

Mexico Music 360 2021: *Sneak Preview*

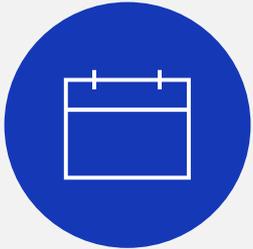
JULY 2021





METHODOLOGY: MEXICO MUSIC 360 2021

STUDY TIMING



Mexico Music 360 data was collected June 30, 2021, through July 20, 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 a total of 1,593 online Mexican consumers (Ages 13+).

QUOTA BALANCING



Data is representative of the online Mexican 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

MUSIC COMPETITION SHOWS

- Competition show viewership
- Impact of competition shows

HEALTH & WELLNESS

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

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

LIVE MUSIC EVENTS

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

SOCIAL MEDIA & VIDEO CLIP SITES

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

BRAND ACTIVATIONS

- Top brand activations



HIGHLY ENGAGED WITH MUSIC

Most of Mexican online consumers engage with music and have adopted newer listening formats.

MUSIC LISTENERSHIP



89%

Of online consumers in Mexico
engage with music

MUSIC STREAMERSHIP



84%

Of online consumers in Mexico
listen via streaming services

LIVE STREAMERSHIP



40%

Of online consumers in Mexico have
live streamed music



LOCAL MUSIC IS THE HEAVY FAVORITE

Pop & Rock are the most listened to genres and homegrown music is popular.



TOP GENRES

Among Music Listeners

#1

Mexican Pop

#2

Mexican Rock

#3

Latin American Pop

#4

US Pop

#5

US Rock



LISTENING OCCURS ON POPULAR DEVICES ALL DAY

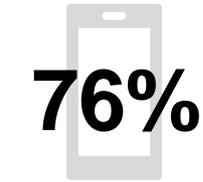
TOP MUSIC LISTENING LOCATIONS

Among Music Listeners

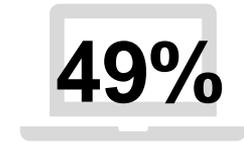


TOP DEVICES FOR MUSIC LISTENING

Among Music Listeners



Smartphone



Desktop / Laptop



MUSIC IS A SOCIAL EXPERIENCE

Among Music Listeners



38%

Of Music Listeners
discover music on
Social Media Sites



33%

Of Music Listeners
discover music on
Short Video Clip Sites
(e.g. TikTok)

TOP MUSIC ACTIVITIES ON SOCIAL SITES

Among Social Media/Video Clip Site Users

#1

Watch videos about
music artists

#2

Follow music artists
and/or fan pages

#3

Listen to music that
friends have posted





NO STOPPING LIVE EVENTS

Mexican music fans are eager for safe live event attendance.

35%

Have attended a live in-person event in the past year

Among Total Respondents

62%

Plan to attend a live in-person event in the upcoming year

Among Total Respondents



Nearly all respondents are prioritizing a safe return to live events (e.g., COVID-dependent attendance, safety precautions in place, vaccines available, etc.)

Among Those Planning to Attend an In-Person Music Event in the Coming Year

**Among Mexican online consumers*



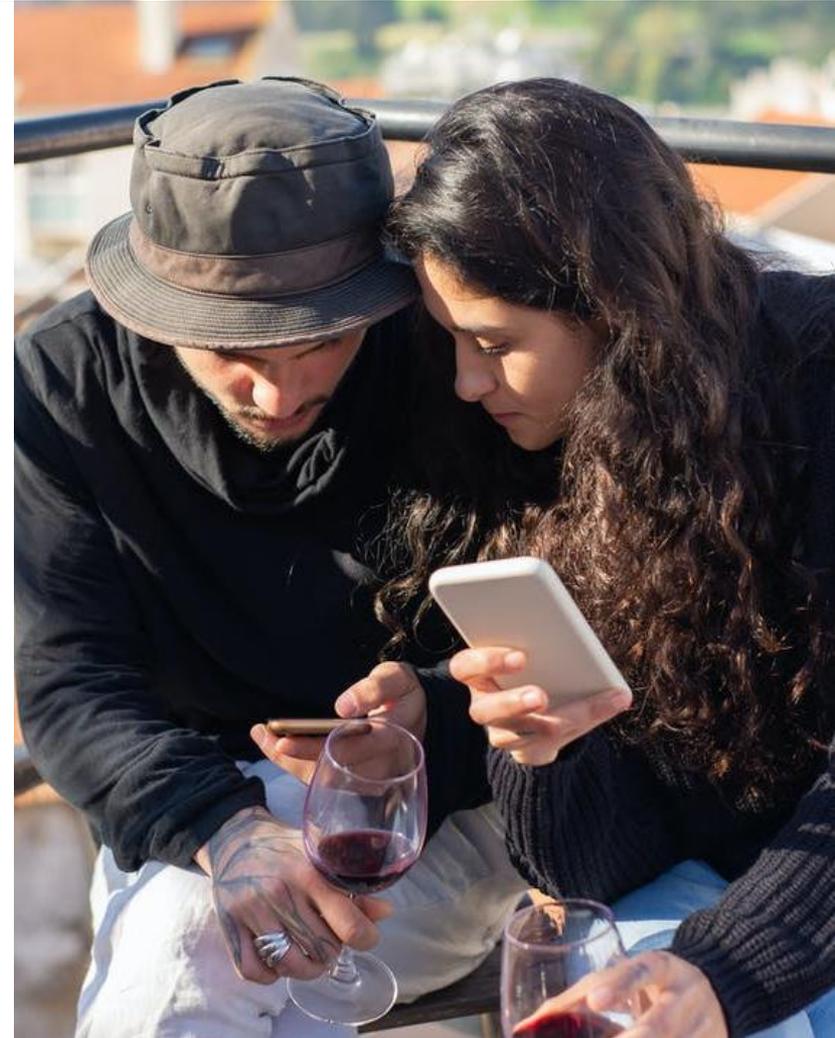
LIVE STREAMS HAVE POTENTIAL

Sustained interest in post-pandemic virtual events.



“I would still be interested in live streamed/virtual music performances or events once in-person events return”

Among Total Respondents – Top 2 Box



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

- The music landscape in Mexico 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](#).