

A GLOBAL SNAPSHOT OF **MUSIC ENGAGEMENT IN 2022**

BASED ON RESEARCH CONDUCTED BY IFPI ACROSS 22 OF THE WORLD'S LEADING MUSIC MARKETS, THESE FINDINGS HIGHLIGHT PEOPLE'S CONTINUED APPETITE AND PASSION FOR MUSIC, SHINING A LIGHT ON THE PIVOTAL ROLE IT PLAYS IN SO MANY DIFFERENT AREAS OF OUR LIVES.

THE MUSIC ENGAGEMENT MIX



and friends)

Other forms of music listening (TV, on-demand premium video services such as Netflix, music swapped with family







(e.g. CDs, vinyl, DVDs, digital downloads)

17% Music on the radio (broadcast live, catch up, internet radio stations)



24% Subscription audio streaming (e.g. Spotify Premium, Apple Music, Melon)

> Ad-supported audio streaming

> (e.g. ad-supported tiers of Spotify and Deezer)

19%

Video streaming (e.g. YouTube, Daily Motion, Niconico)

8% Short form

video apps (e.g. TikTok)

*Listening time based on core 18 countries



hours

Time spent listening to music each week (up from 18.4 hours in 2021)



That's the equivalent of listening) to an additional 34 3-minute songs per week in 2022



O different methods to engage with mus

On average, people use



different genres of music on average

Nearly half listened to music using subscription audio streaming

of people say music is important to their mental health





have watched a musicfocused TV show or film in the last month

have watched a music livestream such as a concert in the last month

still use unlicensed or illegal ways to listen to or obtain music