



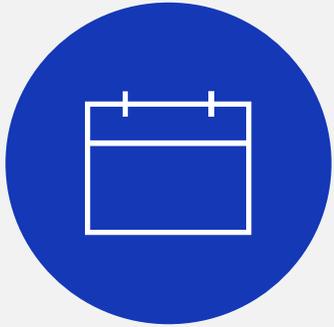
# Chile, Colombia, & Argentina Music 360 2021: *Sneak Preview*

MRC DATA // AUGUST 2021



# METHODOLOGY: CHILE, COLOMBIA & ARGENTINA MUSIC 360 2021

## STUDY TIMING



Music 360 data in all 3 countries was collected June 30, 2021, through July 28, 2021.

## DATA COLLECTION



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

## SAMPLE SIZE



Interviews were conducted among online consumers (Ages 13+) as below:

- 791 Chilean respondents
- 835 Colombian respondents
- 797 Argentine respondents

## QUOTA BALANCING



Data is representative of the respective online populations in Chile, Colombia and Argentina 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

# MUSIC IS POPULAR ACROSS LOCALES

## MUSIC ENGAGEMENT

Among Online Consumers

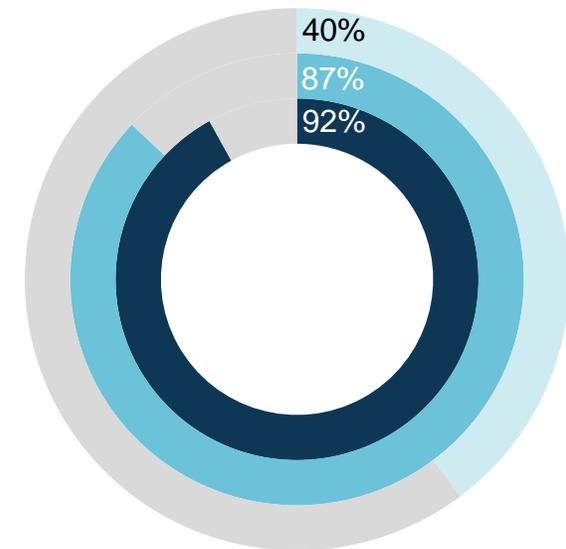
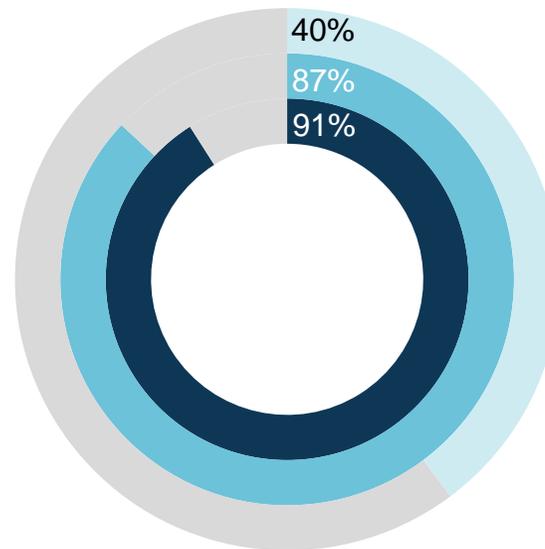
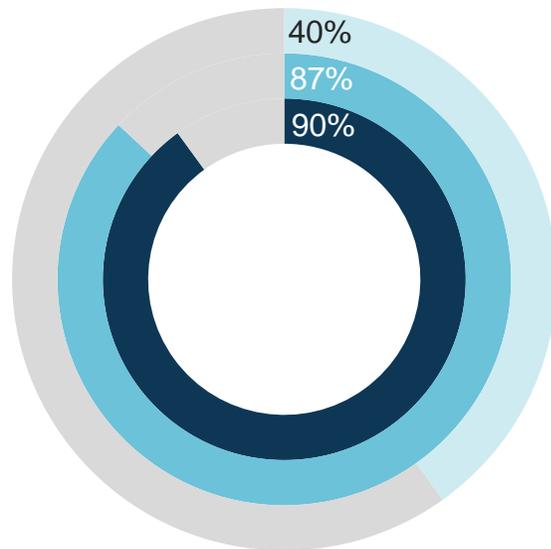
CHILE



COLOMBIA



ARGENTINA



Music Listenership

Music Streamership

Live Streamership



# POP AND ROCK ARE THE TOP GENRES IN THE REGION

## TOP GENRES

Among Music Listeners

LISTEN TO GENRE

**Chile**

POP IN ENGLISH

ROCK IN ENGLISH

LATIN AM POP

**Colombia**

VALLE-ATO

POP COLOMBIAN MUSIC

DANCE

**Argentina**

ARGENTI-ANIAN ROCK

ROCK IN ENGLISH

ARGENTI-ANIAN POP



# ALL THINGS MUSIC ARE DISCOVERED ON SOCIAL MEDIA / SHORT VIDEO CLIP SITES

## DISCOVERY SOURCES

Among Music Listeners, Live Event Attendees, and Live Streamers respectively

CHILE



COLOMBIA



ARGENTINA



Discover music



53%

59%

52%

Discover live music events



53%

60%

54%

Discover live music streams

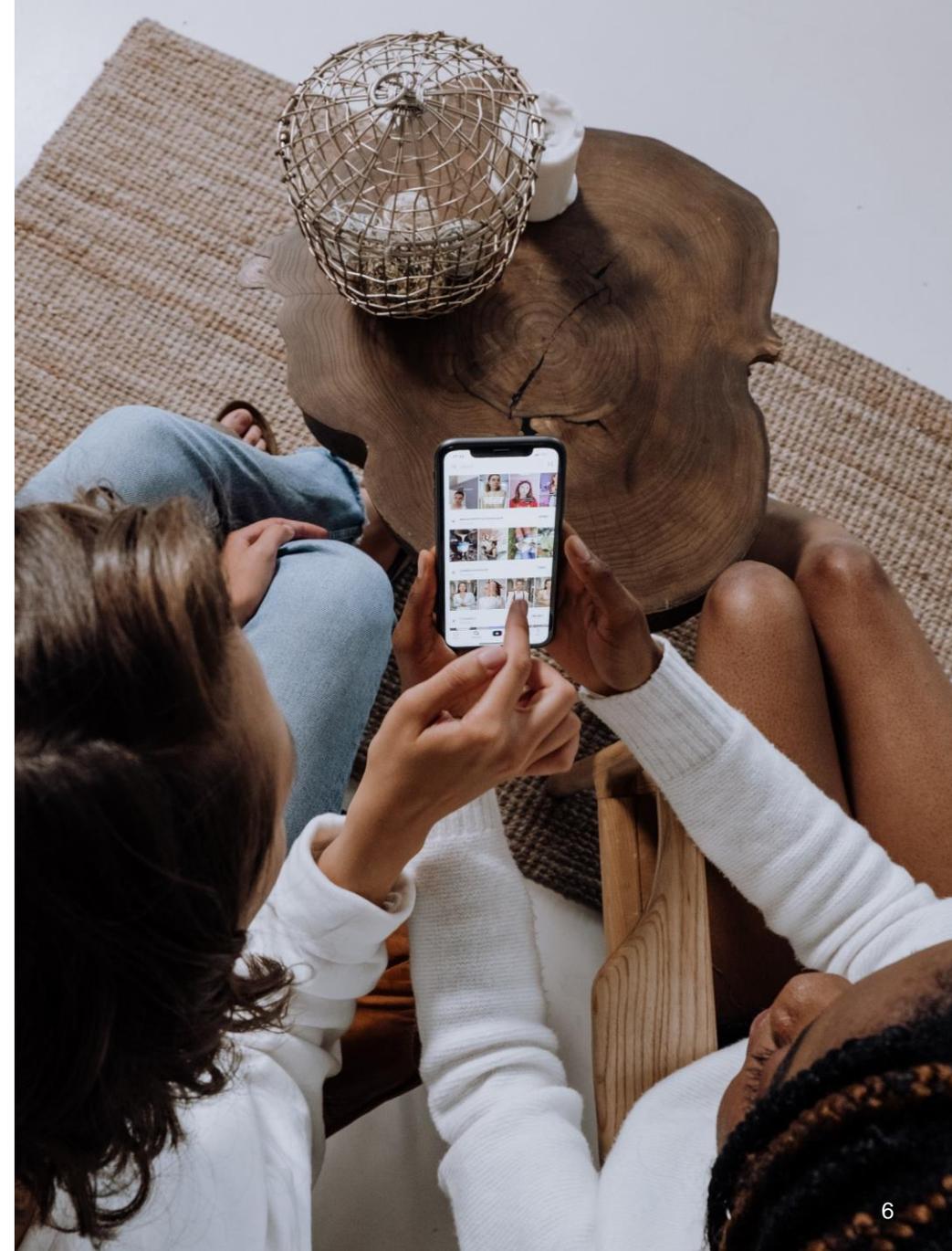


55%

53%

48%

On social media/short video clip sites





# PHYSICAL HAS ITS PLACE...

## FUTURE FORMAT PURCHASING

*Among Music Listeners*

CHILE



COLOMBIA



ARGENTINA



 +9%

 +4%

 +7%

***Physical music purchase growth in the next 6 months vs past 12 months***

# ...BUT STREAMING WINS BIG

## STREAMING BEHAVIORS

**Currently stream music**  
*Among Music Listeners*

CHILE



COLOMBIA



ARGENTINA



#1



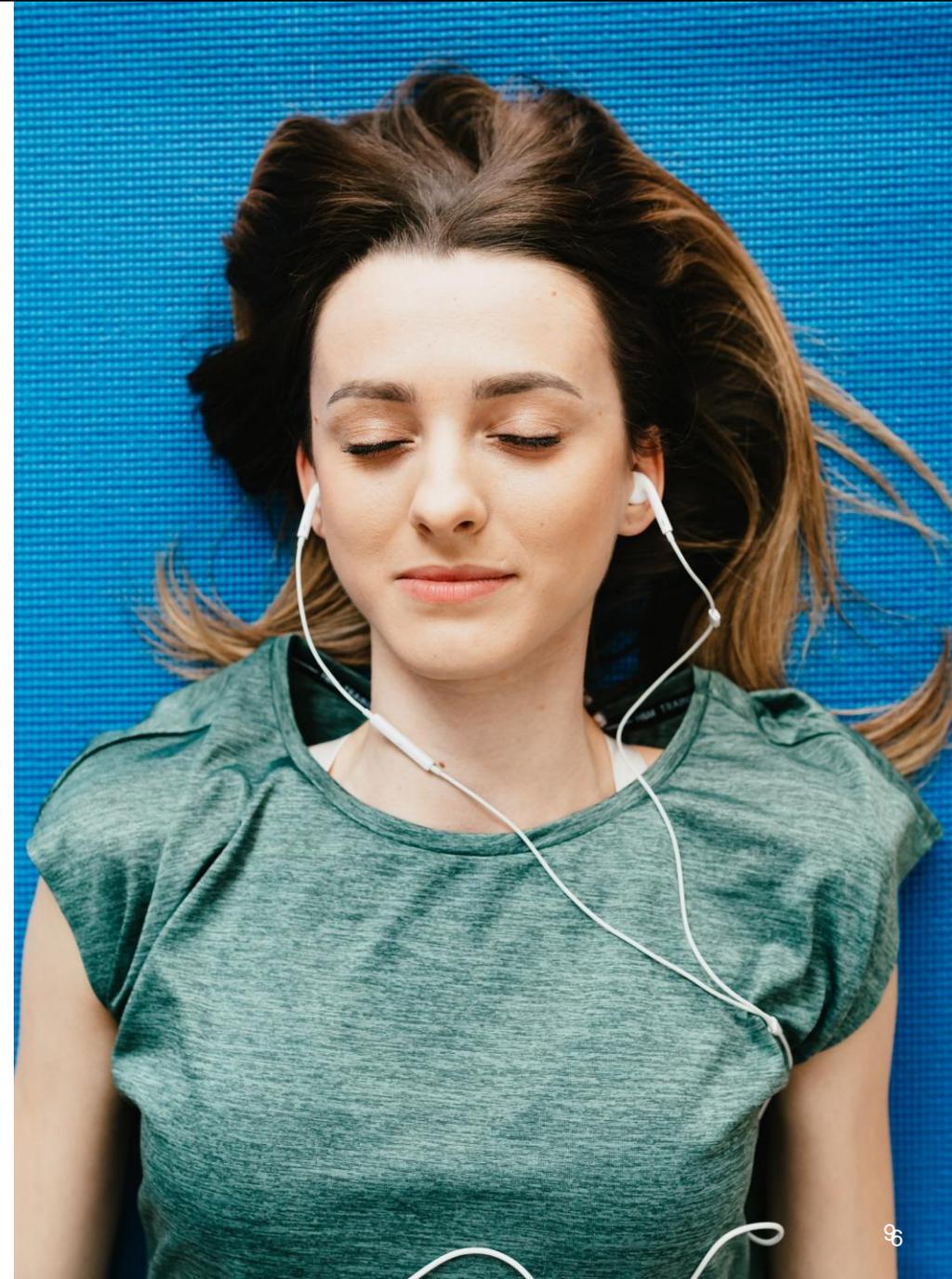
#2



#3

**Potential Premium** streaming subscription growth (rank) in the next 6 months

*Among Music Listeners not Currently Subscribed to a Premium Service*





# COLOMBIA & ARGENTINA FAVOR MUSIC COMPETITION SHOWS

## MUSIC COMPETITION SHOW VIEWERSHIP

*Among Online Consumers*

CHILE



COLOMBIA



ARGENTINA



58%

75%

70%



## Beyond the topline highlights offered here, the full Chile, Colombia, & Argentina Music 360 report explores:

- The music landscape in Chile, Colombia, & Argentina 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
- Top brand activations

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