

FOCUS

Rap in the French music ecosystem



Centre national
de la musique



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Methodologies applied



Barometer of music engagement in France (Methodology detailed in the study published in October 2023)

Sample: 4,035 people aged 15 and over and living in mainland France, constituting a representative sample of this population.

Survey period: From 3 to 11 May 2023

Quota sampling method: Gender crossed by age, occupation, region and size of urban area for each person interviewed.

Musical diversity: music broadcasting across different formats in France in 2022 (Methodology detailed in the study published in French in September 2023)

Music production 2022 / specific indicators

Scope: 1,144 SIRET/SIREN company registration numbers of members of two collective management organisations (SPPF and SPPF).

Music broadcast on the radio in 2022 / specific indicators

Scope: Musical broadcasts excluding sound effects (theme tunes, adverts, jingles, background music), stock music and musical sketches.

Sample group of 65 stations, including 60 music stations and 5 talk radio stations: *100%*, *Activ Radio*, *Ado*, *Africa Radio*, *Alouette*, *Alta Frequenza*, *Beur FM*, *Champagne FM*, *Chante France*, *Chérie FM*, *Contact FM*, *Delta FM*, *DKL Dreyeckland*, *ECN Mulhouse*, *Europe 1*, *Europe 2*, *Evasion*, *FIP*, *Flash FM*, *France Bleu 107.1*, *France Inter*, *Frequance Plus*, *Fun Radio*, *Generations 88.2*, *Hit West*, *Jazz Radio*, *Kiss FM*, *Latina*, *Lor FM*, *M Radio*, *Magnum la Radio*, *Maritima*, *Metropolys*, *Mistral FM*, *Mouv'*, *Nostalgie*, *NRJ*, *Océane*, *Oui FM*, *Radio 6*, *Radio Bonheur*, *Radio Espace*, *Radio FG*, *Radio Isa*, *Radio Neo*, *Radio Nova*, *Radio Scoop*, *Radio Star Méditerranée*, *RFM*, *Rire et chansons*, *RTL*, *RTL2*, *RTS*, *Skyrock*, *Sud Radio*, *Sweet FM*, *Tendance Ouest*, *Top Music*, *Totem*, *Toulouse FM*, *Tropiques FM*, *TSF Jazz*, *Vibration*, *Voltage FM*, *Wit FM*.

Music videos broadcast on TV in 2022 / specific indicators

Scope: Video broadcast data collected by YACAST 24/7

Sample group of 20 channels, including 11 DTTV and 9 cable/satellite channels: *TF1*, *France 2*, *France 3*, *Canal Plus*, *ARTE*, *M6*, *France 4* / *Culturebox*, *France 5*, *Cstar*, *W9*, *TMC*, *M6 Music*, *MCM*, *Cstar Hits France*, *MTV*, *MTV Hits*, *NRJ Hits*, *RFM TV*, *Trace Urban*, *TV5 Monde Europe*

Music streaming in 2022 / specific indicators

Scope: Spotify, Deezer, Apple Music, YouTube/YouTube Music, Amazon Music, Qobuz

Musical scope: Aggregated Top 10,000 songs with the most streams from the sample group of streaming platforms

Live music attendance figures in France in 2022 (Methodology detailed in the study published in French in July 2023)

The data presented comes from the tax declarations of venues and festivals staging current popular music shows. Traditional and musical composition shows are not subject to this tax.

The survey period was for the year 2022. Ticket sales figures from 2019 are used for comparison, as this year was the last "normal" year before tax exemption was applied in 2020 and 2021.

Data specific to festivals are estimates. Each performance reported as part of a festival has been classified by genre and not as the festival itself, except when performances have been reported grouped together and unspecified for certain festivals. In which case, the main genre proposed by the festival was assigned to all the performances that were reported.

Export certifications 2022 (Methodology detailed in the study published in May 2023)

Calculation method – Album certifications

Physical sales + download + audio streaming from a list of eligible DSPs.

Streams are converted into a "sales equivalent" and added to physical sales (CD & Vinyl) and download sales.

From this total, half of the streams of the most listened to song are subtracted. The final amount is converted to a "sales equivalent," based on 1,500 streams = 1 sale.

Calculation method – Singles certifications

Download + audio streaming from a list of eligible DSPs.

Downloads are converted into "stream equivalents", based on 1 download = 150 streams. This is then added to the overall streaming figures for that song.

For all the studies cited above, the data relates only to the local catalogue.

Music engagement

Source: Barometer of music engagement in France
published in October 2023

Note on the methodology:

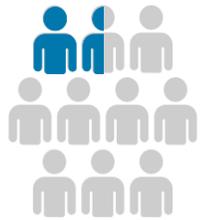
- The following figures on rap music fans refer to their overall music engagement, and not only their rap music engagement.
- Rap music fans are those questioned in the survey who selected this music genre as one of the five music genres they listen to the most, or have been to a concert of this genre in the past 12 months.



Rap fans

Details behind the definition

Of those French people who listen to music at least one minute per day (3,771 individuals)



15%



go to rap concerts

i.e. **566** individuals



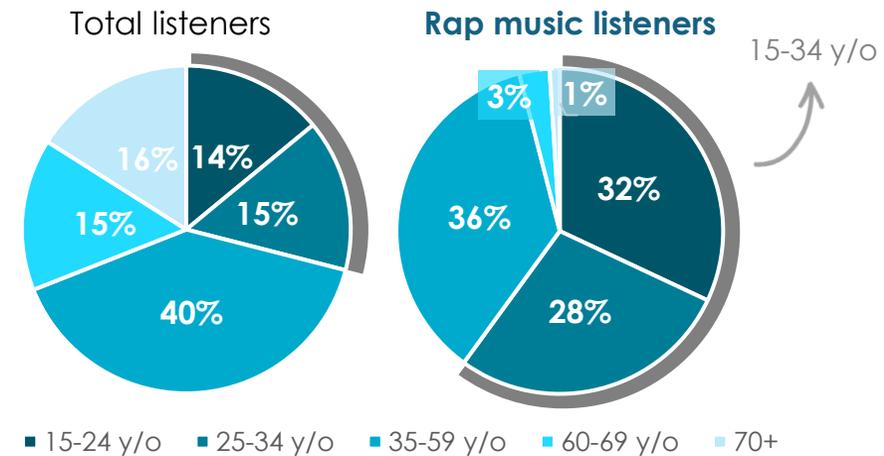
27%



listen to rap music

i.e. **1,005** individuals

The rap genre is more popular amongst younger people



Equal gender distribution between those who listen to rap music:

- Female rap listeners: 51%
- Male rap listeners: 49%

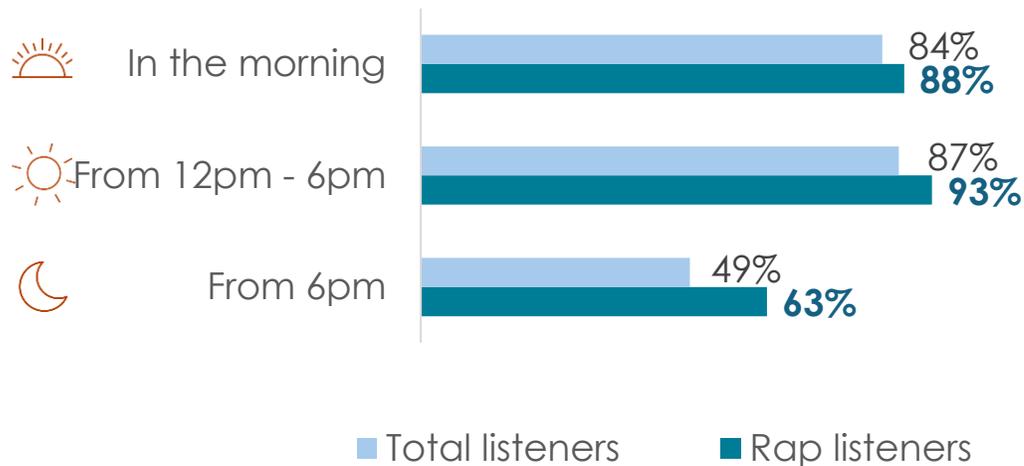
This distribution matches the gender distribution of the general population.

Rap music listeners: listening times and methods (1/2)

Preferred listening times

Just like the average French person, rap listeners listen to music throughout the day. However, **they listen to music more than the average listener from the start of the evening onwards.**

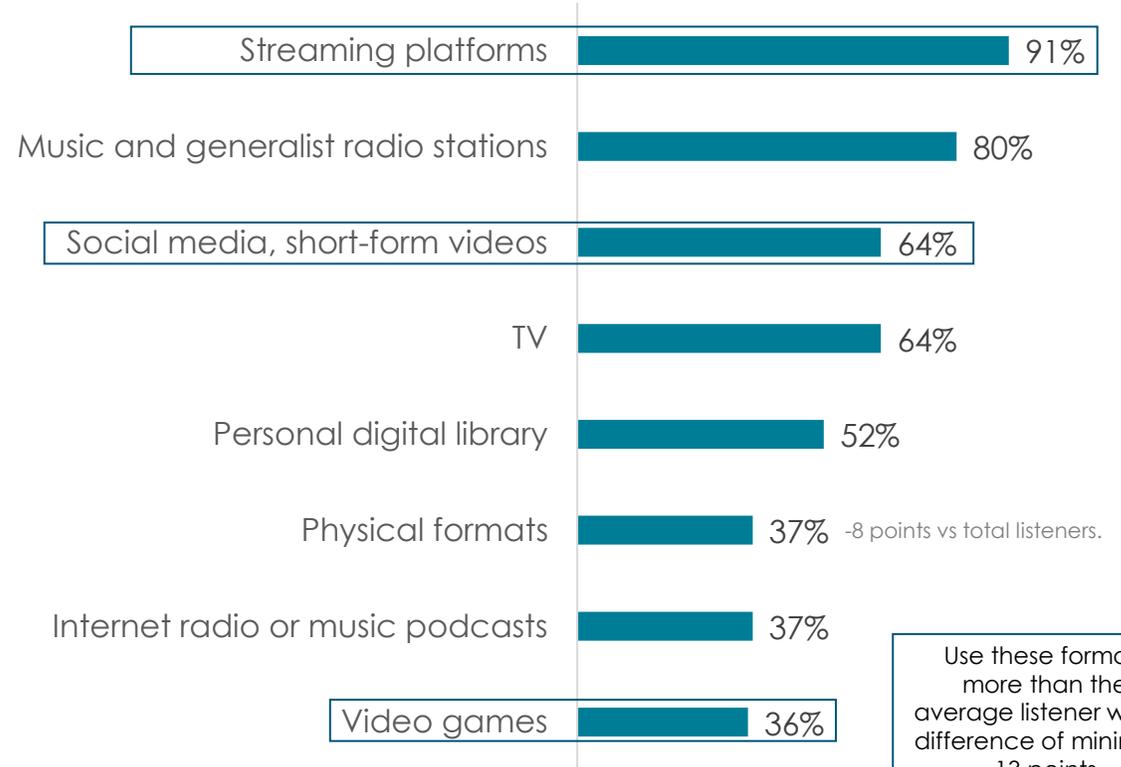
I regularly listen to music...



Preferred listening method

Rap listeners prefer to **listen to music on digital formats**, such as audio and video streaming platforms, short-form video apps and social media, more so than the average listener.

Listen at least once a month via:

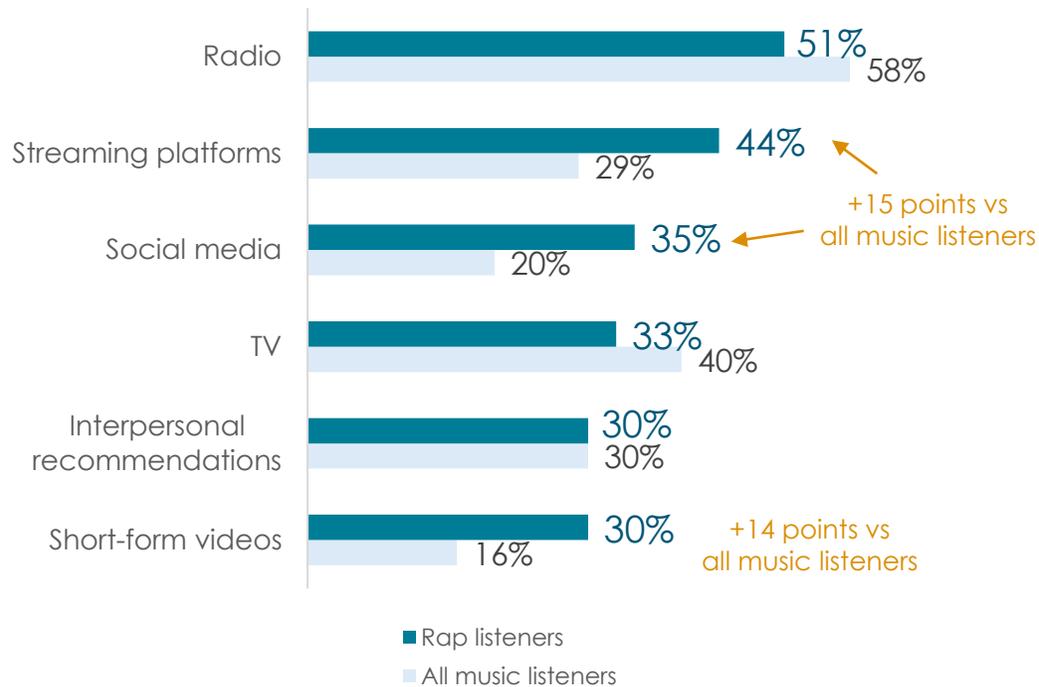


Use these formats more than the average listener with a difference of minimum 13 points

Rap music listeners: listening times and methods (2/2)

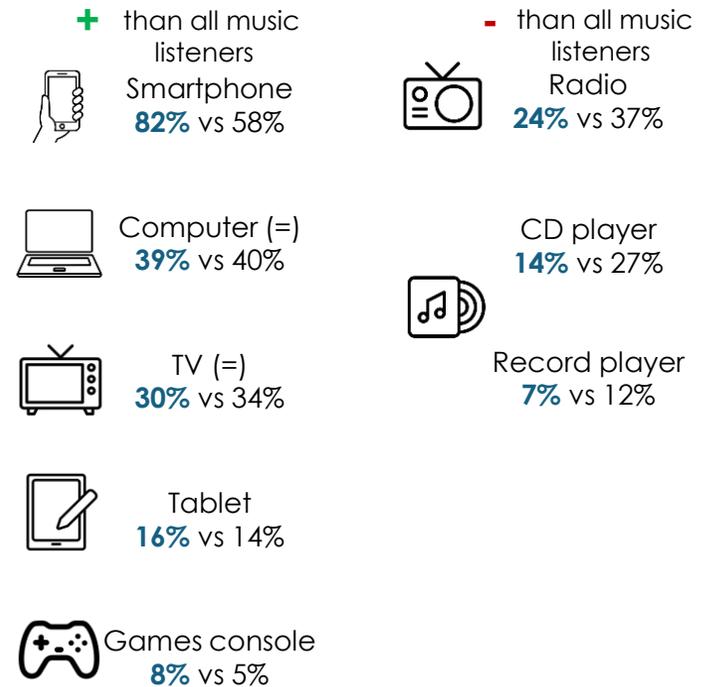
Sources of musical discovery

Much like their preferred listening methods, the **sources of discovery** for rap listeners tend to be more **digital** than those of all music listeners.



Preferred music formats for recorded music

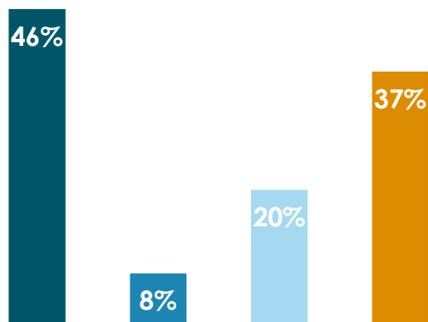
Device used most often by rap listeners to listen to music



Engagement on platforms (1/2)

Audio streaming platform subscriptions

68% of rap listeners have a **paid subscription** for a streaming platform (+ 8 points versus the average listener).



- Use a paid subscription
- Share the cost of my paid subscription with someone else
- Use a subscription paid by someone else
- Listen to music on streaming platforms via a free ad-supported service

TOP 5 reasons for listening via streaming platforms

Paid subscriptions

Filtered data: Rap listeners who listen to music via streaming platforms using a paid subscription (paid for themselves or by someone else)

1. **No adverts** interrupting the music 55%
2. The range of music available in the **catalogue** 43%
3. Can listen to music **offline** 37%
4. For the sound **quality** 31%
5. Can **create and share playlists** 30%

Free ad-supported service

Filtered data: Rap listeners who listen to music via streaming platforms using a free ad-supported service

1. It's **free** 76%
2. The range of music available in the **catalogue** 46%
3. Can have **music on in the background** while using other apps or functions 35%
4. For the sound **quality** 31%
5. Can **create and share playlists** 23%



Video streaming platforms

60% of all music listeners listened to music on a video streaming platform between June 2022 and May 2023 (2 250 individuals)

77% of rap listeners listened to music on a video streaming platform between June 2022 and May 2023 (769 individuals)

TOP 5 reasons for listening via video streaming platforms

Filtered data: Rap listeners who have listened to music via video streaming platforms

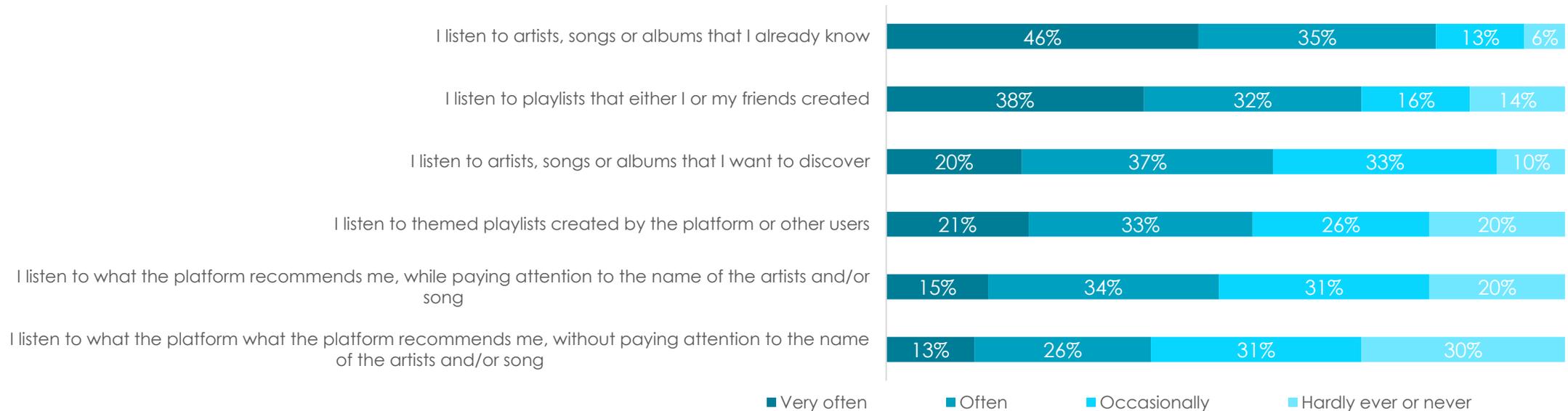
1. It's **free** 61%
2. Can do something else at the same time/ have **music in the background** while using other apps or functions 34%
3. Can listen to and/or watch **exclusive** tracks, artists, albums, live performances, remixes and compilations **not found on other platforms** 30%
4. For the **playlists** 25%
5. The possibility to **follow artists** and receive notifications about their **latest releases** 18%

Engagement on platforms (2/2)

Rap listeners **select the music they want to listen to in various ways**. They have a preference for **personalised playlists** and for **manually searching** the artists / songs they already know, but they also discover music via personalised recommendations. However, **they do like to know the name of the artist / song** they are currently listening to, showing that they do actively listen to the songs being played:

Filtered data: Rap listeners who listen to music via streaming platforms with a paid subscription (paid for themselves or by someone else)

When I listen to music on audio streaming platforms using a paid subscription...



Rap listeners relationship with live music

39%
of rap listeners

Have been to at least 3 music events (concerts, festivals) between June 2022 and May 2023

Types of artists seen in concert (excl. festivals) by rap listeners:

Subtotal: well-known artists **84%**



Artists **well-known in France**
66%



Artists **well-known internationally**
56%

Subtotal: lesser known or unknown artists **40%**



Niche artists, little known to the general public but **well-known in their field**
32%



Artists that you want to **discover** and that you know little of nothing about
17%

The 4 main criteria for rap listeners for going to a festival or a concert at a venue:

- The artist(s) or line-up
- The price
- To have a good time / go out with friends
- Geographic proximity to the event



Average ticket price rap listeners are willing to pay to go to:

	A CONCERT	A FESTIVAL
Willing to pay more than €50	63%	50% +8 points vs all listeners
Willing to pay more than €100	21% +6 points vs all listeners	15%
Willing to pay more than €200	5% +3 points	3%

Production

Source: Musical diversity: music broadcasting across different formats in France in 2022 (published in French in September 2023)



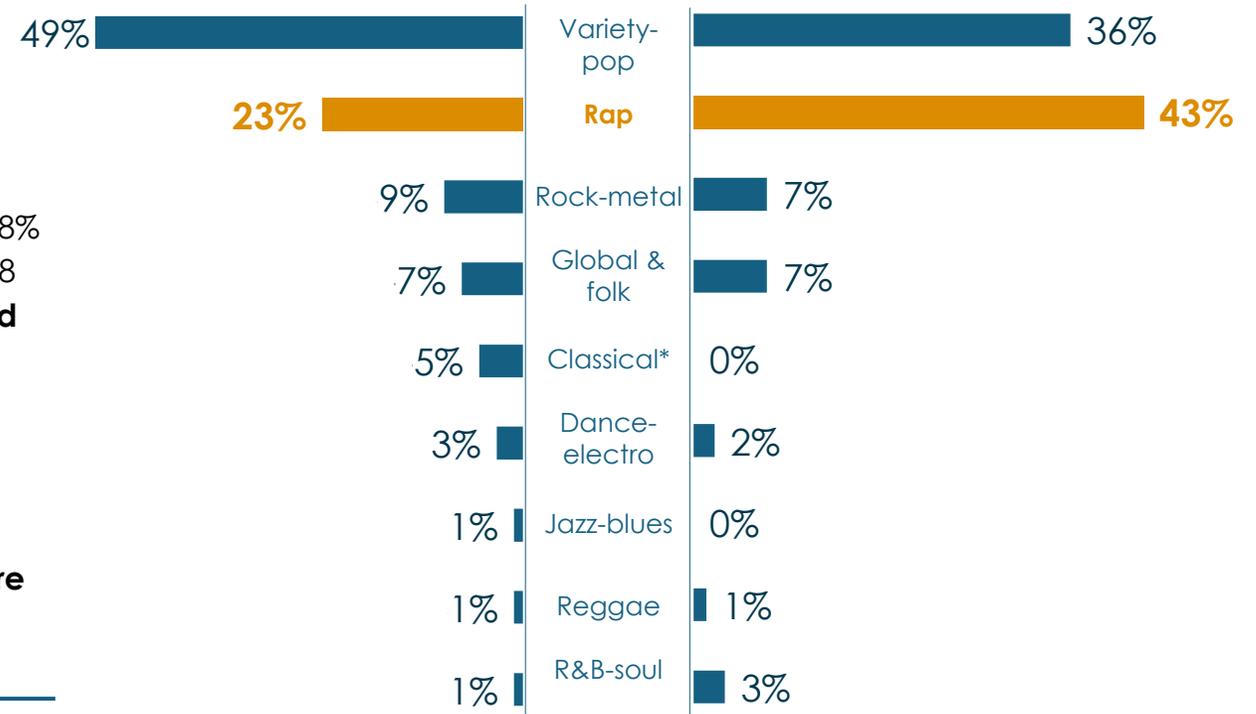
Production of rap songs and music videos in France in 2022

Songs: based on 22,288 new FR releases

Music videos: based on 1,413 new FR releases

In 2022, more than 260,000 new works were produced and released in France and registered with collective management organisations (SCPP and SPPF). Furthermore, 8% of new releases registered were French-produced (i.e. 22,288 songs). Of this 8%, **rap is the 2nd most produced and released genre, with 23% of registrations (i.e. 5,230 songs)**, behind variety-pop which comes in 1st with 49% of registrations.

More than 1,400 new French-made music videos produced and released in France were registered with collective management organisations. **Rap is the most produced genre with 610 music videos registered, the equivalent of 43%.**



Percentage of registrations for French-produced new releases (songs and videos) created in 2022, split by music genre

*including opera/lyrical

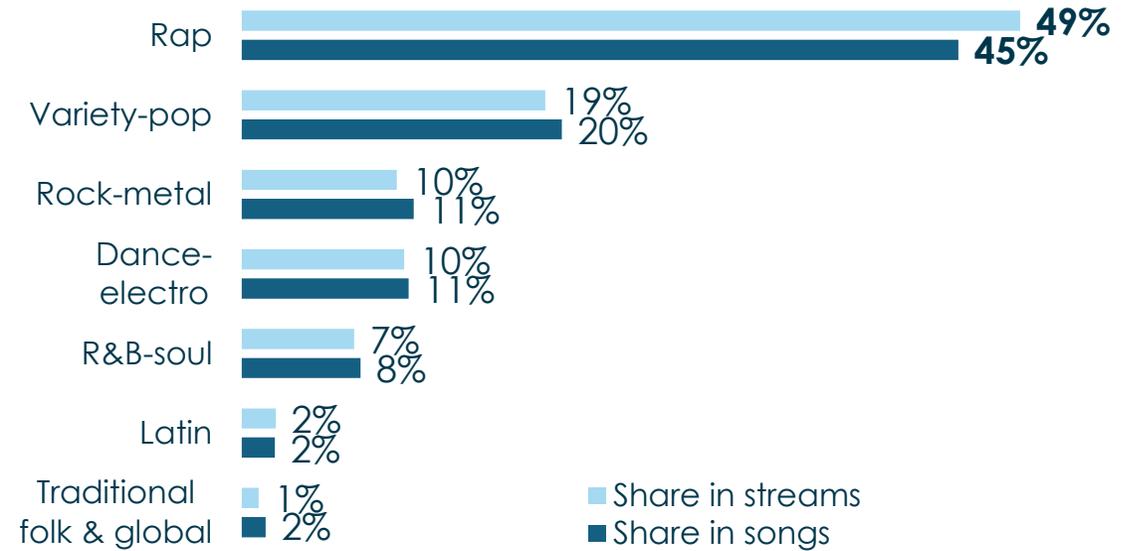
Streaming

Source: Indicators of musical diversity in music streaming in France in 2022 (published in September 2023)

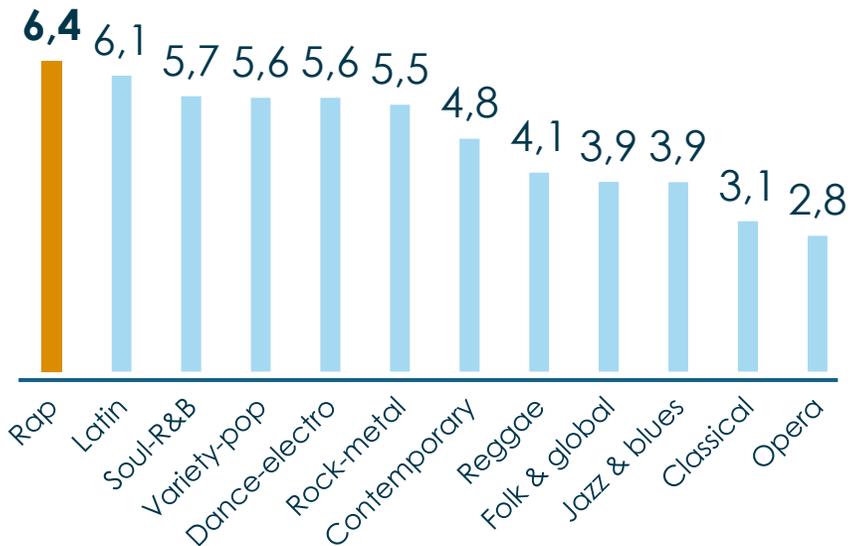


Rap music's presence in the top 10,000 most-listened to song

With nearly 30 billion streams and 4,518 songs in the top 10,000, **rap accounts for more than 45% of the top 10,000 songs and 49% of streams.** Rap is the leading genre in terms of the number of songs, as well as being the genre which generates the most amount of streams.

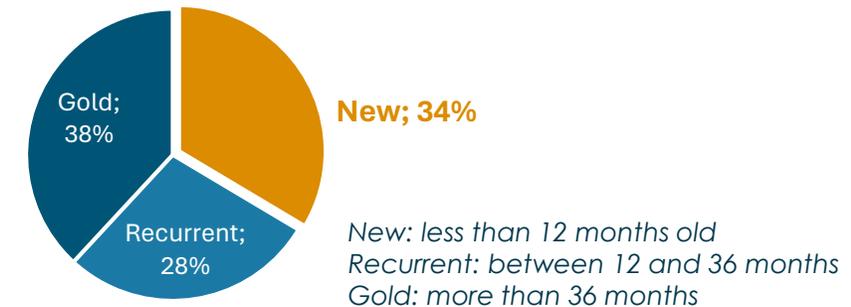


Number of streams per song, by music genre (average in millions)



Rap is also **the genre that generates the most streams per song on average (6.4 million)**, ahead of Latin music (6.1 million) and R&B-soul (5.6 million). Overall, the general listening average for a song in the top 10,000 stands at 5.9 million.

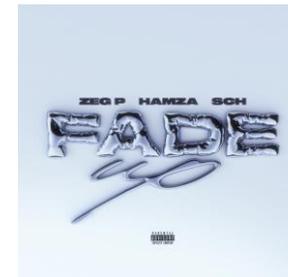
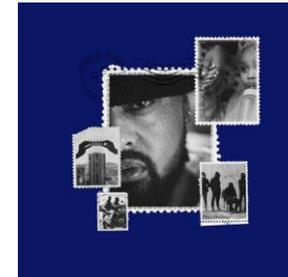
Type of songs classed as rap



Rap is the genre with the most new songs (1,517), i.e. 34% were released less than a year ago. Rap is also the music genre in which new releases generate the most streams (11 billion).

The top 10 most-streamed rap songs in 2022

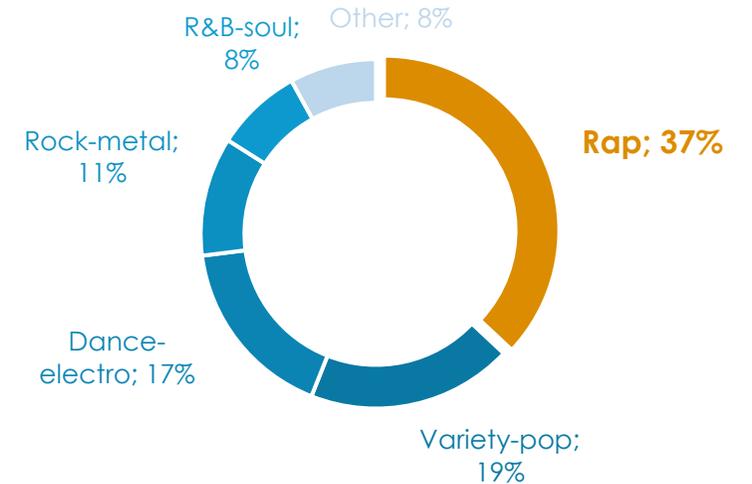
Top 10,000 position	Song	Artist	Distributor	Streams
1	TOUT VA BIEN	Alonzo, Naps, Ninho	Sony Music France	141 106 312
2	Jefe	Ninho	Warner Music France	135 608 099
3	VVS	Ninho	Warner Music France	125 676 124
4	DIE	Gazo	Sony Music France	125 170 549
5	Suavemente	Soolking	Universal Music France	114 513 848
6	Filtré	Gazo, Timal	Universal Music France	113 764 099
7	Clic clic pan pan	Yanns	Believe	107 841 299
8	FADE UP	Hamza, SCH, Zeg P	Believe	99 424 780
9	Balader	Soolking	Universal Music France	96 409 158
12	Best life	GIMS, Naps	Believe	92 953 299



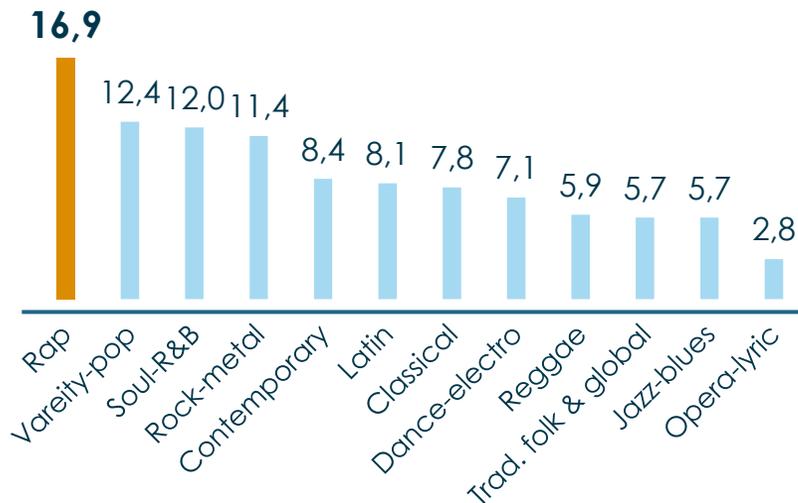
Rap artists present in the top 10,000 most-streamed songs

Of the 4,740 artists present in the top 10,000 songs, 1,734 (37%) are rap artists, far ahead of the variety-pop (19%), dance-electro (17%) and rock-metal genres (11%).
Of the more than 59 billion streams of the top 10,000 songs, **rap artists account for 49% of streams** (i.e. more than 29 billion), far ahead of the variety-pop genre (11.3 billion).

Split of number of artists across the five biggest genres represented in the top 10,000 songs

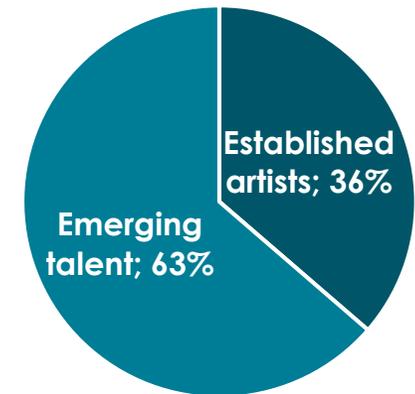


Number of streams per artist by music genre (average in millions)



Rap is the most popular genre in terms of number of streams per artist with **16.9 million streams per artist on average**, ahead of variety-pop (12.4 million), R&B-soul (12 million) and metal-rock (11.4 million).

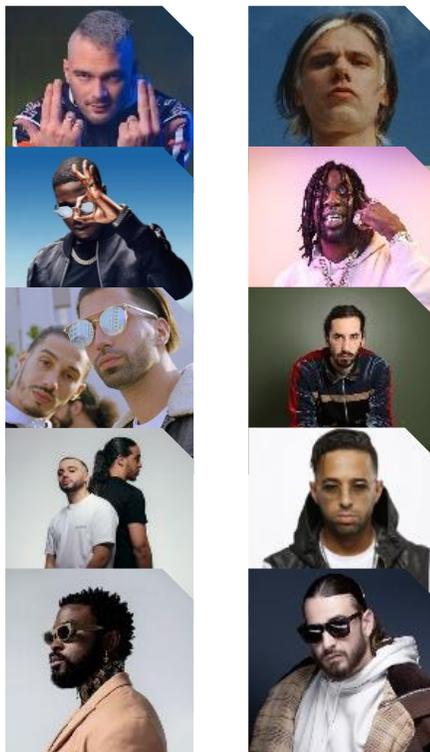
Type of French artists classed as rap



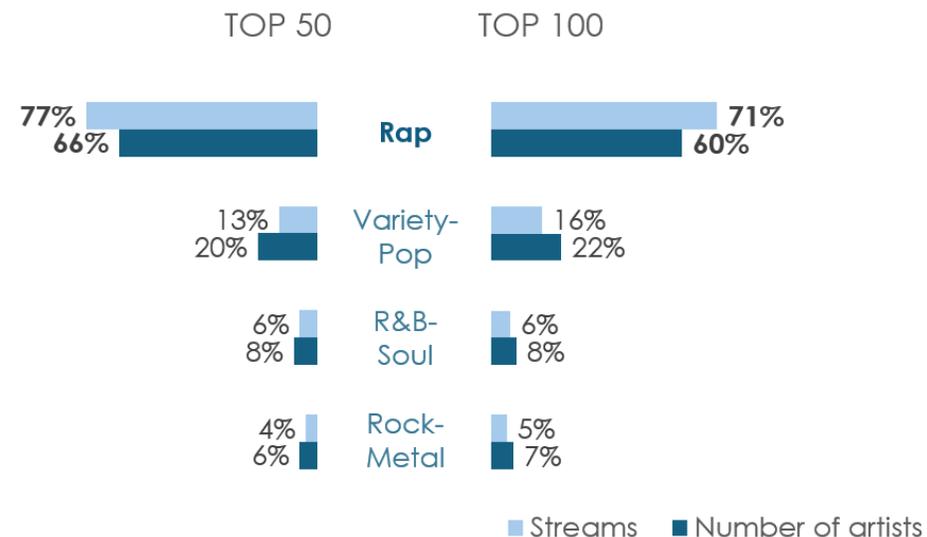
Emerging talent = an artist or group who has not exceeded the threshold of 100,000 sales for two separate albums

The top 10 most-streamed artists in France in 2022

Artist	No. of songs	No. of streams
Jul	208	1.4 billion
Ninho	74	1.3 billion
PNL	68	839 million
Djadja & Dinaz	76	595 million
Damso	65	595 million
Orelsan	53	553 million
Gazo	20	483 million
Lomempal	39	409 million
Naps	43	318 million
SCH	59	315 million



The split of artists and the streams they generate inside the top 50 and 100



A high concentration of rap artists ranking in the highest places in the top listings: **more than 77% of streams of the top 50 artists are from the rap genre**. A similar situation can be seen for artists in the top 100, where the rap genre represents 60% of artists and more than 70% of streams.

Women in rap

Source: Musical diversity: music broadcasting across different formats in France in 2022 (published in French in September 2023)



Women are still under-represented in the French rap scene

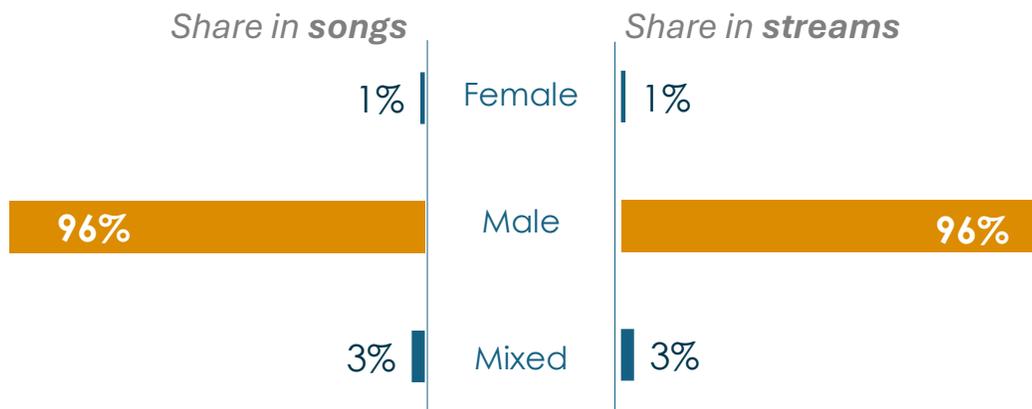
In terms of production

In 2022, **15% of French-produced rap songs** (made and recorded in France) were performed by **female leads**.

Rap ranks in **2nd as the genre that produces the most music videos with a female lead artist** (75 videos), behind variety-pop (215 videos with female lead artists).

In the top 10,000 streams (2022)

When it comes to **female representation in the top charts**, rap still has a long way to go: **of all rap songs in the top 10,000, less than 2% are from French female rappers**.



The 5 main French female rappers in the top 10,000

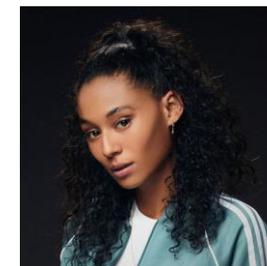
Artist	No. of songs	No. of streams
Diam's	9	54 million
Shay	10	46 million
Laeti	2	21 million
Bianca Costa, Chilla, DAVINHOR, Le Juice, Vicky R	1	5 million
Chilla	1	3.2 million



Diam's



Shay



Laeti



Bianca Costa, Chilla, DAVINHOR, Le Juice, Vicky R



Chilla

Collaborations

Source: Musical diversity: music broadcasting across different formats in France in 2022
(published in French in September 2023)

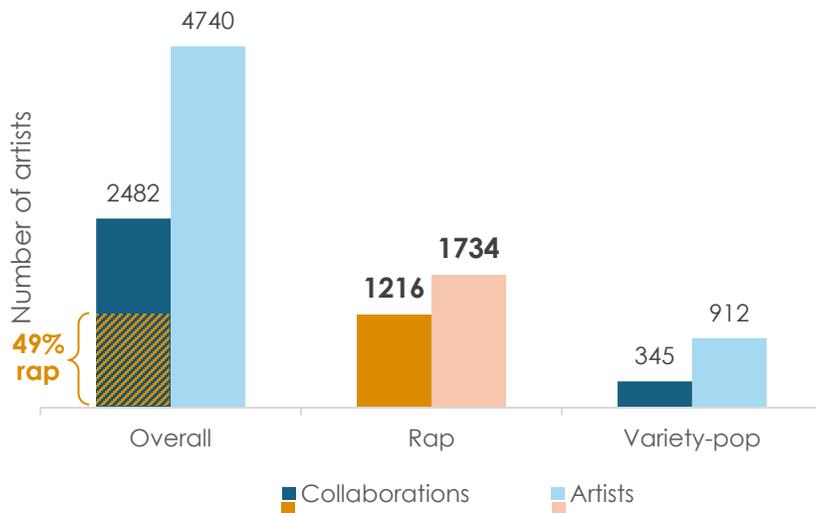
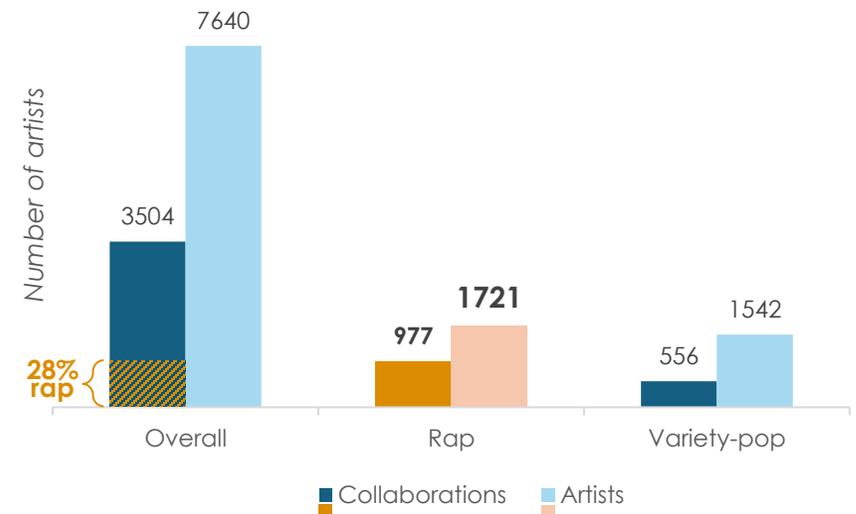


There's a major trend for collaborations in rap music

In terms of production

In 2022, **977 collaborations** were registered across a sample of **1,721 rap artists**, i.e. **more than 57% rap songs produced were collaborations**.

Compared with the variety-pop genre, which had the largest phonogram output in 2022, **556 collaborations** were recorded for **1,542 artists** (i.e. **36%**). All genres combined, collaborations represent **46%** of artists, where **rap artists cover 28% of all collaborations**.

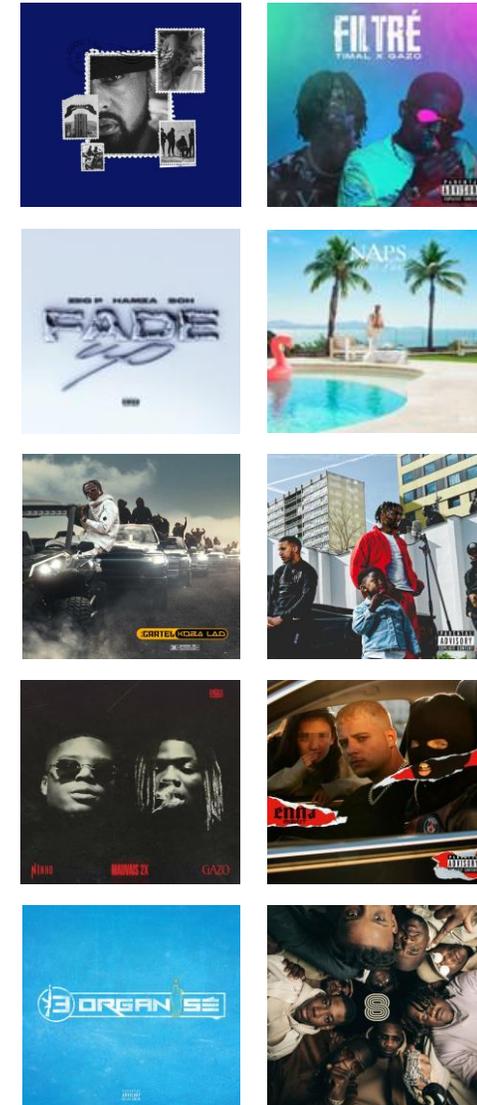


In the top 10,000 most-streamed songs

Rap presents **1,216 collaborations for 1,734 artists**, i.e. **70%**. Regarding variety-pop, 345 artists out of 912 have produced collaborations, equating to 38% of artists in the genre. For all genres combined, 52% of artists have produced collaborations. Finally, **rap artist collaborations equate to 49% of the overall share of collaborations**.

The 10 rap collaborations that generated the most streams in 2022

Position in the top 10,000	Artist	Song	Streams
1	Alonzo, Naps, Ninho	TOUT VA BIEN	141 106 312
6	Gazo, Timal	Filtré	113 764 099
8	Hamza, SCH, Zeg P	FADE UP	99 424 780
12	GIMS, Naps	Best life	92 953 299
13	Koba LaD, Naps	Doudou	89 212 110
21	Rsko, Tiakola	Gasolina	70 740 716
34	Gazo, Ninho	MAUVAIS 2X	63 133 317
37	OBOY, PLK	Attentat	61 396 998
43	13 Organisé	Bande organisée	56 526 781
44	Maes, SDM	Passat	56 351 677



The rap scene

Source: Live music attendance figures in France in 2022

Note on the methodology:

The data used for analysis here is only for the scope of paid ticket performances (concerts and festivals).



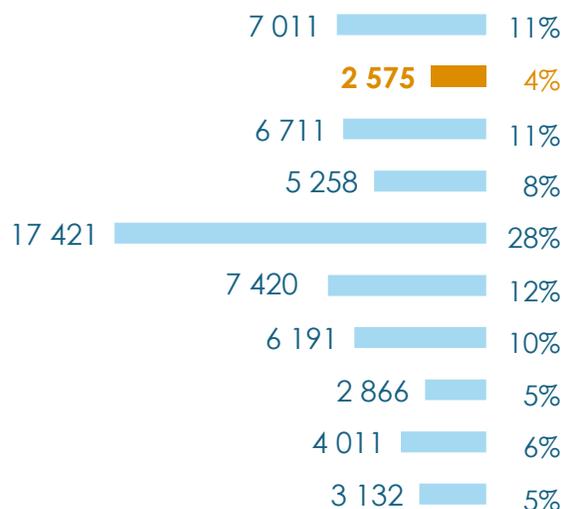
Live rap music performances in 2022

Concerts and festivals

Paid ticket events

(total of 62,596 in 2022)

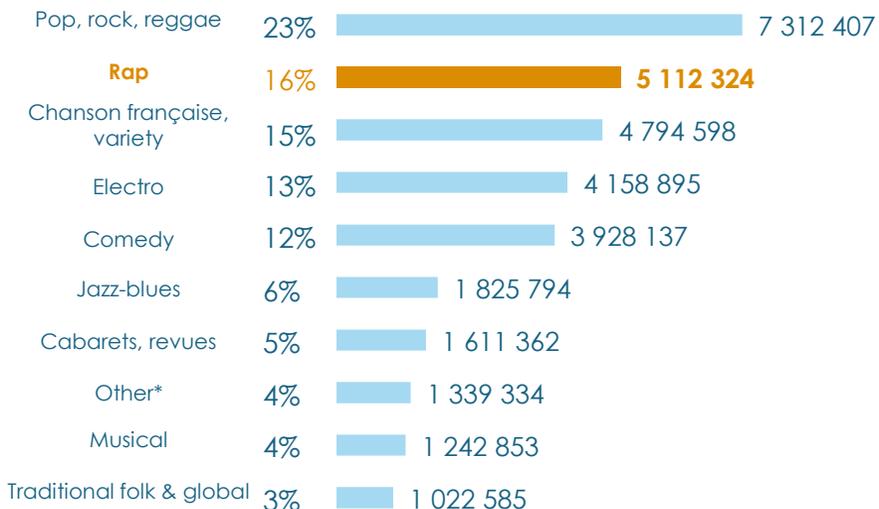
Share of total



Attendance figures

(total of 32,348,289 ticket entries in 2022)

Share of total



With 2,575 paid ticket events held in France in 2022, rap is the 10th ranking music genre for paid ticket events.

However, the trend reverses when it comes to attendance figures generated by rap events in 2022. **With 5.1 million ticket entries recorded, the equivalent of 16% of total attendance figures** for shows scheduled in France for that year, **rap takes 2nd position in the ranking.**

Rap is proving to attract bigger crowds year on year.

*Other: ice shows, aquatic events or visual attractions, etc.

Clear record growth in live rap events

	Paid ticket events	Attendance figures	Ticket sales excl. tax
2019	2,043	3.0 million	€95.4 million
2022	2,575	5.1 million	€187.5 million
Rap's development	+26%	+71%	+96%
Average development for other genres	+6%	+0.1%	+8%

Evolution of the average ticket price for rap concerts and festivals

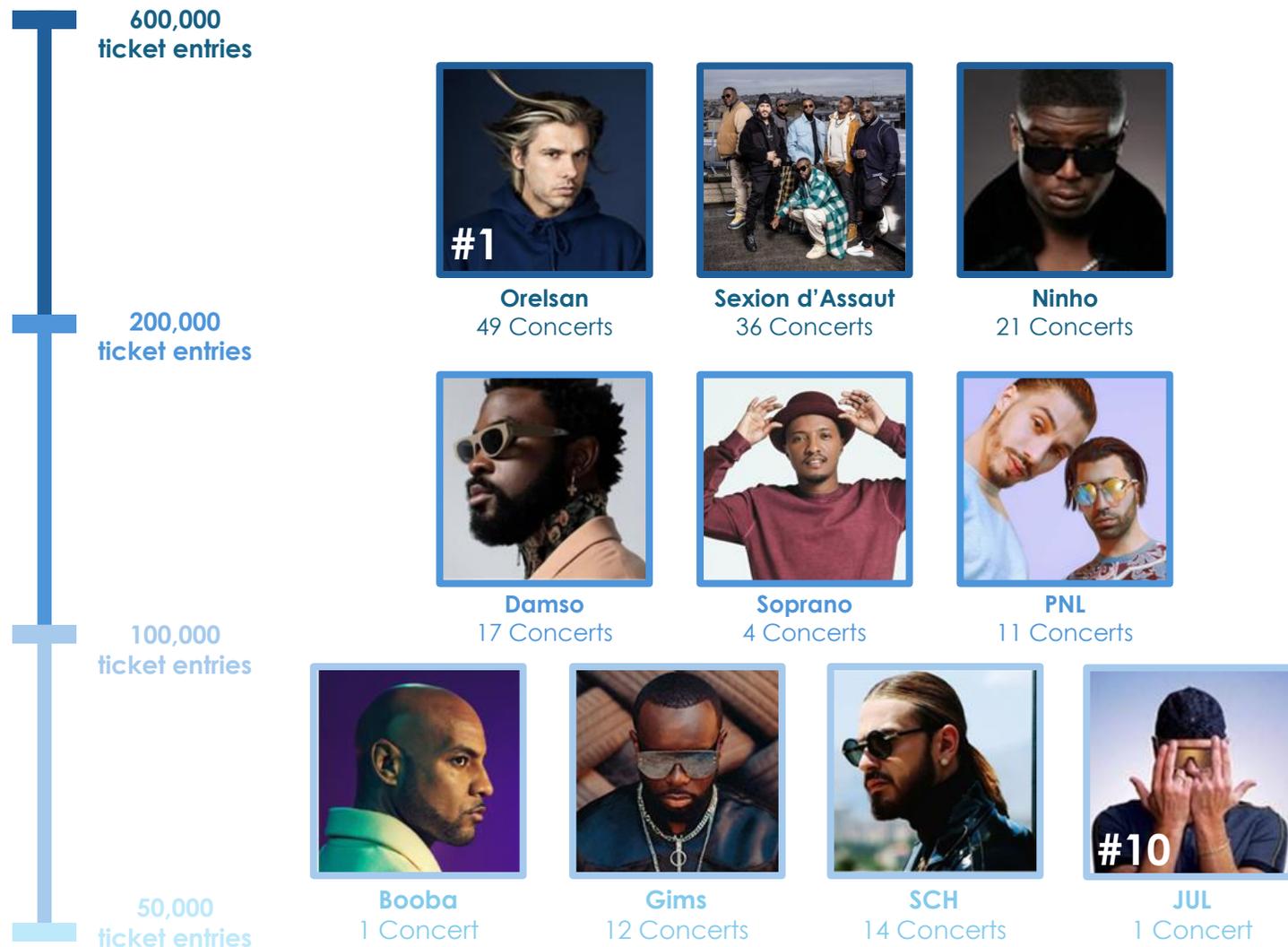
2019 **€34**

2022 **€39**

Between 2019 and 2022, the average ticket price for a rap music event increased by 15%, or €5.

Rap artists playing live in 2022 (not including festivals)

TOP 10 rap artists who generated the highest attendance figures



The top 50 live artists in 2022 features eight rap artists. Orelsan is the artist who generated the highest attendance figures, all music genres combined.

The top 10 rap artists demonstrate that this genre is most often associated with large capacity venues or arenas:

- Some artists have generated high attendance figures thanks to **major tours** (e.g. Orelsan with 49 concerts, Sexion d'Assaut with 35 concerts).
- Meanwhile others performed in some of the **biggest venues in France**, thus attracting a very large number of spectators with few performances (e.g. Booba with 1 concert, Soprano with 4 concerts).

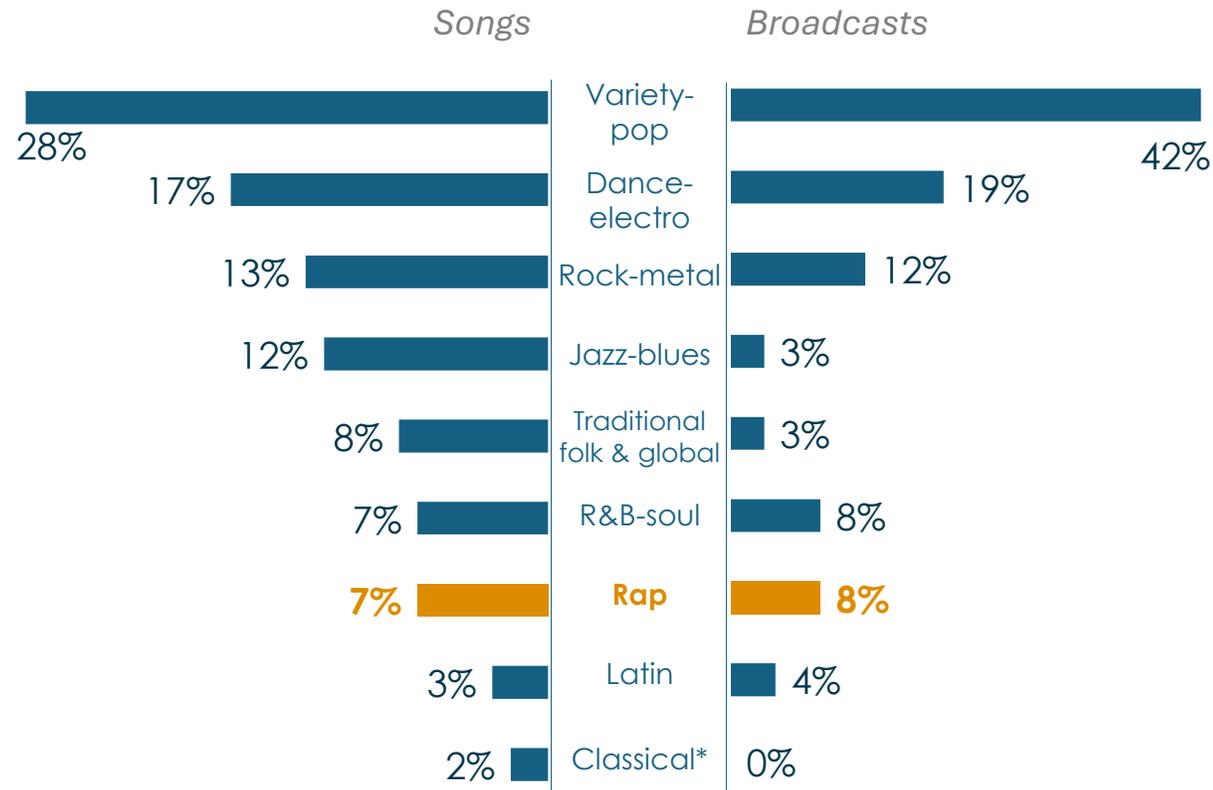
Rap & media

Source: Musical diversity: music broadcasting across different formats in France in 2022 (published in French in September 2023)



Rap's place on the radio landscape

From the sample group of 65 radio stations, more than 9,072 different songs were listed as rap, making this genre **the 7th most represented genre in terms of number of songs** played. The rap genre rises to 5th place with **8% of broadcasts**, or 554,000 across the entire sample group.



*including opera/lyric music

The top 10 most-played rappers across the radio sample group



Orelsan
27,300
plays



**Bigflo & Oli,
Julien Doré**
20,300
plays



Soolking
13,200
plays



Ninho
11,700
plays



Soprano
9,700
plays



**Soprano,
Gradur**
9,100
plays



**Alonzo, Ninho,
Naps**
8,500
plays



JUL
8,000
plays



**Koba LaD,
Naps**
6,700
plays



Yanns
4,700
plays

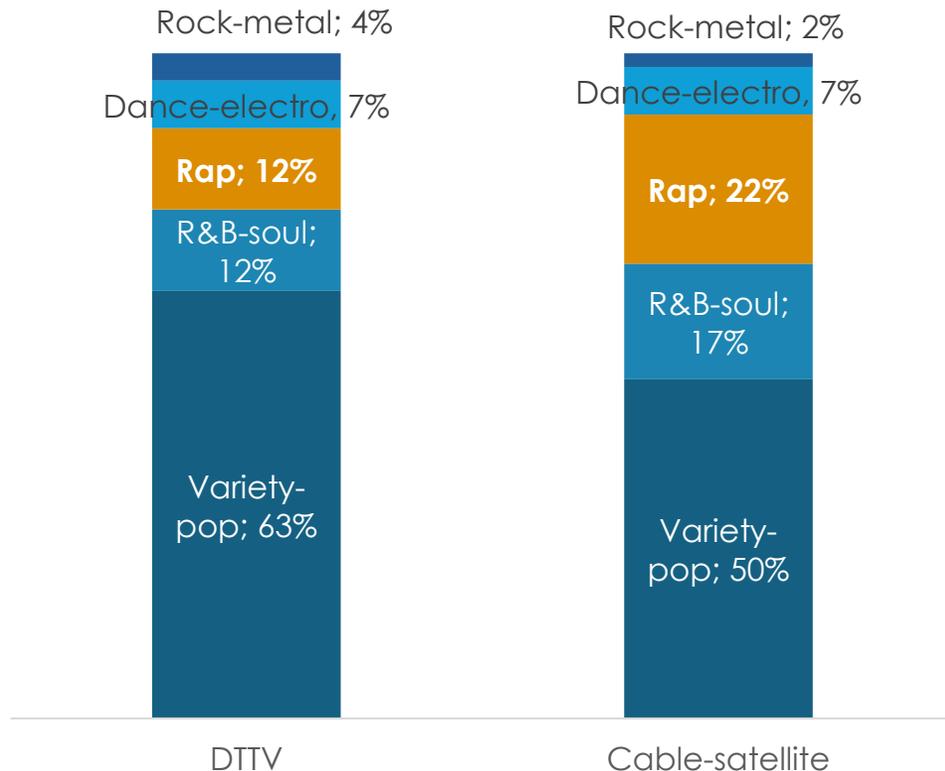
Skyrock is the radio station which plays the highest percentage of rap songs, when compared to the number of songs played overall on the station. When it comes to the number of plays, Generations 88.2 ranks first. Europe 1 – a talk radio station – is even present in the top ranking stations.

Radio station	Share by songs	Share by plays
Skyrock	63.1%	57.1%
Generations 88.2	56.9%	72.6%
Mouv'	54.7%	61.5%
Ado (ex Swigg)	47.9%	51.4%
Beur FM	15.9%	26.4%
Radio Star Méditerranée	13.9%	11.4%
ECN Mulhouse	12.8%	15.1%
Radio Nova	11.2%	10.2%
Mistral FM	10.8%	11.6%
Europe 1	9.9%	6.0%

Rap music's presence on television

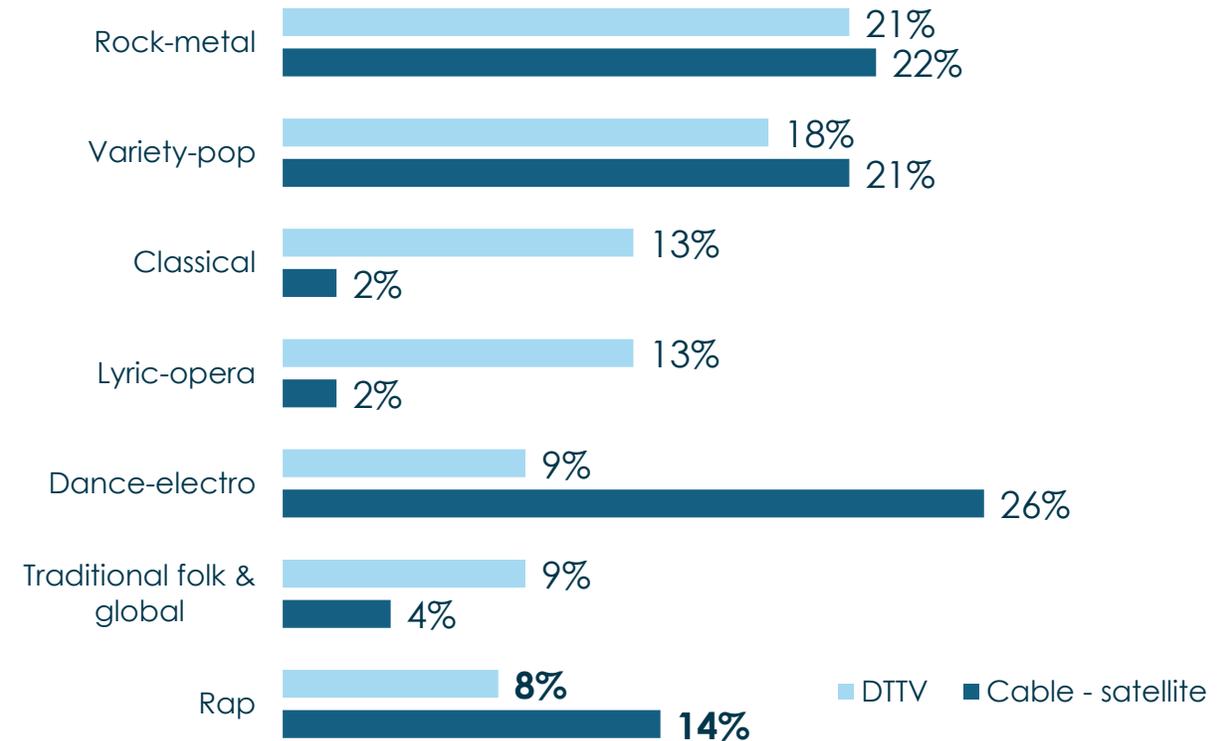
Music videos

When it comes to music videos shown on television, rap videos rank in **3rd position on DTTV and 2nd position on cable/satellite channels.**



In-studio performances, concerts

When it comes to in-studio performances and concerts broadcast on television, rap ranks as the **7th place genre on DTTV, yet climbs to 4th place on cable/satellite channels with 14% of the broadcast share.**



The top 10 most-played rappers on television



Orelsan
15,700
plays



Soolking
9,100
plays



Bigflo & Oli
5,900
plays



Ninho
5,400
plays



**Julien Doré,
Big Flo & Oli**
5,200
plays



Soprano, Gradur
5,100
plays



Jul
4,800
plays



Yanns
4,700
plays



Soprano
3,300
plays



**Alonzo,
Ninho, Naps**
3,100
plays

Of the top 10 television channels with the highest broadcast share of rap music videos 24 hours a day, six are cable/satellite channels and four are DTTV channels (TMC, Cstar, France 4/Culturebox and W9).

The channel with the highest broadcast share of rap music videos is MCM with 66.7%, followed by Trace Urban (53.4%), with Cstar Hits France as the next ranked channel, coming in far behind.

Channels	Broadcast share
MCM	66.7%
Trace Urban	53.4%
Cstar Hits France	19.1%
TMC	17.6%
MTV Hits	15.6%
M6 Music	14.9%
Cstar	14.3%
France 4 / Culturebox	12.0%
MTV	11.9%
W9	11.7%

Rap exports

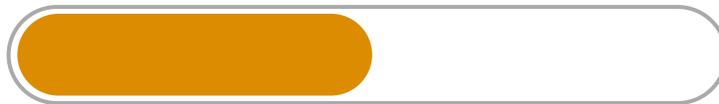
Source: Export certifications 2022 (published in May 2023)



Rap music exports continue to grow

In 2022, there were 63 new export certifications i.e. songs and albums released in 2021 and 2022, of which 14 were for albums. **Rap is the genre that comes in 1st position with the most new certifications for songs (38%),** ahead of dance-electro and variety-pop. Hip-Hop/rap albums represented half of new album certifications in 2022.

Rap



38%

Electro / dance



27%

R&B / soul



13%

Variety / pop



17%



1
Ofenbach
I
4xPLATINUMabroad



2
Stromae
MULTITUDE
2xPLATINUMabroad



3
Kungs
CLUB AZUR
PLATINUMabroad



4
Damso
QALF
PLATINUMabroad



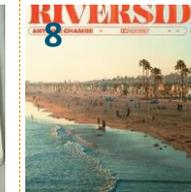
5
Ninho
JEFE
GOLD abroad



6
Angèle
NONANTE Cinq
GOLD abroad



7
Soolking
SANS VISA
GOLD abroad



8
Antoine Chambe
RIVERSIDE
GOLD abroad



9
Orelsan
CIVILISATION
GOLD abroad



10
Parcels
Day/Night
GOLD abroad



11
Polo & Pan
CYCLORAMA
GOLD abroad



12
Niska
LE MONDE EST
MECHANT
GOLD abroad



13
Gazo
KMT
GOLD abroad



14
Gazo
DRILL FR
GOLD abroad

New album certifications in 2022

Listeners

WHO?

60%
are between 15 and 34 y/o

Female: 51%
Male: 49%

82% of listeners listen to rap via a **smartphone**

Sources of musical discovery
streaming **44%**
social media **35%**
short-form video **30%**

39% of rap listeners went to at least 3 rap concerts / festivals in 2022

Production

23%
of French-produced and French-sung songs made in 2022 are from the rap genre (5,230 songs)

43%
of French-produced and French-sung music videos in 2022 are from the rap genre

Streaming

49%
of the top 10,000 streams from the streaming platform sample group are generated by rap (almost 30 million streams)



Rap in the French music scene

Women in rap

17% of rap song productions are performed by women. The **genre ranks 2nd for the number of music videos produced featuring a female lead artist.**

Only **2%** of rap songs in the **top 10,000 streams** are from female artists (2022)



The rap scene

Rap is the genre with the fewest paid ticket events, however it's the second highest ranking music genre in terms of attendance figures (**more than 5 million**)



Export

38%
of **new song certifications** came from the rap genre

50%
of new album certifications in 2022

Media

20%
of broadcasts across the sample group of **20 TV channels**

8%
of radio plays across the sample group of **65 radio stations**

Centre national
de la musique



CNM
Department of studies and
foresight

Produced by
Studies and evaluation
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Contact
etudes@cnm.fr

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