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.

Listening time based on core 18 countries:

- 24% Subscription audio streaming (e.g. Spotify Premium, Apple Music, Melon)
- 8% Ad-supported audio streaming (e.g. ad-supported tiers of Spotify and SoundCloud)
- 19% Video streaming (e.g. YouTube, DailyMotion, Niconico)
- 8% Short form video apps (e.g. TikTok)
- 10% Purchased music (e.g. downloads)
- 17% Music on the radio (broadcast live, catch up, internet radio stations)
- 6% Other forms of music listening (TV audio, gaming, in-work video services such as Netflix, music swapped with family and friends)
- 4% Live music (including livestreaming)
- 5% Social media platforms (e.g. Facebook, Instagram)
- 6% Music on the radio (broadcast live, catch up, internet radio stations)

On average, people use 6+ different methods to engage with music.

People listen to 8+ different genres of music on average.

Nearly half listened to music using subscription audio streaming.

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

69% of people say music is important to their mental health.

50% use short form video apps.

58% have watched a music-focused TV show or film in the last month.

32% have watched a music livestream such as a concert in the last month.

30% still use unlicensed or illegal ways to listen to, or obtain music.