Based on the biggest piece of research of its kind – across 26 of the world’s leading music markets – *Engaging with Music* is a global insight into the ways fans interact with music and the enormous role it plays in their lives.

### The Music Engagement Mix

How all the hours that people spend engaging with music break down between different methods.

- **7%** Other forms of music listening (TV, on-demand premium video services such as Netflix, music swapped with family and friends)
- **32%** Audio streaming (subscription and free tiers e.g. Spotify, Apple Music, Melon)
- **31%** Video streaming (long-form and short-form e.g. YouTube, TikTok)
- **17%** Music on the radio (broadcast live, catch-up, internet radio stations)
- **9%** Purchased music (e.g. CDs, vinyl, DVDs, digital downloads)
- **4%** Live music (including livestreaming)

Listening time broken down on core 18 countries.

#### Time Spent Listening to Music Each Week (up from 20.1 hours in 2022)

- **20.7 hours**
- **That’s equivalent to an additional 13 3-minute songs per week in 2023**

#### On Average:

- **7+** different methods to engage with music
- **8+** different genres of music

#### People use

- **48%** of people listen to music using subscription audio streaming
- **71%** of people say music is important to their mental health
- **57%** say it is important to them that they can access music that comes from anywhere in the world
- **29%** use unlicensed or illegal ways to listen to or obtain music

#### People listen to

- **74%** of people with awareness of AI’s music capabilities agree that AI should not be used to clone or impersonate artists without authorisation
- **63%** of people say music is important to their mental health

A global snapshot of music engagement in 2023