

Brazil Music 360 2021: *Sneak Preview*

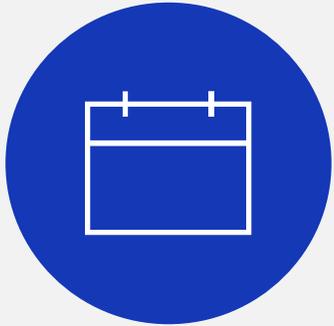
MRC DATA // AUGUST 2021





METHODOLOGY: BRAZIL MUSIC 360 2021

STUDY TIMING



Brazil Music 360 data was collected July 1, 2021, through July 24, 2021.

DATA COLLECTION



Online surveys using third-party panels were used to collect responses. The study was available in Portuguese.

SAMPLE SIZE



Interviews were conducted among a total of 1,537 online Brazilian consumers (Ages 13+).

QUOTA BALANCING



Data is representative of the online Brazilian population including age, gender, region, and income.

ADDITIONAL ANALYSIS



Please contact us if interested in learning about additional or custom analyses.



INSIGHT CATEGORIES

2021 MUSIC OVERVIEW & TRENDS

- Time spent with music
- Importance of entertainment interests
- Music listening locations/activities
- Music listening by format
- Share of music time by formats
- Music discovery sources
- Annual music spend

GENRE & LANGUAGE

- Genre listenership and fanship
- Location and language preferences

ROLE OF TECHNOLOGY

- Top factors for music device selection
- Device ownership
- Top devices for music listening
- Technology & music discovery

FORMAT PURCHASING

- Past purchasing
- Purchase intent by format
- Format purchase considerations

MUSIC STREAMING ENGAGEMENT

- Top music streaming service usage
- Free vs. paid subscriptions
- Paid subscription type
- Streaming service satisfaction
- Sources for song/artist identification
- Barriers for subscribing
- Commencement of paid subscriptions by life stage
- Future subscription opportunity
- Top streaming service features
- VPN usage for streaming services
- Drivers of VPN usage while streaming

PLAYLISTING

- Playlist importance
- Weekly playlist usage
- Post-playlist actions
- Music search topics



INSIGHT CATEGORIES (Cont.)

LIVE STREAMED PERFORMANCES

- Live streamed music event attendance
- Top platforms used
- Top attendance motivators
- Discovery & time of ticket purchasing
- Attitudes / Perceptions
- Paying for attendance
- Future interest in paid events
- Barriers for live streaming

LIVE MUSIC EVENTS

- Live event attendance (past & future intent)
- Discovery & time of ticket purchasing
- Awareness of top music festivals

MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

HEALTH & WELLNESS

- Wellness activities/services
- Top wellness platforms
- Wellness goals

SOCIAL MEDIA & VIDEO CLIP SITES

- Social media & short video clip site usage
- Top music activities on sites
- Music/artist discovery on sites

GENERATIONAL INSIGHTS

- Insights for Gen Z and Millennials' engagement with music across key topics, including how they compare to Gen Pop for behaviors, preferences, and attitudes

BRAND ACTIVATIONS

- Top brand activations



BRAZILIAN CONSUMERS TUNE INTO MUSIC

Music listening is pervasive, as are newer formats of music consumption.

MUSIC LISTENERSHIP



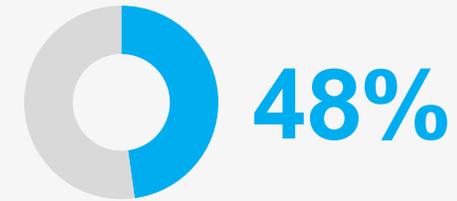
Of online consumers in Brazil **engage with music**

MUSIC STREAMERSHIP



Of online consumers in Brazil **listen via streaming services**

LIVE STREAMERSHIP



Of online consumers in Brazil have **live streamed music**



FANS OF NEW & OLD, NEAR & FAR

TOP GENRES

Among Music Listeners



SHARE OF WEEKLY MUSIC LISTENING IS SPENT WITH ARTISTS FROM:

42%

Brazil

58%

Global



LIVE MUSIC IS A HIT

Live music will bounce back big post-pandemic.

LIVE MUSIC

Among Music Listeners

7-IN-10

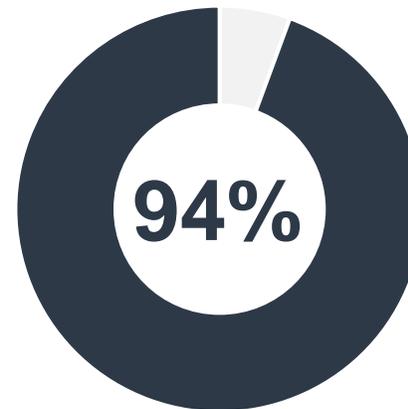
Music Listeners plan to
attend a live music event
in the next 12 months



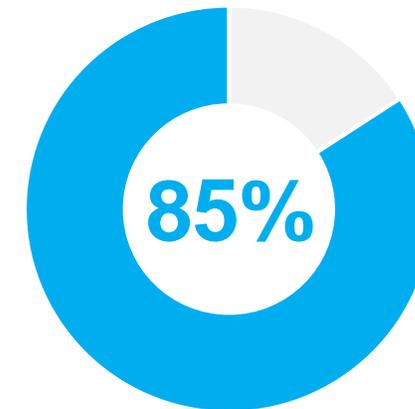


...SO IS STREAMING...

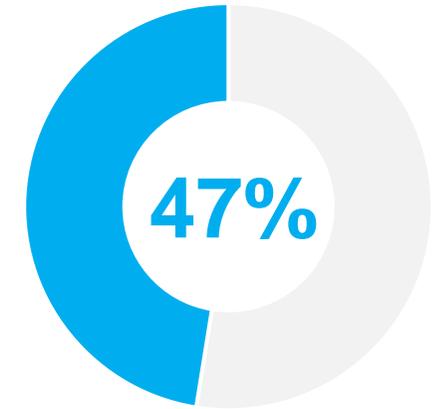
With music engagement so high, streaming comes in strong.



**STREAM MUSIC
ONLINE USING MUSIC
STREAMING
SERVICE(S)**



**UTILIZE FREE MUSIC
STREAMING
SERVICE(S)**
(Free version / free service)



**UTILIZE PREMIUM
MUSIC STREAMING
SERVICE
SUBSCRIPTION(S)**

Among Music Listeners

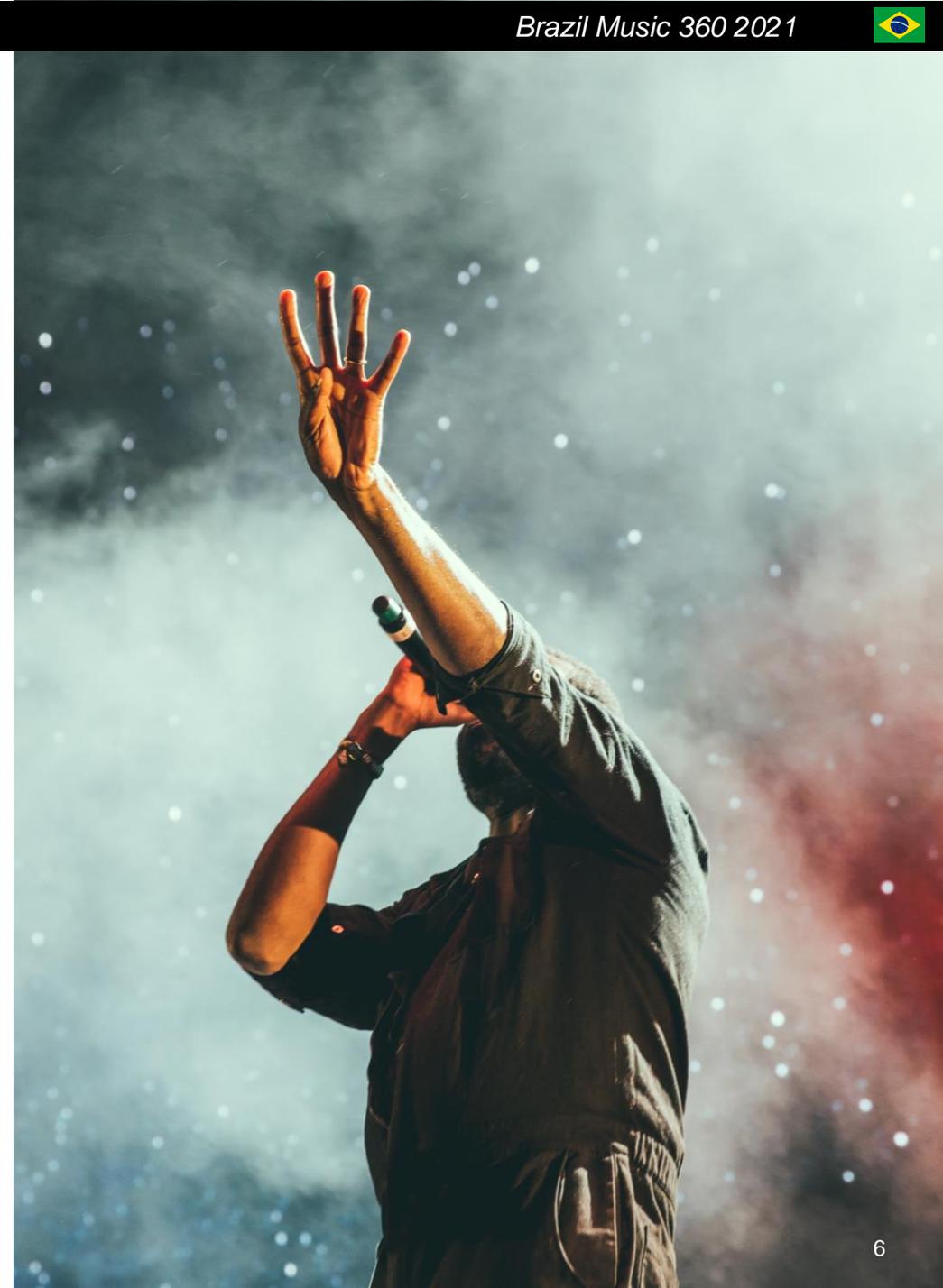


...AND COMPETITION SHOWS

Most consumers are tuning in for “cantoria” and competition.

79%

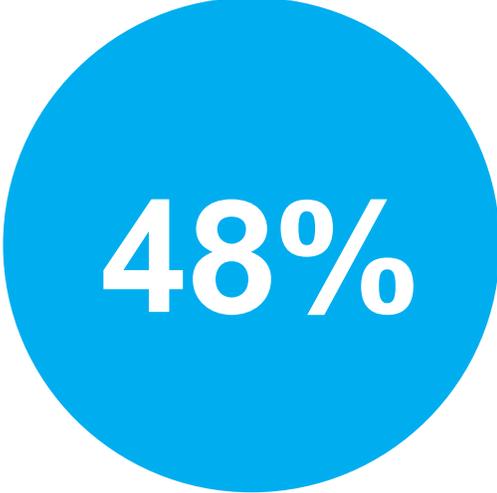
of Online Consumers
watch music or singing
competition shows





LIVE STREAMS GAINING RELEVANCY

Many have tried live streamed events and return for more.



48%

of Online Consumers have
live streamed music events
/ performances in the past
12 months

Beyond the topline highlights offered here, the full Brazil Music 360 report explores:

- The music landscape in Brazil among online consumers
- Key insights around how this audience engages with music, including format preferences, discovery, occasions, time and money spent on music
- Online music streaming usage, including playlisting, subscriptions, and intent to subscribe
- The return of live music events and interaction with live streaming
- Genres and language preferences
- Role of technology in music listening
- Social media and short video clip usage for music content
- Key findings among Gen Z and Millennials
- Top brand activations

To purchase the full report or commission an analysis to gain deeper insights into your specific business needs please [contact us](#).