The World Runs on Pop
Online Engagement by a Global Music Audience

Global Engagement by Volume:

1. **Pop**
   - 16x the average user engagement

2. **Urban**
   - Including rap, hip hop
   - 12x the average user engagement

3. **Show Tunes**
   - Music originating from Musicals, TV, and Movies
   - 7x the average user engagement

4. **EDM**
   - Electronic Dance Music
   - 5x the average user engagement

5. **Rock**
   - 4x the average user engagement

Music originating from Musicals, TV, and Movies
As Summer Anthems Fade Away, Lyric-Focused Music Rises

Music Genre Engagement by a Global Music Audience

Recent Month-Over-Month Engagement by Year-Over-Year Engagement (%):

Social justice themes present in punk music are appealing to listeners

The scarcity of recent month-over-month growth is likely due to the waning of summer hits, while popular genres seeing negative year-over-year growth could be attributed to users enjoying "normal" activities outside of the house this fall in comparison to last year's lockdowns.
Social Channel Usage Could Indicate Genres of Interest

Online Engagement by Global Social Media Channel Audiences

Indexes by Genre for Social Media Audiences:

<table>
<thead>
<tr>
<th>Genre</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>0.6x</td>
<td>1.2x</td>
<td>1.1x</td>
</tr>
<tr>
<td>Country</td>
<td>1.5x</td>
<td>0.6x</td>
<td>1.3x</td>
</tr>
<tr>
<td>Indie &amp; Folk</td>
<td>0.1x</td>
<td>2.5x</td>
<td>0.9x</td>
</tr>
<tr>
<td>Pop</td>
<td>1.7x</td>
<td>3.7x</td>
<td>5.4x</td>
</tr>
<tr>
<td>Punk &amp; Rock</td>
<td>0.6x</td>
<td>2.9x</td>
<td>2.2x</td>
</tr>
<tr>
<td>Urban &amp; Hip Hop</td>
<td>3.1x</td>
<td>3.3x</td>
<td>4.1x</td>
</tr>
<tr>
<td>Show Tunes</td>
<td>2.2x</td>
<td>4.2x</td>
<td>3.8x</td>
</tr>
</tbody>
</table>

Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: April - October 2021

An index (i.e., 1.2x) indicates how much more likely a user is to be interested in a topic as compared to the average ShareThis user.
Searches for Streaming Dominate Playback Methods
Online Engagement by a Global Music Playback Audience

Playback Methods’ Share of Engagement and Engagement Type (%):

- Streaming: 89% Engagement, 89% Searches, 89% Clicks, 89% Shares
- Digital Download: 8% Engagement, 8% Searches, 8% Clicks, 8% Shares
- Vinyl Records: 2% Engagement, 2% Searches, 2% Clicks, 2% Shares
- CD’s: 1% Engagement, 1% Searches, 1% Clicks, 1% Shares

Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: January - October 2021
Music Discovery is Artist-Focused

Online Engagement by a Global Music Discovery Audience

Percent Share of Music Discovery Engagement (%):

- SoundCloud (25%)
- Spotify (21%)
- Apple Music (19%)
- Bandcamp (17%)
- TikTok & Instagram (8%)
- Pandora (2%)
- Amazon Music (3%)
- Sirius XM (3%)
- YouTube, Napster, TIDAL, Deezer Music (2%)

SoundCloud has a focus on new music discovery and up-and-coming artists, which differs from competitors' focus on today's top hits.

Listeners invested in artist commissions from streaming are currently stepping away from Spotify.

Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: April - October 2021
Gen X May Have Missed Concerts the Most

Online Engagement by a U.S. Concert Audience

Average Month-Over-Month Increase in Online Engagement by Concert Type (%):

<table>
<thead>
<tr>
<th>Concert Type</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Recorded &amp; Historical</td>
<td>+46%</td>
<td>+88%</td>
</tr>
<tr>
<td>Artist-Based Films</td>
<td>+32%</td>
<td>+74%</td>
</tr>
<tr>
<td>Live Streamed</td>
<td>+7%</td>
<td>+59%</td>
</tr>
</tbody>
</table>

Pre-recorded concerts and concert films have seen the highest growth in engagement during the pandemic, and Gen X’s combined share of engagement for these concert styles means they are likely watching this content the most.

2021 Age Demographic by Concert Type (%):

<table>
<thead>
<tr>
<th>Concert Type</th>
<th>Gen Z</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Baby Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Recorded &amp; Historical</td>
<td>10%</td>
<td>16%</td>
<td>41%</td>
<td>33%</td>
</tr>
<tr>
<td>Artist-Based Films</td>
<td>25%</td>
<td>29%</td>
<td>27%</td>
<td>19%</td>
</tr>
<tr>
<td>Live Streamed</td>
<td>38%</td>
<td>36%</td>
<td>17%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Pre-recorded concerts and concert films have seen the highest growth in engagement during the pandemic, and Gen X’s combined share of engagement for these concert styles means they are likely watching this content the most.
Valuing Safety Outweighs Disappointment

Online Engagement by a U.S. Concert Audience

Sentiment for 2021 Concerts (%):

- **Cancelled**: 48% Positive, 29% Neutral, 23% Negative
- Held With Masks and Vaccines or Negative Tests Required: 77% Positive, 11% Neutral, 12% Negative
- Held Without COVID Restrictions: 26% Positive, 31% Neutral, 43% Negative

*Although many may have experienced “anticippointment,” excitement for a concert only to see it cancelled, sentiment shows respect for safety restrictions.*

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: June - October 2021
Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

Relevant Categories

- Arts & Entertainment > Entertainment Industry > Recording Industry
- Arts & Entertainment > Events & Listings > Concerts & Music Festivals
- Arts & Entertainment > Events & Listings > Event Ticket Sales
- Arts & Entertainment > Music & Audio > CD & Audio Shopping
- Arts & Entertainment > Music & Audio > Classical Music
- Arts & Entertainment > Music & Audio > Country Music
- Arts & Entertainment > Music & Audio > Jazz & Blues
- Arts & Entertainment > Music & Audio > Music Streams & Downloads
- Arts & Entertainment > Music & Audio > Pop Music
- Arts & Entertainment > Music & Audio > Rock Music
- Arts & Entertainment > Music & Audio > Soundtracks & Show Tunes
- Arts & Entertainment > Music & Audio > Urban & Hip Hop

Custom

Craft your own custom audiences using relevant privacy compliant signals, such as music discovery, artist-based films, concert restrictions, and more.
Thank You