

LUMINATE

Japan and Asia: Music Industry Trends

January/February 2024

Introduction



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VP, Global

LUMINATE

Agenda



- Who is Luminare?
- How big is music streaming across Asia?
- Language and Export Trends in Asia
- The Japanese music fan and why they're so valuable
 - Gen Z
 - Superfans
- Case Study: How Anime Helped Yoasobi's "Idol" Go Global

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**Who is
Luminate?**

Luminate

The trusted independent leader in Music consumption and audience intelligence



Consumption



**Consumer
Insights**



**Global
Intelligence**



Luminate Data is the official data provider to Billboard for charts in the U.S., Canada & Global

Global, Regional & Country Level Insights

Global Coverage in 2024

North America

- U.S.
- Canada

Latin America

- Argentina
- Brazil
- Bolivia
- Colombia
- Chile
- Ecuador
- Mexico
- Peru

Middle East, Turkey & Africa

- Egypt
- Kenya
- Nigeria
- Saudi Arabia
- South Africa
- Turkey
- UAE

Nordics

- Denmark
- Finland
- Sweden
- Norway
- Iceland

Western Europe

- Austria
- Belgium
- France
- Germany
- Ireland
- Italy
- Luxembourg
- Netherlands
- Portugal
- Spain
- Switzerland
- U.K.

Eastern Europe

- Croatia
- Czechia
- Poland

South East Asia

- Indonesia
- Malaysia
- Philippines
- Singapore
- Thailand
- Vietnam

Australasia

- Australia
- New Zealand

East Asia

- Japan
- Republic of Korea
- Taiwan
- Hong Kong

South Asia

- India

The new Luminate platform



Reimagined user interface

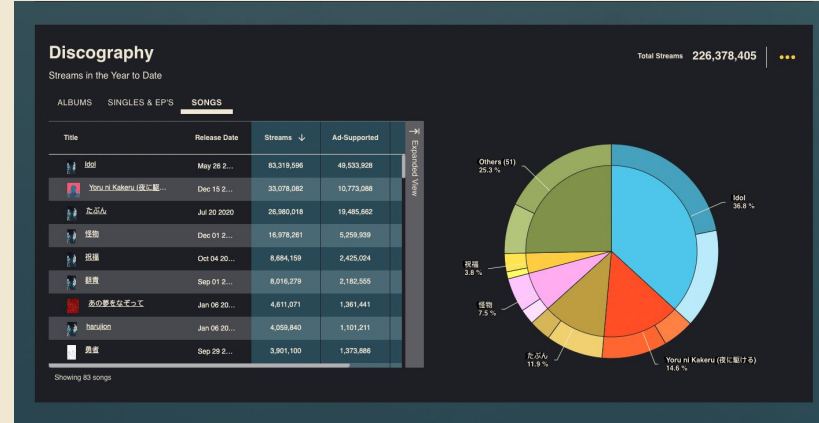


More global data partners



Faster processing for more powerful insights

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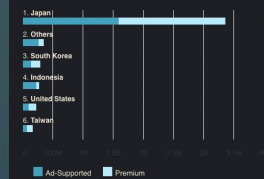


Activity by Location

Streams in the Year to Date

Top countries by streams

Search for countries to compare



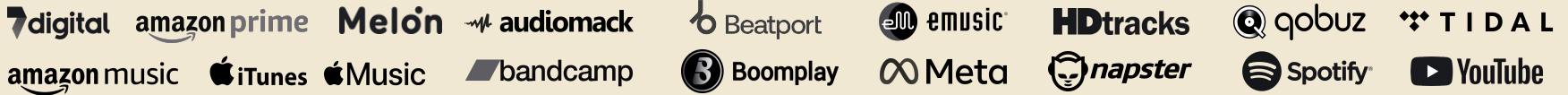
The Data That Defines the Music Industry Now Available Globally



Scan
for a
free
trial:



Data Providers



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**How Big Is
Music Streaming
Across Asia?**

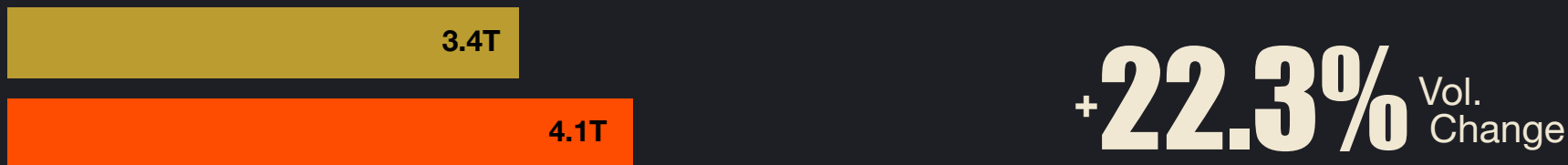
Global Metrics

2022+ 2023+

Total On-Demand Song Streams (Audio + Video)



Total On-Demand Audio Song Streams





Audio + Video Streaming - Asia

FY 2023 vs FY 2022

1.07T

31 Dec 2021 - 29 Dec 2022
(Weeks 1-52)

1.90T

30 Dec 2022 - 28 Dec 2023
(Weeks 1-52)

+78.3%

Change Percentage

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Top 3 Countries: Year-Over-Year Growth

Total On-Demand Audio + Video Streaming

India

1.04T

FY 2023 Total
OD, compared
with 570.3B in
FY 2022

+81.9%

FY '23 vs FY '22

Republic of Korea

86.5B

FY 2023 Total
OD, compared
with 37.0B in
FY 2022

+132%*

FY '23 vs FY '22

Indonesia

236B

FY 2023 Total
OD, compared
with 141.2B in
FY 2022

+66.8%

FY '23 vs FY '22



Which Generations Drive Streaming?

Younger listeners are driving audio streaming adoption

88%

of **Millennial Filipino music listeners** are music streamers

69%

of **Millennial music listeners in Singapore** are music streamers

68%

of **Gen Z music listeners in Japan** are music streamers

#1 Source of Music Discovery

How music listeners find new content



**Social
Media**

74%

In the Philippines



**Video/Audio
Streaming**

42%

In Singapore



Television

51%

In Japan

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**Language and Export
Trends in Asia**



Engaging with Foreign Content

Percentage of Listeners Engaging with Music Content from Other Countries

95%

of **Filipino music**
listeners engage with
foreign content

74%

of **Singapore music**
listeners engage with
foreign content

57%

of **Japanese music**
listeners engage with
foreign content

Trends in Language

Share of Japanese language content in Top 10k tracks increased in 2023 across Asia while English language share decreased

Global

	FY 2023 (Week 52)	Change over FY '22
English	54.9%	-6.7%
Spanish	10.1%	-1.4%
Hindi	7.8%	+2.0%
Korean	2.39%	-0.8%
Japanese	2.14%	+0.8%

Biggest Decline: English **Biggest Gainer:** Hindi

Korea

	FY 2023 (Week 52)	Change over FY '22
Korean	51.1%	-2.3%
English	29.1%	+1.9%
Japanese	6.8%	+3.7%
Spanish	0.7%	+0.2%
French	0.6%	+0.3%

Biggest Decline: Korean **Biggest Gainer:** Japanese

Japan

	FY 2023 (Week 52)	Change over FY '22
Japanese	69.3%	+5.6%
English	14.1%	-1.0%
Korean	6.0%	-5.6%
Chinese	0.4%	+0.3
Spanish	0.3%	+0.1%

Biggest Decline: Korean **Biggest Gainer:** Japanese

Indonesia

	FY 2023 (Week 52)	Change over FY '22
English	40.7%	+0.3%
Indonesian	23.5%	-0.9%
Korean	4.3%	-2.2%
Japanese	1.8%	+1.0%
Spanish	1.3%	+0.2%

Biggest Decline: Korean **Biggest Gainer:** Japanese

Philippines

	FY 2023 (Week 52)	Change over FY '22
English	68.5%	-2.7%
Tagalog	9.0%	-2.3%
Korean	4.6%	-2.3%
Japanese	1.8%	+1.2%
French	1.1%	+0.6%

Biggest Decline: English **Biggest Gainer:** Japanese

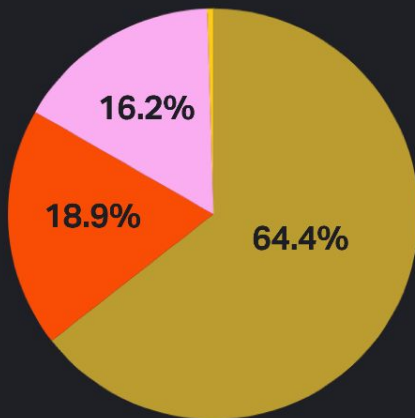
Pop Music Listening in Select Asian Markets by Subgenre Streaming Share

(Total On-Demand Audio + Video Streams)



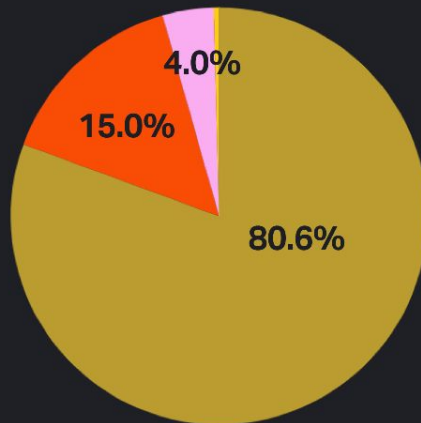
JAPAN

- J-Pop
- K-Pop
- General Pop
- Euro Pop, Afrobeats, Bollywood, Arabic Pop



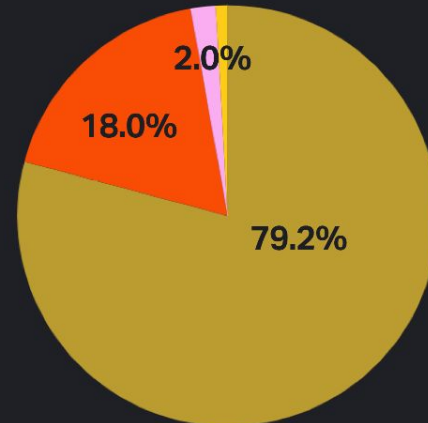
REPUBLIC OF KOREA

- K-Pop
- General Pop
- J-Pop
- Euro Pop, Afrobeats, Bollywood, Arabic Pop



THE PHILIPPINES

- General Pop
- K-Pop
- J-Pop
- Euro Pop, Afrobeats, Bollywood, Arabic Pop



Top Japanese Songs in the Asia Region and Select Countries

Based on Total On-Demand (Audio + Video) streaming through Week 52 2023

Overall Asia

Song	Artist	FY '23 Streams
Idol	Yoasobi	2.24b
Kawaikute Gomen	Honeyworks	1.29b
Kick Back	Kenshi Yonezu	892.2m
Surges	Orangestar	721.6m
Show	Ado	675.2m

Singapore

Song	Artist	FY '23 Streams
Idol	Yoasobi	8.0m
Shinunoga E-Wa	Fujii Kaze	6.0m
Night Dancer	Imase	4.9m
Kick Back	Kenshi Yonezu	3.3m
Kawaikute Gomen	Honeyworks	2.9m

Japan

Song	Artist	FY '23 Streams
Idol	Yoasobi	1.58b
Kawaikute Gomen	Honeyworks	760.3m
Surges	Orangestar	715.2m
Show	Ado	603.5m
Senkou	Alexandros	522.3m

Philippines

Song	Artist	FY '23 Streams
Kick Back	Kenshi Yonezu	63.2m
Shinunoga E-Wa	Fujii Kaze	48.4m
Kawaikute Gomen	Honeyworks	43.7m
Idol	Yoasobi	41.9m
Night Dancer	Imase	39.8m

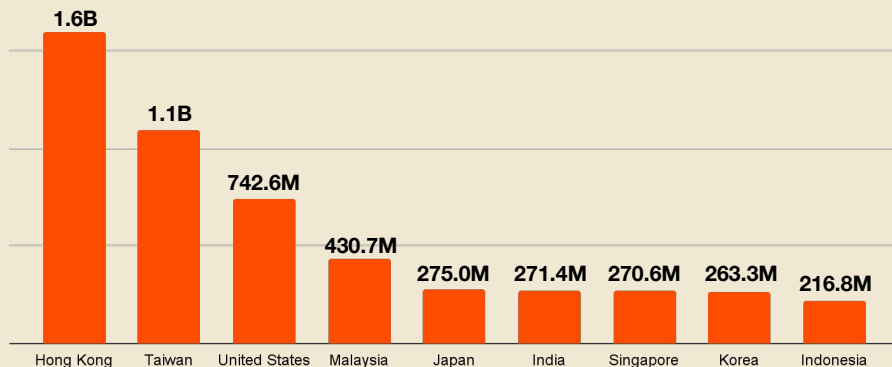
LUMINATE DATA 2023

Chinese artists export less well than Korean and Japanese

Top Chinese Artists' Top Export Markets (outside Mainland China)

Top Streaming Countries for Top Chinese Artists (Outside of Mainland China)

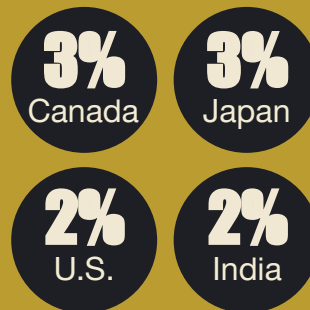
On-Demand Total Streams for Top 100 Chinese Artists - 2023



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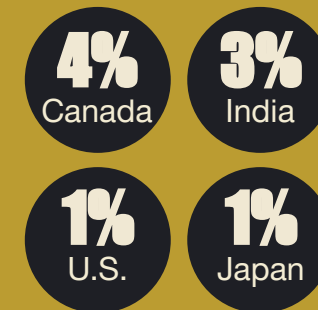
Mandarin

% of music listeners in the below markets listen to music in Mandarin



Cantonese

% of music listeners in the below markets listen to music in Cantonese



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**The Japanese Music
Fan & Why They're
So Valuable**

World Genre Spotlight: J-Pop

1.67B

2023 U.S. On-Demand Audio (ODA)
streaming of J-Pop tracks ranked in U.S.
Top 10K World Music songs

J-POP FANS IN THE U.S. ARE...



+95%

more likely to
be Gen Z



+94%

more likely
to identify
LGBTQ+*



+26%

more likely
to be male
(63% male)

YOASOBI



*COMPARED TO GEN POP 13+
SOURCES: U.S. MUSIC 360 2023 - Q4, LUMINATE MUSIC CONSUMPTION DATA



Who is the Young Japanese Music fan?

Snapshot: The Gen Z Music Listener in Japan



**Music
Discovery**

44% discover music on
**video and/or audio
streaming services**



**Music
Consumption**

68% consume music
via **video streaming
platforms**



**Music &
Social Media**

+138% more likely to
**listen to music that their
friends have posted**
than the average
Japanese social media
user



**Engaging with
Foreign Content**

-27% less likely to listen
to music by artists from
other countries than the
average Japanese music
listener

Understanding Super Fans

Super fans are oftentimes first in their network to discover new music, they express themselves outwardly through their fandom, and they love participating in the community super fandom provides



#1

Social Signaling



#2

**Expressions
of Identity**



#3

The Community

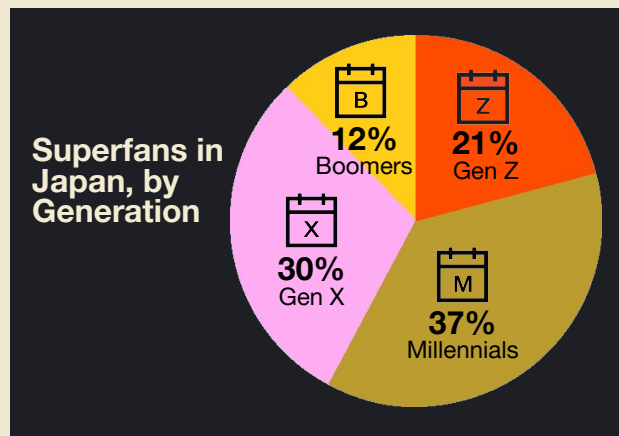


Who is the Superfan in Japan?

Half as many music listeners in Japan are superfans as in the U.S. but their increased spend on music is higher

11%

Superfans in Japan make up 11% of the total population, in the U.S. it is 18%





Who is the Superfan in Japan?

Half as many music listeners in Japan are superfans as in the U.S. but their increased spend on music is higher

+131%

¥12,365 (\$86) per month - Japanese music superfans spend 131% more per month on music than the average Japanese music listener.

THE U.S. SUPERFAN SPENDS 80% MORE MONEY ON MUSIC EACH MONTH THAN THE AVERAGE U.S. MUSIC LISTENER.

Japanese Superfans Are Big Spenders, Spending:



+272%
more*
on live
streaming
music
events



+193%
more*
on
digital
albums/
tracks



+181%
more*
on artist
merch



+176%
more*
on music
festivals



+133%
more*
on music
concerts




+67%
more*
on physical
music

*COMPARED TO THE AVERAGE MUSIC LISTENER IN JAPAN

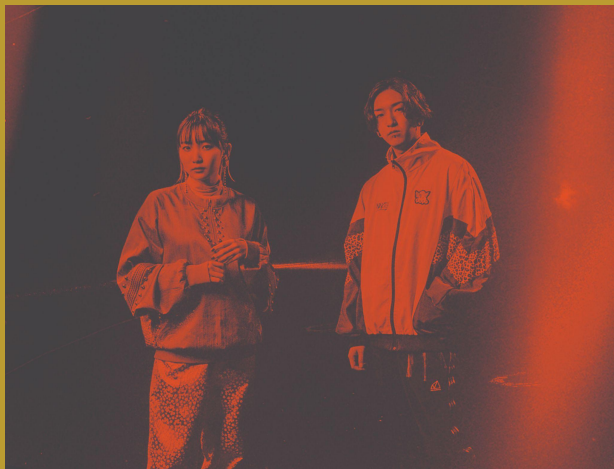
Big Business: K-Pop and J-Pop Merch

	HOW MUCH MONEY ON MERCH?	WHO WANTS MORE MERCH?
K-POP	\$24 Gen Z K-Pop fans report spending \$24/month on artist merch, +140% more than the average U.S. listener	+60% Average K-Pop fans are 60% more likely to agree or strongly agree that they wish artists provided more merch options to show support for them and their work
J-POP	\$16 Gen Z J-Pop fans report spending \$16/month on artist merch, +100% more than the average U.S. listener	+103% Average J-Pop fans are more than 100% more likely to agree or strongly agree that they wish artists provided more merch options to show support for them and their work



K-Pop fans are 50% more likely to purchase merch for a music event they did not attend and \$30.20 is the optimal price for a T-shirt among this group.

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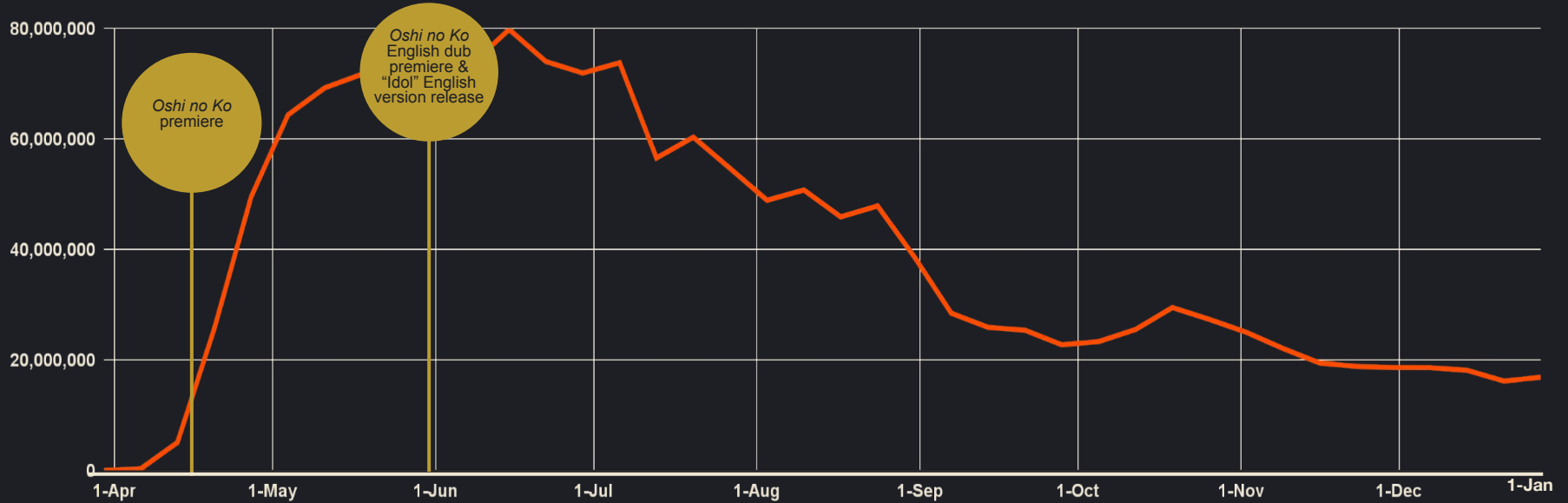


**How Anime Helped
Yoasobi's
“アイドル / Idol”
Go Global**



Case Study: Yoasobi “Idol”

Japan Total On-Demand Audio + Video streaming



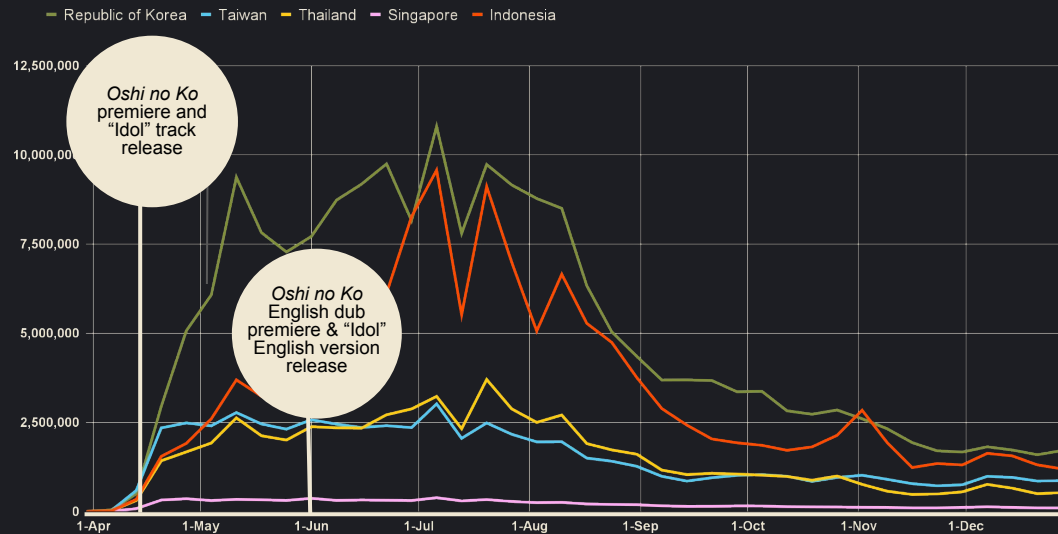


Case Study: Yoasobi “Idol”

Outside of Japan, the first listeners were in Japan’s neighboring countries (Republic of Korea and Taiwan) before the track starting gaining velocity in Indonesia and launching to other key territories.

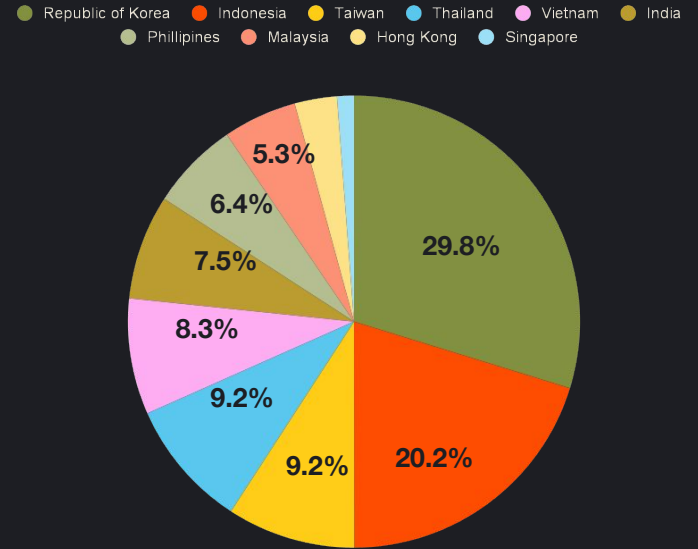
Yoasobi “Idol” Streaming in Asian Countries Excl. Japan

Total On-Demand Streaming (Audio + Video)



Asian Country Share Excl. Japan

Total On-Demand Streaming (Audio + Video)

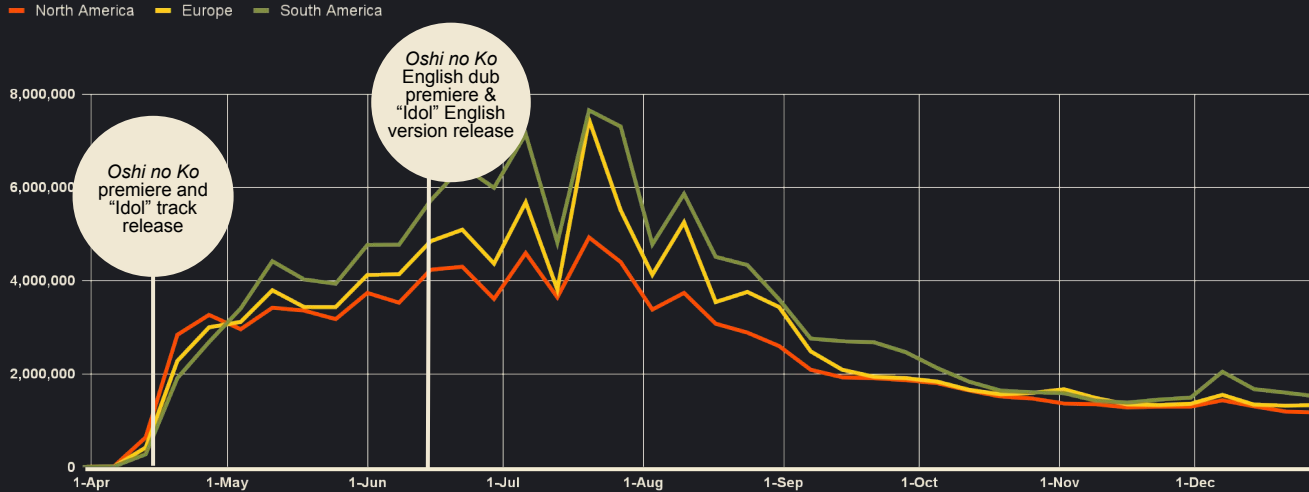




Case Study: Yoasobi “Idol”

The track gained significant traction in North America, Europe and South America with noticeable increases the weeks ending April 20, April 27, May 11, June 1 and June 15.

Yoasobi “Idol” Continent View Excl. Asia Total On-Demand Streaming (Audio + Video)



Top Ex-Asian Countries Through 28/12/23	Total On-Demand Streams (Audio + Video)
United States	84.5m
Mexico	35.7m
Brazil	35.5m
France	16.6m
Argentina	16.2m

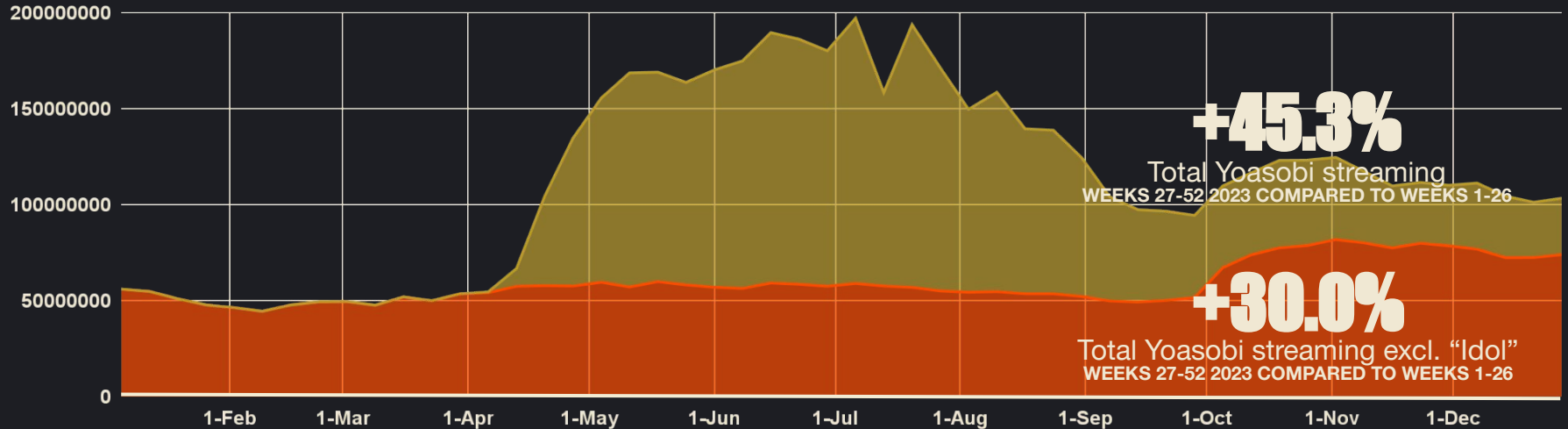


Case Study: Yoasobi “Idol”

Total On-Demand Audio and Video Streams
30 December 2022 - 28 Dec 2023

Yoasobi Total Global On-Demand Streaming (Audio + Video) YTD 2023

■ Idol Global TOD ■ Yoasobi Global excl. Idol TOD





Music Discovery through Anime in Key Countries

Generations that discover music through Anime are also most likely to be high streamers of music

31%

Of Gen Z music listeners in **Indonesia** discover music through Anime

22%

Of Gen Z music listeners in **The Republic of Korea** discover music through Anime

18%

Of Gen Z music listeners in the **U.S.** discover music through Anime

15%

Of Gen Z music listeners in the **France** discover music through Anime



In Summary

Significant growth in streaming happening across Asian countries

Over 100% growth in the region with younger listeners are driving streaming growth

Songs in Japanese are gaining streaming share - and China struggling

Korean and English language share has dropped as part of a larger recent Global trend

Entertainment partnerships can help power songs to Global listenership

Music discovery via synch can help songs cross borders and reach new listeners - film/TV & short form video

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