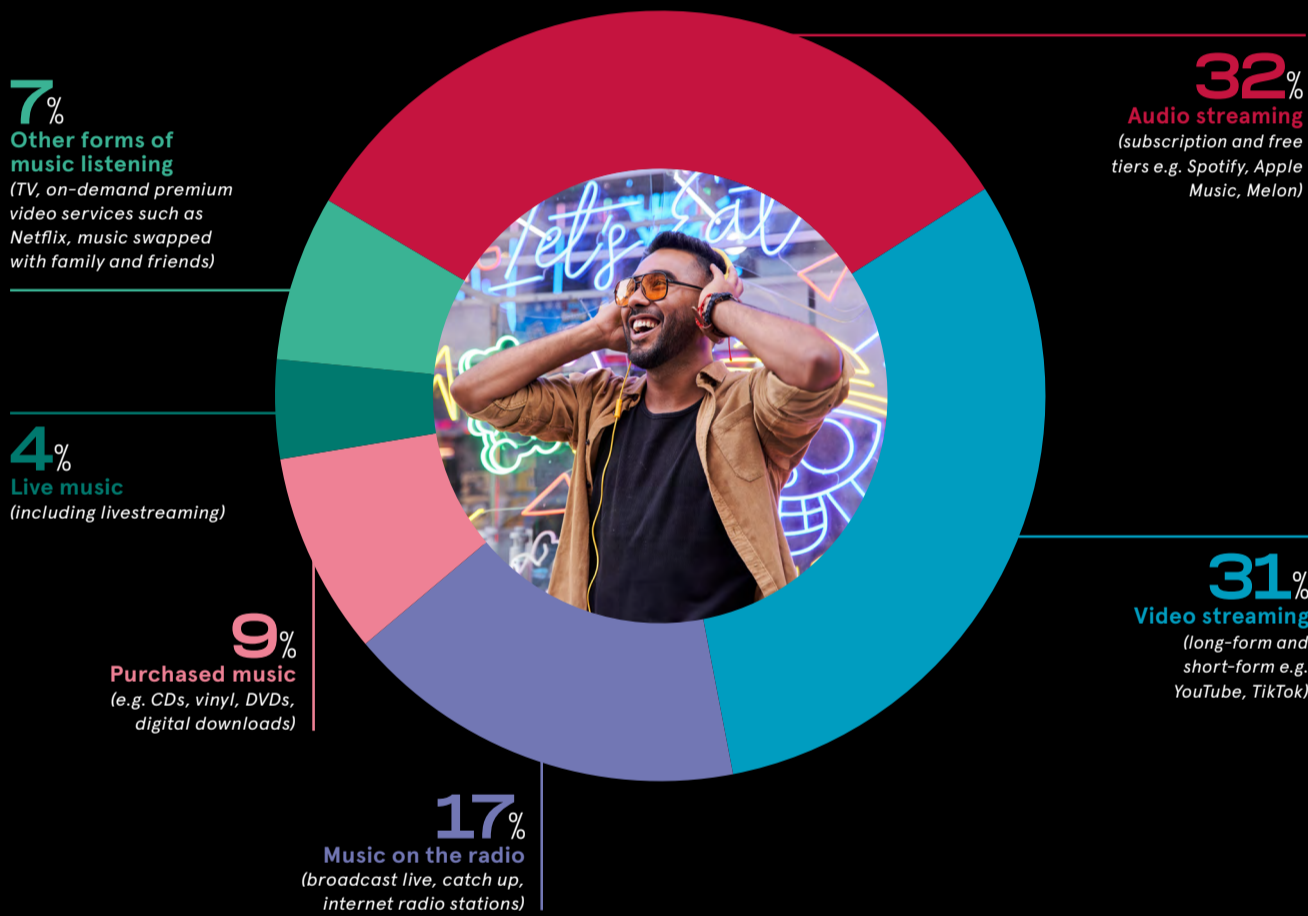


A global snapshot of music engagement in 2023

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.



Listening time based on core 18 countries



20.7 hours

TIME SPENT LISTENING TO MUSIC EACH WEEK (UP FROM 20.1 HOURS IN 2022)

THAT'S EQUIVALENT TO AN ADDITIONAL **13** 3-minute songs per week in 2023

ON AVERAGE:

People use

7+

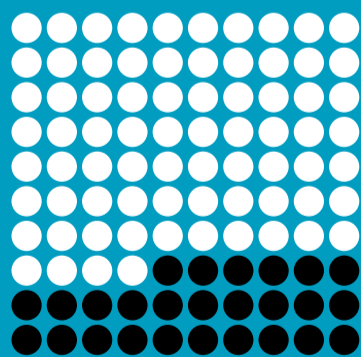
different methods to engage with music

People listen to

8+

different genres of music

48% LISTEN TO MUSIC USING SUBSCRIPTION AUDIO STREAMING



74%

OF PEOPLE WITH AWARENESS OF AI'S MUSIC CAPABILITIES AGREE THAT AI SHOULD NOT BE USED TO CLONE OR IMPERSONATE ARTISTS WITHOUT AUTHORISATION

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

