Engaging with music 2023
About IFPI
IFPI is the voice of the recording industry worldwide, representing over 8,000 record company members across the globe. We work to promote the value of record music, campaign for the rights of record producers and expand the commercial uses of record music around the world.

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Introducion

Engaging with Music is the biggest study of its kind. A unique snapshot of how fans around the world — over 43,000 in 26 countries — discover, listen to, and engage with the music that is so integral to their lives.

The report shines a light on how the work and energy of record companies and their industry partners has given artists more opportunities than ever to find audiences. It captures the ways in which this activity has been embraced by fans, who are discovering and engaging with more music in an increasing number of ways.

This year, for the first time in a report of this scale, we see global music fans giving their response to the new opportunities and threats brought by artificial intelligence to music. They express the huge value they place in the importance of human creativity and the belief that music should not be used to train AI systems without authorisation.

The powerful effect of music on our mental health and broader wellbeing is being increasingly recognised, and even prescribed in some countries. The 2023 report reminds us of just how much support music can give people in their lives.

We also see an increasing enthusiasm from fans for their own country’s genres and artists, alongside pride and support when their “local” genres receive worldwide interest from today’s streaming generation.

Music piracy is still very much an issue, with stream ripping and the use of illegal mobile apps among the leading causes for concern. This illegal activity has a severe and direct impact on royalties which should be returning to those investing in and creating music. We will continue to work with governments and the wider music industry to ensure the most secure digital environment possible for music creators and fans alike.

We hope you enjoy reading this 2023 report and the authoritative insights it provides on the diverse, dynamic, and incredibly exciting world of music.

Frances Moore
Chief Executive, IFPI
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.

- **74%** Other forms of music listening
  - TV, on-demand premium video service such as Netflix, music swapped with family and friends
- **32%** Audio streaming
  - Subscription and free tiers e.g. Spotify, Apple Music, Melon!
- **48%** Video streaming
  - Long-form and short-form e.g. YouTube, TikTok
- **31%** Live music
  - Including livestreaming
- **9%** Purchased music
  - e.g. CDs, vinyl, DVDs, digital downloads
- **17%** Music on the radio
  - Generalised live, catch up, internet radio stations

Listening time based on core 18 countries
Audio streaming continues to resonate

The global audio streaming market continues to grow, led by subscription audio streaming, allowing global audiences to access and discover great music.

The Top Three Reasons why people subscribe to a music streaming service focus on uninterrupted and on-demand access to the millions of licensed tracks available:

01. No adverts interrupting the music
02. I can listen to what I want when I want
03. Access to millions of songs

The Top 3 Countries Most Engaged with Paid Subscription:

- Sweden: 61%
- Mexico: 57%
- Germany: 55%
- USA: 53%
- New Zealand: 52%

The Use of Subscription Audio Streaming Is Highest in YoungerDemographics:

- 16-24: 60%
- 25-34: 62%
- 35-44: 50%
- 45-54: 40%
- 55-64: 28%

The Top 5 Countries Most Engaged with Paid Subscription:

- Sweden: 61%
- Mexico: 57%
- Germany: 55%
- USA: 53%
- New Zealand: 52%

Listeners are actively choosing the music they want to listen to on streaming services:

- Specific songs: 63%
- Specific artists: 57%
- Specific albums: 42%
- Own playlists: 59%

Music fans enjoy the ability to choose from the millions of licensed tracks available on streaming services:

- When I want to listen to a piece of music, I know I will be able to find it on the music services I use: 70% agree
- It is easy to listen to music wherever I am and whatever I am doing: 73% agree
- I am satisfied with the amount of recorded music available to me and how easily I can access it: 72% agree
Artificial intelligence enters the stage

For the first time in a research piece of this scale, fans around the world have given their views on AI in music.

**HIGH AWARENESS OF AI:**
There is already good awareness of AI among music fans, with many using it and interested in its capabilities:

- **89%**
  - are aware of AI

**NEARLY 8 in 10:**
- **MUSIC FANS (79%)** feel human creativity remains essential to the creation of music

**FANS ALSO RECOGNISE THE NEED TO SET RULES FOR AI SYSTEMS:**

- **76%** agree that an artist’s music or vocals should not be used or ingested by AI without permission
- **74%** agree that AI should not be used to clone or impersonate artists without authorisation

**AUTHORISATION FOR THE USE OF MUSIC IS SEEN AS EXTREMELY IMPORTANT:**

- **73%** say governments should clearly list any music that it has ingested or used for training
- **64%** say governments should play a role in setting restrictions on what AI can do
- **70%** agree there should be restrictions on what AI can do
At home, at work, at play — music soundtracks our lives

On average, people engage in 8 different activities while listening to music (rising to 12 among 16-24 year olds).

**TOP INDIVIDUAL ACTIVITIES**

People listen to music while engaging in a wide range of activities. Here are some of the most popular out of more than 40 different activities where music plays a part.

- **In the car**: 50%
- **Commuting to work or school**: 45%
- **Relaxing or unwinding**: 41%
- **Housework**: 39%
- **Exercising or at the gym**: 33%
- **Cooking**: 33%
- **Working**: 32%
- **Continuing to work or school**: 28%
- **Tiring a bath or shower**: 28%
- **Browsing the internet**: 27%
- **Taking a walk or hike**: 27%
- **Using social media**: 28%
- **At a party**: 27%
- **Waking up and getting ready**: 30%
- **Taking a walk or hike**: 33%
- **In the car**: 50%

**MUSIC PLAYS A CORE ROLE IN OUR MENTAL AND PHYSICAL WELL-BEING:**

- **71% of people say music is important to their mental health**

This is highest in:

- **Brazil**: 83%
- **Philippines**: 88%
- **South Africa**: 86%

This is also particularly high among Millennials (74%)

- **78% say music helps them relax and cope with stress**

**87% of people say they would like to listen to music to help them cope if in hospital and in pain**
Music fans are engaging with music in more ways

Fans are taking advantage of a growing number of ways to engage with music.

**79%**

OF PEOPLE THINK THERE ARE MORE WAYS TO LISTEN TO MUSIC THAN EVER

**82%**

OF 55-64 YEAR OLDS BELIEVE THIS TO BE THE CASE

**64%**

OF 16-44 YEAR OLDS LIKE DISCOVERING OLDER MUSIC

**80%**

OF GAMERS LISTEN TO MUSIC WHILE THEY PLAY

**54%**

MUSIC IS CENTRAL TO 54% OF ALL THE TIME SPENT WATCHING VIDEOS ON SHORT FORM VIDEO APPS

**36%**

OF PEOPLE SAY THEY HAD WATCHED A MUSIC LIVESTREAM, SUCH AS A CONCERT, IN THE LAST MONTH

**57%**

OF PEOPLE HAVE WATCHED A MUSIC-FOCUSED TV SHOW OR FILM IN THE LAST MONTH

**44%**

OF PEOPLE WHO PAY FOR A MUSIC SUBSCRIPTION DISCOVER A NEW MUSIC ARTIST AT LEAST WEEKLY

**FANS ARE EXCITED TO DISCOVER THE ENORMOUS RANGE OF ARTISTS AND NEW MUSIC THAT IS RELEASED EACH WEEK ACROSS A WIDE VARIETY OF FORMATS:**

**8 DIFFERENT GENRES OF MUSIC ON AVERAGE**

**PEOPLE LISTEN TO 8 DIFFERENT GENRES OF MUSIC ON AVERAGE**

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

**Ad-supported audio streaming (e.g. ad-supported tiers of Spotify and Deezer) of 55-64 year olds believe this to be the case.**

**FANS ARE ENGAGING WITH MUSIC**

**Short-form video** **Audio streaming** **Video streaming platforms** **Radio**
The most popular genres around the world

Across 43,000 respondents in 26 countries, over 700 different genres were named by people as the music they typically listen to – including Accordion, Kannywood and Zarzuela – reflecting the rich and diverse music landscape fans now enjoy around the world.

Here are some of the 700+ genres identified as being enjoyed by music fans all over the world:

**TOP 10 FAVOURITE GENRES GLOBALLY:**

1. Pop
2. Rock
3. Hip-Hop / Rap
4. Dance / Electronic
5. Latin
6. R&B
7. Classical / Opera
8. Country
9. Soundtracks
10. Reggae

**LOCAL GENRES ARE INCREASINGLY POPULAR IN COUNTRIES AROUND THE WORLD:**

Below are percentages of music fans from different places who listen to the listed local genre.

- **BRAZIL**
  - Sertanejo: 40%
- **ITALY**
  - Italian pop: 46%
- **NIGERIA**
  - Afro beats: 64%
- **SOUTH AFRICA**
  - Amapiano: 42%
- **SOUTH KOREA**
  - K-pop: 61%
- **PHILIPPINES**
  - OPM: 61%
- **SAUDI ARABIA**
  - Khaliji: 37%

57% say it is important that they can access music from anywhere in the world. Amongst 16-24s, it’s 65%.

52% say music gives them a sense of social and cultural identity.

55% are proud when an artist from their country is globally successful.

People listen to 8 different genres on average. That’s the equivalent of listening to an additional 34 3-minute songs per week in 2023.

Of 55-64 year olds, believe this to be the case.

Ad-supported audio streaming (e.g. ad-supported tiers of Spotify and Deezer) 8% of the time.
Radio and music

Music continues to drive the popularity of radio.

- **76%** listen to the radio mainly for the music.
- **67%** tune in to their favourite radio station because of the music it plays.
- **63%** say without music, they wouldn’t listen to the radio.

All age groups report strong engagement with radio:

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>16–24</td>
<td>59%</td>
</tr>
<tr>
<td>25–34</td>
<td>71%</td>
</tr>
<tr>
<td>35–44</td>
<td>77%</td>
</tr>
<tr>
<td>45–54</td>
<td>77%</td>
</tr>
<tr>
<td>55–64</td>
<td>78%</td>
</tr>
</tbody>
</table>

Radio listening time by device:

- **65%** stand-alone radio/car radio
- **17%** phone or computer
- **9%** smart speaker
- **8%** another way

64% know what kind of music they’re going to hear when they turn on the radio.

85% of radio listeners would then seek music elsewhere, most often through subscription streaming services.
Fans still want to buy music

Demand for physical products remains strong.

13% purchased a CD in the last month
9% purchased vinyl in the last month
5% purchased music on cassette

The most popular genres amongst vinyl purchasers are:
- Pop
- Hip-Hop/Rap
- Rock
- Dance/EDM
- Classical/Opera

The most common reasons people buy vinyl are:
- I like collecting vinyl records: 24%
- I like physically owning my own music: 22%
- I like the ritual of playing a vinyl record: 19%
- I like having the physical records to look at: 19%
Unlicensed music is still an issue

Unlicensed music continues to restrain a healthy music ecosystem, diverting fans away from those who invest in and create it. Almost 29% reported using illegal or unlicensed methods to download and listen to music.

Stream ripping is the illegal practice of creating a downloadable file from content that is available to stream online. It is now the most prevalent form of online music copyright infringement.
**Country Focus:**

**China**

- **Average Hours Spent Listening to Music Each Week:** 27.9

- **Top Genres:**
  1. C-pop
  2. Pop
  3. Anime / Anisong
  4. Classical / Opera
  5. Cantonese / Guangdong Music
  6. Soundtracks
  7. Chinese Folk Music
  8. Easy Listening
  9. Dance / EDM
  10. K-pop

**Top 10 Methods Used to Engage with Music:**

- Use licensed audio streaming: 96%
- Agree human creativity is essential in the creation of music: 87%
- Discover a new artist or music weekly: 53%
- Said music is important to their mental health: 75%
- Use unlicensed or illegal ways to listen to music: 75%

**India**

- **Average Hours Spent Listening to Music Each Week:** 24.4

- **Top Genres:**
  1. Bollywood (modern)
  3. Bollywood (classic)
  4. Bollywood Coming of Age (80s, 90s)
  5. Indian Pop
  6. Hip-Hop / Rap
  7. Dance / EDM
  8. Bollywood Retro
  9. Punjabi
  10. Religious Music

**Top 10 Methods Used to Engage with Music:**

- Use licensed audio streaming: 94%
- Agree human creativity is essential in the creation of music: 84%
- Discover a new artist or music weekly: 74%
- Said music is important to their mental health: 76%
- Use unlicensed or illegal ways to listen to music: 74%
COUNTRY FOCUS:

**Indonesia**

- Use licensed audio streaming: 89%
- Agree human creativity is essential in the creation of music: 87%
- Said music is important to their mental health: 74%
- Use unlicensed or illegal ways to listen to music: 66%

**Nigeria**

- Use licensed audio streaming: 93%
- Agree human creativity is essential in the creation of music: 94%
- Discover a new artist or music weekly: 62%
- Said music is important to their mental health: 86%
- Use unlicensed or illegal ways to listen to music: 76%

**HOURS SPENT LISTENING TO MUSIC EACH WEEK:**

**Indonesia:** 28.3

**Nigeria:** 31.1

**TOP 10 GENRES:**

**Indonesia**

01. Pop
02. K-pop
03. Religious Music
04. Indonesian City Pop
05. Hip-Hop / Rap
06. Dangdut
07. Dance / EDM
08. Rock
09. Jazz
10. Acoustic

**Nigeria**

01. Hip-Hop
02. Afrobeats
03. Gospel
04. Pop
05. Christian Music
06. Amapiano
07. R&B
08. African
09. Blues
10. Reggae

**AVG. NUMBER OF METHODS USED TO ENGAGE WITH MUSIC:**

**Indonesia:** 10.3

**Nigeria:** 11.7
**Philippines**

**HOURS SPENT LISTENING TO MUSIC EACH WEEK:**

28.3

- Use licensed audio streaming: 88%
- Agree human creativity is essential in the creation of music: 89%
- Said that music helps them relax and cope with stress: 90%
- Said music is important to their mental health: 88%
- Use unlicensed or illegal ways to listen to music: 62%

**Saudi Arabia**

**HOURS SPENT LISTENING TO MUSIC EACH WEEK:**

27.2

- Use licensed audio streaming: 82%
- Agree human creativity is essential in the creation of music: 82%
- Discover a new artist or music weekly: 68%
- Said music is important to their mental health: 59%
- Use unlicensed or illegal ways to listen to music: 76%

**TOP 10 GENRES**

01 Pop
02 OPM
03 Acoustic
04 R&B
05 Hip-Hop
06 K-pop
07 Tagalog
08 Easy Listening
09 Reggae
10 P-pop
**COUNTRY FOCUS:**

**UAE**

- **HOURS SPENT LISTENING TO MUSIC EACH WEEK:** 28.7
- **Average number of methods used to engage with music:** 12.2
- **Top 10 Genres:**
  - Religious Music
  - Pop
  - Classical / Opera
  - Hip-Hop
  - Khaliji
  - Bollywood
  - Rock
  - Shaabi
  - Dance / EDM
  - Latin

**Vietnam**

- **HOURS SPENT LISTENING TO MUSIC EACH WEEK:** 27.7
- **Average number of methods used to engage with music:** 10.1
- **Top 10 Genres:**
  - V-pop
  - Hip-Hop
  - Ballad
  - Dance / EDM
  - K-pop
  - Bolero
  - Acoustic
  - Lo-fi / Lofi
  - Ambient / Chill-out
  - Soundtracks

**Use licensed audio streaming**

- **Percentage:** 89%

**Agree human creativity is essential in the creation of music**

- **Percentage:** 85%

**Said music is important to their mental health**

- **Percentage:** 77%

**Use unlicensed or illegal ways to listen to music**

- **Percentage:** 66%