

## **Commentary on *Music Consumer Insight Report 2016***

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The research findings in today's [Ipsos report](#) give unique insights into the evolving behaviour of today's music consumers. They also reflect an industry that has embraced change and reshaped itself for the digital world. Music companies have licenced over 350 music services around the globe, enabling fans to listen to music whenever and wherever they want to.

There are many positives for the music industry in this research: streaming services have revolutionised the experience of the music consumer, with growing numbers paying for audio streaming services; listeners are responding to the benefits offered by on-the-go, on-demand access to music by moving more and more to the world of mobile, especially in emerging markets; and young fans are showing passion and engagement with music.

Record companies, and the investment they make in music, are at the heart of this change. That investment is all the more important in the digital world, driving the creation of new music and helping artists connect with their fans.

There are also key insights informing the policy debate on music's "value gap", the biggest problem for today's music sector. The research highlights the dominant position amongst music services of YouTube, as well as the fact that the site is used by consumers primarily to access music they know, on-demand. Yet YouTube can get away without remunerating fairly artists and producers by hiding behind 'safe harbour' laws that were never designed for services that actively engage with and make available music enjoyed by the vast majority of its users.

This report gives an authoritative view of today's global music landscape. We hope its insights, across 13 major music markets, will be a valuable resource for industry professionals, commentators and policy makers.