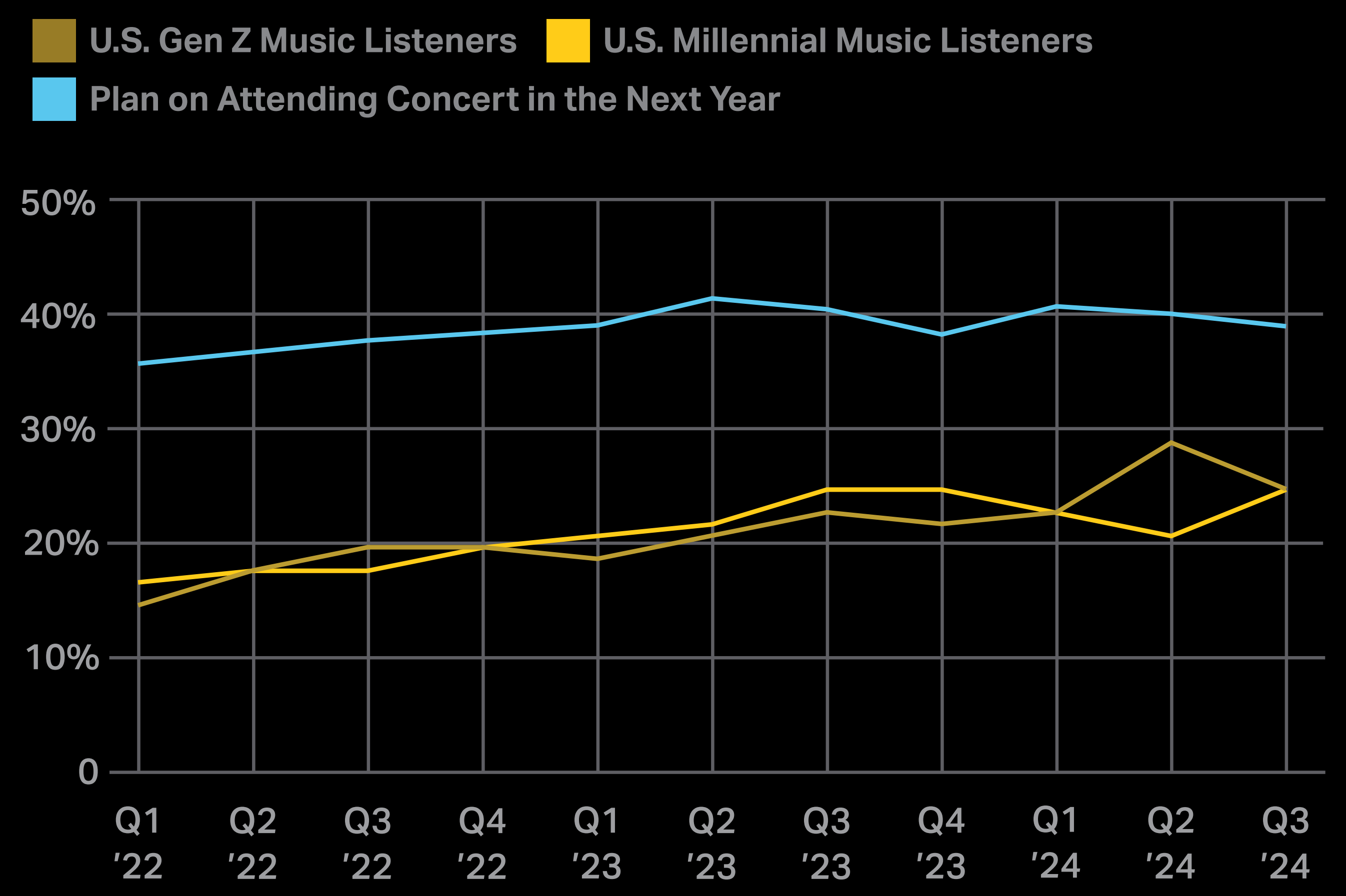


SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q1-Q3 2024)

LUMINATE

Spend & Attendance

CONCERT ATTENDANCE IN THE PAST YEAR AMONG ...



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+23%

In Q2 2024, Gen Z spent more money on concerts monthly than any other generation, spending 23% MORE per month than the average U.S. music listener

68%

In Q3 2023, 68% of U.S. music listeners said 'ticket cost' would be a barrier to concert attendance, representing a new high in Luminate Insights audience reporting

SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (2022-2024)

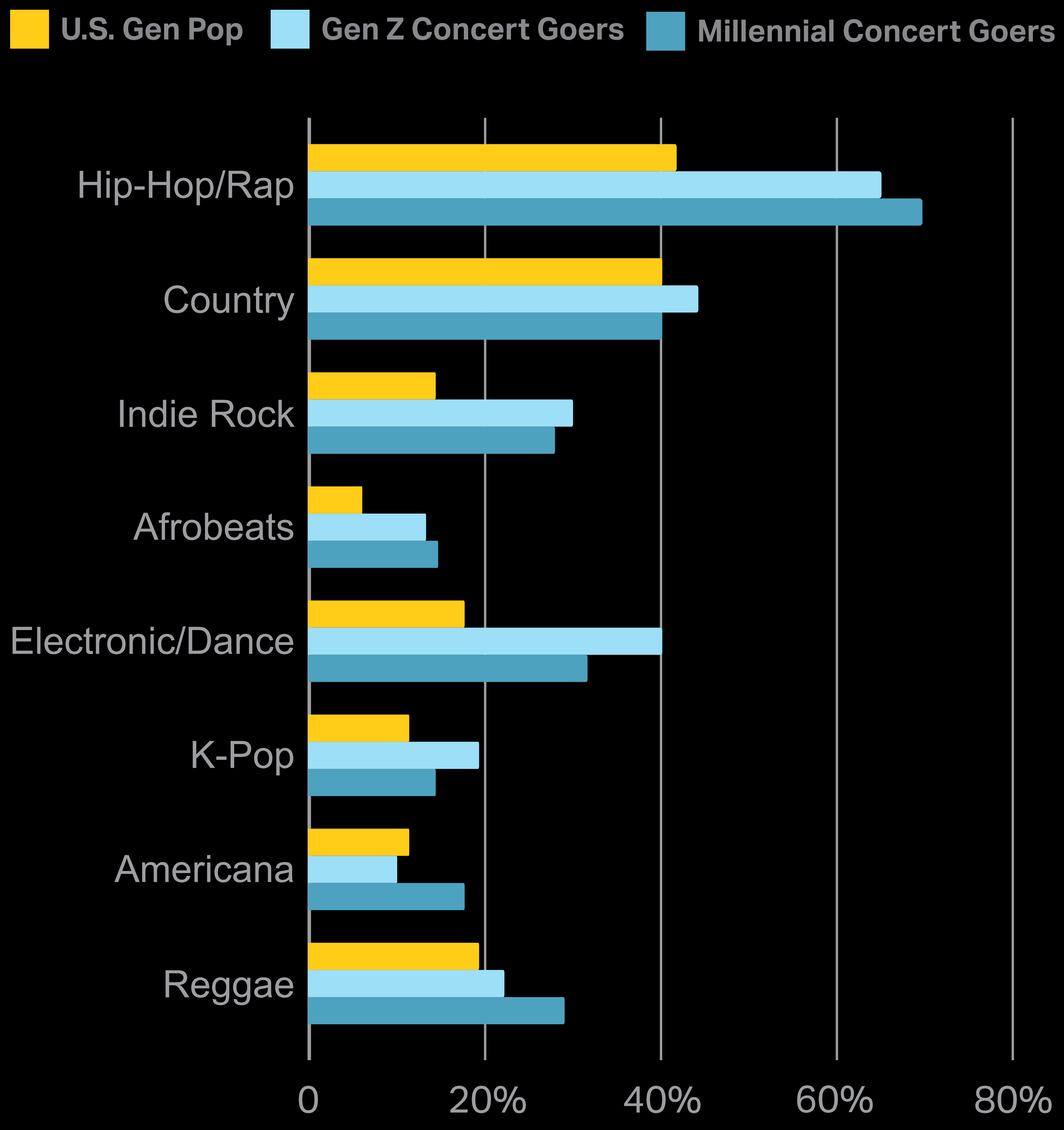
Future Trends to Watch in Live

As Gen Z assumes the concert-going mantle, demand for live Electronic / Dance Music, Afrobeats and Indie Rock events in the U.S. poised to grow due to their over-indexing in listenership.

TEMS

CREDIT: RODERICK-EJUETAMI

MONTHLY GENRE LISTENERSHIP AMONG GENERATIONS



SOURCE: LUMINATE INSIGHTS - US MUSIC 360 (Q1-Q3 2024)

LUMINATE

YEAR-END CHARTS

CHARLI XCX
CREDIT: HARLEY WEIRLISTEN

LUMINATE | billboard

Top 10 Songs (Global)

Rank by Overall On-Demand Audio Streaming Volume

	Artist	Song	On-Demand Audio Streams
1	Benson Boone	“Beautiful Things”	**2.577 billion**
2	Sabrina Carpenter	“Espresso”	**2.459 billion**
3	Billie Eilish	“BIRDS OF A FEATHER”	**2.301 billion**
4	Teddy Swims	“Lose Control”	**2.137 billion**
5	Lady Gaga & Bruno Mars	“Die With A Smile”	**1.874 billion**
6	Floyymenor	“Gata Only”	**1.863 billion**
7	Shaboozey	“A Bar Song (Tipsy)”	**1.712 billion**
8	Hozier	“Too Sweet”	**1.711 billion**
9	Taylor Swift	“Cruel Summer”	**1.689 billion**
10	Sabrina Carpenter	“Please Please Please”	**1.573 billion**

Top Albums (Canada)

Album Sales + TEA + SEA On-Demand Audio + Video*

	Artist	Title	Total Album-Equivalent Consumption	Album Sales	Song Sales	On-Demand Audio Streams	On-Demand Video Streams
1	**Taylor Swift**	*The Tortured Poets Department*	**533,000**	138,000	28,000	502.3 million	11.4 million
2	**Noah Kahan**	*Stick Season*	**342,000**	16,000	27,000	418.9 million	6.9 million
3	**Morgan Wallen**	*One Thing at a Time*	**337,000**	3,000	22,000	431.5 million	14.2 million
4	**The Weeknd**	*The Highlights*	**256,000**	3,000	9,000	346.9 million	16.0 million
5	**Sabrina Carpenter**	*Short N' Sweet*	**253,000**	23,000	24,000	295.1 million	13.4 million
6	**Billie Eilish**	*Hit Me Hard And Soft*	**224,000**	29,000	18,000	255.3 million	9.5 million
7	**Post Malone**	*F-1 Trillon*	**210,000**	10,000	50,000	248.2 million	10.0 million
8	**SZA**	*SOS*	**204,000**	5,000	6,000	269.9 million	7.2 million
9	**Zach Bryan**	*Zach Bryan*	**199,000**	9,000	15,000	245.5 million	4.5 million
10	**Benson Boone**	*Fireworks & Rollerblades*	**197,000**	4,000	59,000	244.2 million	13.8 million

Top Songs (Canada)

Audio On-Demand Streams

	Artist	Song	Video Streams
1	**Shaboozey**	"A Bar Song (Tipsy)"	**143.8 million**
2	**Benson Boone**	"Beautiful Things"	**134.5 million**
3	**Post Malone featuring Morgan Wallen**	"I Had Some Help"	**119.3 million**
4	**Teddy Swims**	"Lose Control"	**101.9 million**
5	**Noah Kahan**	"Stick Season"	**98.9 million**
6	**Sabrina Carpenter**	"Espresso"	**98.0 million**
7	**Zach Bryan featuring Kacey Musgraves**	"I Remember Everything"	**94.8 million**
8	**Hozier**	"Too Sweet"	**85.2 million**
9	**Billie Eilish**	"BIRDS OF A FEATHER"	**77.8 million**
10	**Morgan Wallen**	"Last Night"	**76.4 million**

LUMINATE

* TOP 10 ALBUMS (ALBUM SALES + TEA + ON-DEMAND SEA): RANKED BY EQUIVALENT ALBUM UNITS, COMPRISING ALBUM SALES, TRACK EQUIVALENT ALBUMS (TEA) AND STREAMING EQUIVALENT ALBUMS (SEA). EACH UNIT = ONE ALBUM SALE, OR 10 TRACKS SOLD FROM AN ALBUM, OR 1,250 PREMIUM ON-DEMAND OFFICIAL STREAMS // 3,750 AD-SUPPORTED ON-DEMAND OFFICIAL STREAMS BY SONGS FROM AN ALBUM. (USER GENERATED CONTENT [UGC] ON-DEMAND STREAMS ARE NOT INCLUDED.)

Top Albums (U.S.)

Album Sales + TEA + SEA On-Demand Audio + Video*

	Artist	Title	Total Album-Equivalent Consumption	Album Sales	Song Sales	On-Demand Audio Streams	On-Demand Video Streams
1	**Taylor Swift**	*The Tortured Poets Department*	**6.955 million**	3,491,000	305,000	4.384 billion	106.4 million
2	**Morgan Wallen**	*One Thing At A Time*	**3.183 million**	79,000	277,000	4.012 billion	209.2 million
3	**Sabrina Carpenter**	*Short N' Sweet*	**2.491 million**	484,000	254,000	2.565 billion	113.3 million
4	**SZA**	*SOS*	**2.473 million**	127,000	100,000	3.114 billion	165.0 million
5	**Billie Eilish**	*Hit Me Hard And Soft*	**2.259 million**	570,000	165,000	2.203 billion	104.3 million
6	**Noah Kahan**	*Stick Season*	**2.213 million**	218,000	154,000	2.587 billion	47.6 million
7	**Chappell Roan**	*The Rise And Fall Of A Midwest Princess*	**1.946 million**	472,000	161,000	1.873 billion	60.2 million
8	**Morgan Wallen**	*Dangerous: The Double Album*	**1.895 million**	25,000	100,000	2.437 billion	121.8 million
9	**Zach Bryan**	*Zach Bryan*	**1.723 million**	156,000	121,000	2.042 billion	50.2 million
10	**Future & Metro Boomin**	*We Don't Trust You*	**1.606 million**	25,000	72,000	2.046 billion	130.9 million

Top Albums (U.S.)

Total Sales (Physical & Digital)

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**3,491,000**
2	**Billie Eilish**	*Hit Me Hard And Soft*	**570,000**
3	**Travis Scott**	*Days Before Rodeo*	**493,000**
4	**Sabrina Carpenter**	*Short N' Sweet*	**484,000**
5	**Chappell Roan**	*The Rise And Fall Of A Midwest Princess*	**472,000**
6	**Stray Kids**	*Ate*	**449,000**
7	**Taylor Swift**	*1989 (Taylor's Version)*	**414,000**
8	**ENHYPHEN**	*Romance : Untold*	**378,000**
9	**Taylor Swift**	*Lover*	**343,000**
10	**Beyoncé**	*Cowboy Carter*	**329,000**

U.S. Top CD Album Sales

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**1,512,000**
2	**Stray Kids**	*ATE*	**442,000**
3	**ENHYPHEN**	*Romance : Untold*	**363,000**
4	**ATEEZ**	*GOLDEN HOUR: Part. 1*	**250,000**
5	**Stray Kids**	*HOP*	**248,000**
6	**TOMORROW X TOGETHER**	*minisode 3: TOMORROW*	**240,000**
7	**ATEEZ**	*GOLDEN HOUR: Part. 2*	**225,000**
8	**Taylor Swift**	*1989 (Taylor's Version)*	**175,000**
9	**TWICE**	*With YOU-th*	**174,000**
10	**Billie Eilish**	*Hit Me Hard And Soft*	**165,000**

LUMINATE

* TOP 10 ALBUMS (ALBUM SALES + TEA + ON-DEMAND SEA): RANKED BY EQUIVALENT ALBUM UNITS, COMPRISING ALBUM SALES, TRACK EQUIVALENT ALBUMS (TEA) AND STREAMING EQUIVALENT ALBUMS (SEA). EACH UNIT = ONE ALBUM SALE, OR 10 TRACKS SOLD FROM AN ALBUM, OR 1,250 PREMIUM ON-DEMAND OFFICIAL STREAMS // 3,750 AD-SUPPORTED ON-DEMAND OFFICIAL STREAMS BY SONGS FROM AN ALBUM. (USER GENERATED CONTENT [UGC] ON-DEMAND STREAMS ARE NOT INCLUDED.)

U.S. Top Vinyl Album Sales

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**1,489,000**
2	**Billie Eilish**	*Hit Me Hard And Soft*	**340,000**
3	**Chappell Roan**	*The Rise And Fall Of A Midwest Princess*	**336,000**
4	**Sabrina Carpenter**	*Short N' Sweet*	**291,000**
5	**Taylor Swift**	*1989 (Taylor's Version)*	**200,000**
6	**Taylor Swift**	*folklore*	**267,000**
7	**Taylor Swift**	*Midnights*	**188,000**
8	**Taylor Swift**	*Lover*	**185,000**
9	**Fleetwood Mac**	*Rumours*	**178,000**
10	**Olivia Rodrigo**	*Guts*	**175,000**

U.S. Top Cassette Album Sales

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**25,000**
2	**Various Artists**	*Guardians of the Galaxy: Awesome Mix Vol. 1*	**23,000**
3	**Charli XCX**	*BRAT*	**12,000**
4	**Twenty One Pilots**	*Clancy*	**11,000**
5	**Various Artists**	*Guardians of the Galaxy: Awesome Mix Vol. 2*	**11,000**
6	**Beach House**	*DEPRESSION CHERRY*	**9,000**
7	**Chappell Roan**	*The Rise And Fall Of A Midwest Princess*	**8,000**
8	**Nirvana**	*BLEACH*	**8,000**
9	**Linkin Park**	*PAPERCUTS*	**8,000**
10	**Various Artists**	*Guardians of the Galaxy Vol. 3: Awesome Mix Vol. 3*	**7,000**

U.S. Top Digital Song Consumption

Song Sales + On-Demand SES*

	Artist	Song	Song Sales + SES On-Demand Streams	On-Demand Audio Streams	Song Sales
1	**Shaboozey**	"A Bar Song (Tipsy)"	**7.346 million**	912.6 million	480,000
2	**Post Malone Featuring Morgan Wallen**	"I Had Some Help"	**6.509 million**	822.9 million	252,000
3	**Benson Boone**	"Beautiful Things"	**6.233 million**	800.5 million	293,000
4	**Teddy Swims**	"Lose Control"	**6.199 million**	785.8 million	311,000
5	**Kendrick Lamar**	"Not Like Us"	**6.098 million**	823.5 million	121,000
6	**Sabrina Carpenter**	"Espresso"	**5.812 million**	758.9 million	125,000
7	**Zach Bryan Featuring Kacey Musgraves**	"I Remember Everything"	**5.589 million**	739.5 million	78,000
8	**Tommy Richman**	"Million Dollar Baby"	**5.427 million**	731.2 million	101,000
9	**Billie Eilish**	"BIRDS OF A FEATHER"	**4.988 million**	660.7 million	108,000
10	**Hozier**	"Too Sweet"	**4.901 million**	630.9 million	162,000

LUMINATE

* TOP 10 DIGITAL SONG CONSUMPTION: RANKED BY TRADITIONAL DIGITAL SONG SALES + SES UNITS, WHERE 125 PREMIUM STREAMS = ONE SONG // 375 AD-SUPPORTED STREAMS = ONE SONG.
ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC

U.S. Top Songs: On-Demand Streaming

Audio + Video

	Artist	Song	Audio + Video Streams
1	**Kendrick Lamar**	"Not Like Us"	**1.038 billion**
2	**Shaboozey**	"A Bar Song (Tipsy)"	**1.010 billion**
3	**Benson Boone**	"Beautiful Things"	**0.895 billion**
4	**Post Malone Featuring Morgan Wallen**	"I Had Some Help"	**0.883 billion**
5	**Teddy Swims**	"Lose Control"	**0.883 billion**
6	**Sabrina Carpenter**	"Espresso"	**0.816 billion**
7	**Tommy Richman**	"Million Dollar Baby"	**0.794 billion**
8	**Zach Bryan Featuring Kacey Musgraves**	"I Remember Everything"	**0.776 billion**
9	**Billie Eilish**	"BIRDS OF A FEATHER"	**0.706 billion**
10	**Future & Metro Boomin**	"Like That"	**0.686 billion**

U.S. Top Songs: On-Demand Streaming

Audio

	Artist	Song	Audio Streams
1	**Shaboozey**	"A Bar Song (Tipsy)"	**912.7 million**
2	**Kendrick Lamar**	"Not Like Us"	**823.5 million**
3	**Post Malone Featuring Morgan Wallen**	"I Had Some Help"	**822.9 million**
4	**Benson Boone**	"Beautiful Things"	**800.5 million**
5	**Teddy Swims**	"Lose Control"	**785.8 million**
6	**Sabrina Carpenter**	"Espresso"	**758.9 million**
7	**Zach Bryan Featuring Kacey Musgraves**	"I Remember Everything"	**739.5 million**
8	**Tommy Richman**	"Million Dollar Baby"	**731.3 million**
9	**Billie Eilish**	"BIRDS OF A FEATHER"	**660.7 million**
10	**Hozier**	"Too Sweet"	**630.9 million**

U.S. Top Radio Songs

Based on Audience Impressions*

	Artist	Song	Audience
1	**Teddy Swims**	"Lose Control"	**3.260 billion**
2	**Shaboozey**	"A Bar Song (Tipsy)"	**2.767 billion**
3	**Post Malone Featuring Morgan Wallen**	"I Had Some Help"	**2.591 billion**
4	**Benson Boone**	"Beautiful Things"	**2.565 billion**
5	**Hozier**	"Too Sweet"	**2.436 billion**
6	**Jack Harlow**	"Lovin On Me"	**2.325 billion**
7	**Sabrina Carpenter**	"Espresso"	**2.253 billion**
8	**Doja Cat**	"Agora Hills"	**2.098 billion**
9	**Taylor Swift**	"Cruel Summer"	**2.054 billion**
10	**Luke Combs**	"Fast Car"	**1.993 billion**

U.S. Top Songs: Programmed Audio Streams***

	Artist	Song	Programmed Audio Streams
1	**Teddy Swims**	"Lose Control"	**230.2 million**
2	**Shaboozey**	"A Bar Song (Tipsy)"	**131.9 million**
3	**Morgan Wallen**	"Last Night"	**129.6 million**
4	**Jack Harlow**	"Lovin On Me"	**127.2 million**
5	**Zach Bryan Featuring Kacey Musgraves**	"I Remember Everything"	**121.0 million**
6	**Benson Boone**	"Beautiful Things"	**113.3 million**
7	**Chris Stapleton**	"Tennessee Whiskey"	**112.2 million**
8	**Morgan Wallen**	"Thinkin' Bout Me"	**111.6 million**
9	**Teddy Swims**	"The Door"	**99.3 million**
10	**Post Malone Featuring Morgan Wallen**	"I Had Some Help"	**94.4 million**

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AUDIENCE IMPRESSION DATA FROM MEDIABASE, NIELSEN AUDIO, AND/OR LUMINATE METRO RADIO STREAMING.
** ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC
*** PROGRAMMED STREAMS ARE THOSE FROM DMCA-COMPLIANT SERVICES.

U.S. Share of Total Volume by Format and Genre

Selected Top Genres

	Genre	Albums + TEA + SEA On-Demand	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales
1	R&B / Hip-Hop	**24.1%**	25.4%	25.3%	26.5%	12.4%	12.3%	12.7%	14.5%
2	Rock	**18.9%**	16.8%	17.3%	11.0%	37.4%	39.2%	30.2%	22.1%
3	Pop	**12.7%**	12.2%	12.2%	11.7%	16.3%	17.6%	11.0%	16.8%
4	Country	**8.8%**	8.4%	8.7%	4.9%	8.4%	8.0%	9.9%	13.7%
5	Latin	**7.5%**	9.0%	8.4%	16.1%	0.7%	0.7%	0.9%	2.7%
6	Dance / Electronic	**3.3%**	3.4%	3.4%	3.2%	1.9%	1.8%	2.5%	5.8%
7	World Music	**2.4%**	2.2%	2.1%	3.2%	6.7%	7.9%	1.9%	2.0%
8	Christian / Gospel	**1.9%**	1.8%	1.8%	2.2%	1.6%	1.3%	3.0%	3.8%
9	Children	**1.2%**	1.2%	1.1%	2.7%	0.9%	0.8%	1.2%	0.7%
10	Jazz	**0.9%**	0.7%	0.7%	0.3%	2.8%	2.9%	2.5%	1.1%
11	Classical	**0.9%**	0.8%	0.8%	0.3%	1.5%	1.3%	2.5%	0.8%

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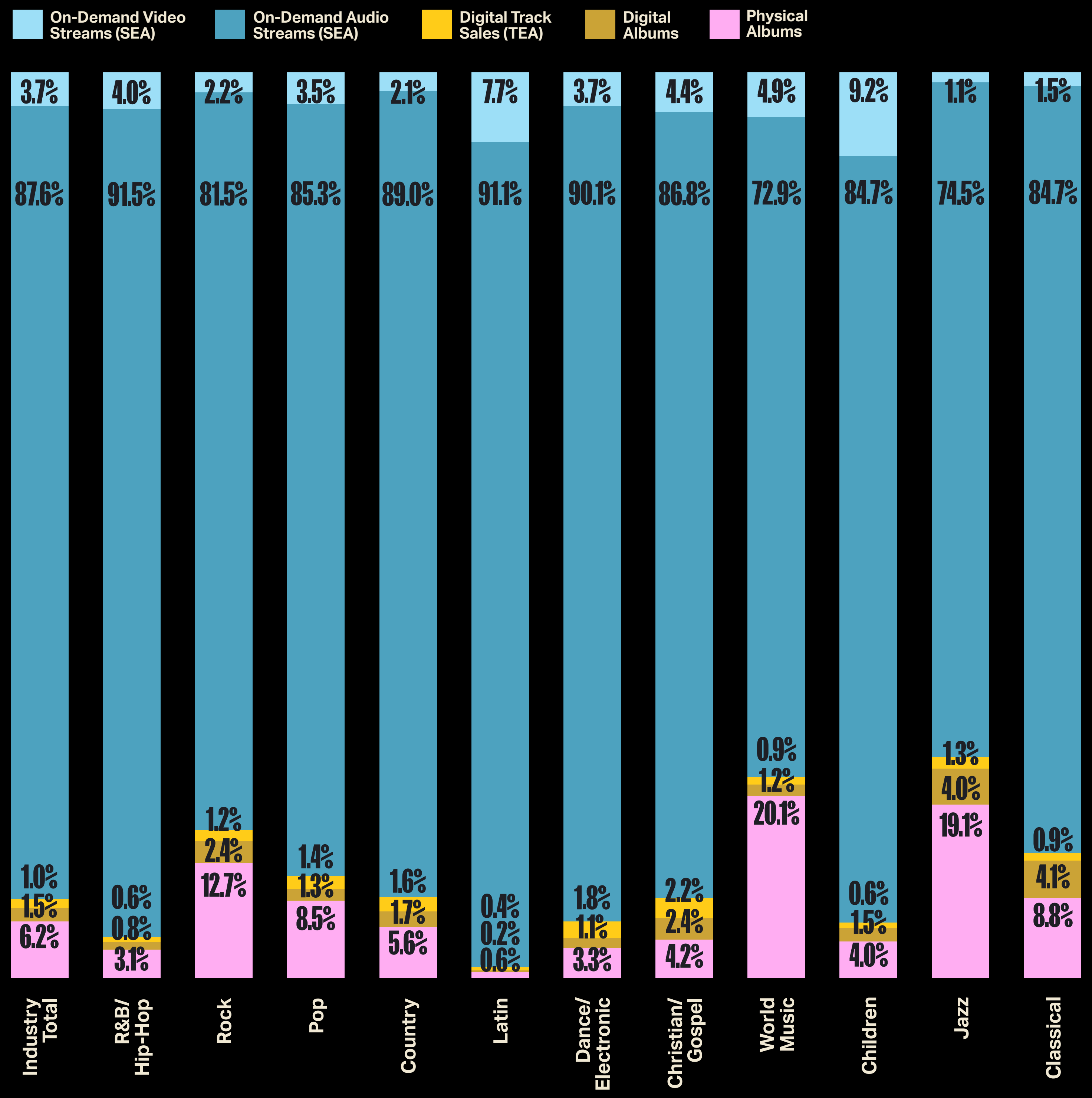
U.S. Share of Total Album-Equivalent Consumption by Format



METHODOLOGY

2024 HAS 53 CHART WEEKS

Luminate's 2024 tracking year ran from December 29, 2023, to January 2, 2025, and included 53 weeks due to a rare calendar occurrence. (The last time this happened was in 2018.) For accurate year-over-year comparisons in this report, a 53-week period for 2023 is used (December 30, 2022, to January 4, 2024).

EXPORT POWER

The Luminate Export Power Score is a metric designed to evaluate a country's ability to export music globally. This score is a combination of four data points: the rank of artists in each country based on Total On-Demand Streaming and Country of Origin; the number of countries importing music from a given export country; the streaming size of importing countries and the number of artists per export country reaching international audiences.

SONGWRITER INFORMATION

Data enrichment brings together data from the top recordings of the year and information about the songwriters of those recordings. This analysis is based on the top 1K songs worldwide ranked by on-demand audio streams from Week 1 - Week 45 of 2024. Tracks often have multiple songwriters, so the counts of songwriter and the streams are based on a one-to-many relationship. Any recordings which did not have associated songwriter information were excluded from the analysis.

LUMINATE INDEX

The Luminate Index is a composite metric meant to provide labels, brands and agencies with an understanding of the depth, breadth and affinity of an artist's fandom among U.S. consumers. The five unique components (Streaming, Social Media Footprint, Awareness, Public Perception and Fan Engagement) each contribute to the composite score, with some components contributing more or less to the score than others.

WHAT DETERMINES A SUPER FAN?

A super fan is someone who engages with artists and their content in many different ways. The data we collect represents the percentage of music listeners who engage with artists and their content in five or more ways from this list: Attend an in-person live music performance; talk about the artist with friends or family; attend a virtual live-music performance; purchase physical copies of music (e.g., vinyl, CDs, etc.); purchase physical merchandise; purchase digital copies of music (songs or albums); post about the artist on social media; interact with the artist on chat forums or networks (e.g., Discord, Reddit, etc.); sign up for artist newsletters; subscribe to a fan club or other fan group; tip artists in-person or virtually; purchase virtual merchandise; directly fund the artist (e.g., Venmo, CashApp, Patreon, etc.)

WHAT IS SHAREPOINT CHANGE?

Throughout this report there are references to "sharepoint change." An example of this is in the "U.S. Fastest-Growing Genres" section where Pop shows a .48 gain relative to other genres. Sharepoint change measures how much one share increases or decreases relative to another, taking volume into account and expressed in percentage points rather than raw percentages.

WHAT ARE THE TREND BREAKS IN 2024?

Independent Retail Physical Sales: As previously reported, Luminate changed the methodology behind its independent retail sales reporting beginning Week 1 of 2024. While the new modeled methodology more accurately represents the independent retail market, we do not have comparable historical data to provide an accurate year-over-year trend. Therefore, independent retail physical sales under the new methodology for 2024 are isolated and no trending is provided versus 2023.

Video: A change in provider reporting was made in January 2024 that affects the Non-Song UGC category. Due to this change, we are unable to provide video trending. All video numbers represented in this report are either stand-alone snapshots in time or do not include the impact of the Non-Song UGC changes. These instances are noted throughout.

DATA SOURCES

The 2024 Music Year-End Report is powered by Luminate's industry-leading music consumption, data enrichment and consumer research insights products. Statistics and insights contained in this report are sourced directly from commercially available data and products.

CONNECT Music Consumption - The music industry standard, which aggregates data from over 500 verified streaming, retail and airplay sources and tracks millions of artists, albums and songs globally and powers the Billboard Charts.

Data Enrichment (formerly Quansic) - Expanded music metadata cleaning, matching and enrichment services providing both music content identifiers (ISWC, ISRC, streaming service IDs) and descriptive data (genre, release date, language, cover songs) for better discovery and streaming activity reporting.

Film & TV Entertainment Data and Streaming Viewership (M) - integral Film & TV descriptive and production metadata paired with streaming original viewership performance metrics for timely understanding of video content engagement across U.S. streamers.

Audience Insights - Consumer research syndicated studies and analysis conducted with market research best practices and rigor including:

- **U.S Music 360 & Regional Music 360:** Consumer behaviors and preferences related to music fan engagement, including music and artist discovery, genres and language preferences, time and money spent, streaming and platform use and live music preferences
- **Artist & Genre Tracker:** Consumer behaviors and preferences related to music fan engagement with artists and across genres, including awareness, likability, perceptions, discovery, merchandise, purchasing and influence
- **U.S. Entertainment 365:** Consumer behaviors and preferences related to entertainment and how consumers spend their leisure time across all available entertainment channels, including time and money spent, discovery and engagement, platform preferences, subscription models, motivations and category purchasing

To learn more about how to access the data and products, please contact us HERE

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ON THE COVER: TEDDY SWIMS: CHRISTOPHER POLK; BEYONCÉ: MASON POOLE; TAYLOR SWIFT: CHRISTOPHER POLK; SHABOOZEY: CARLOS GONZALEZ