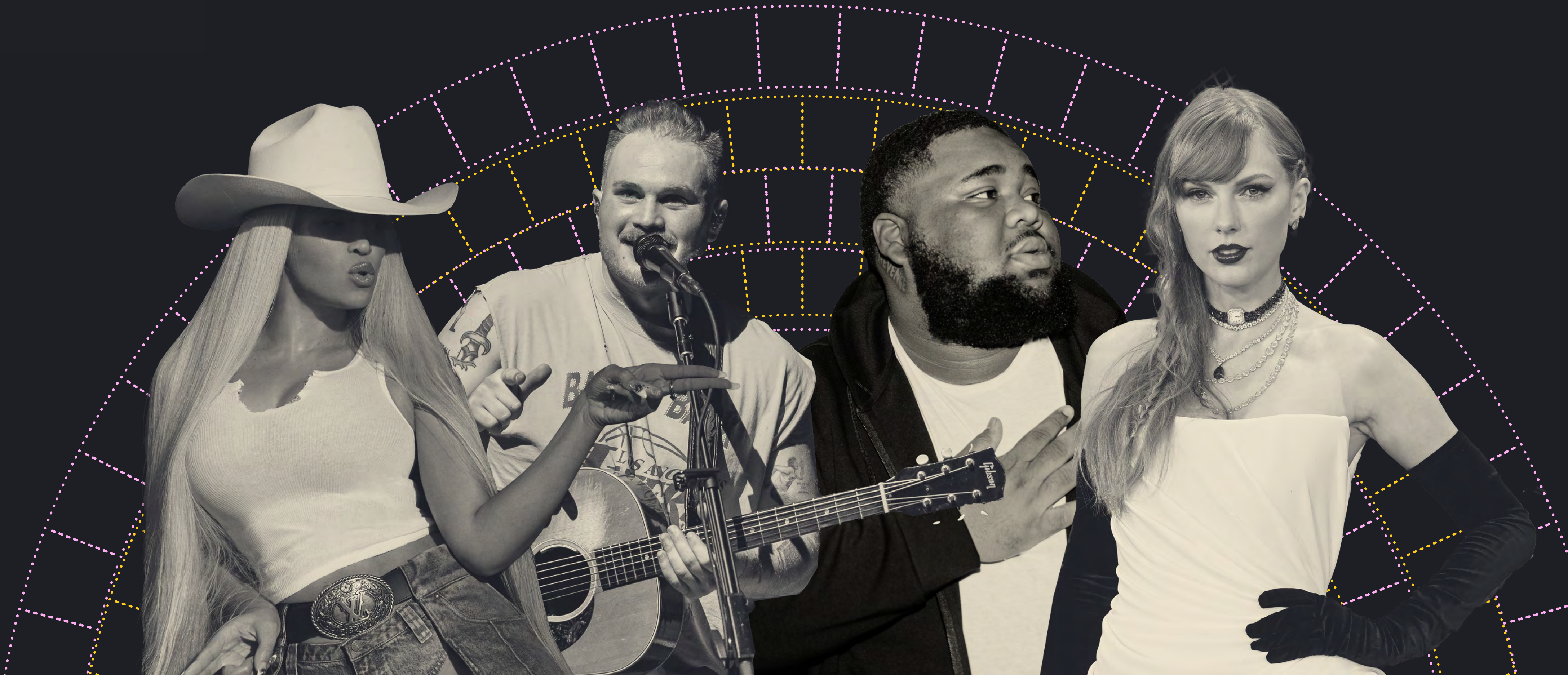
2024

Luminate Midyear Music Report

LUMINATE



Introduction

The increase of total streams by volume continues to drive the story of today's music ecosystem, and the first six months of this year were no different. In the first half of 2024, the industry saw persistent streaming growth of core genres in the U.S., led by Latin music. The trend of global streaming growth at-large also remained consistent. In fact, Global On-Demand Audio streaming was up +15.1%, when compared to the first half of 2023. But, it wasn't all streaming.

Physical music still matters. With key new releases from the likes of Taylor Swift, Beyoncé and Billie Eilish, the first half of 2024 saw an organic evolution in regards to feeding super fans' appetites with multiple versions of physical products. In fact, the Top 10 best-selling albums of the year so far saw an average of seven different vinyl variants per title.

With additional insights across gaming, live music, social media and more, the following report provides a nuanced, comprehensive insight into today's music landscape, fueled by in-depth analysis of Luminate's streaming, sales and consumer research data. Staying consistent with Luminate's mission to serve as the most trusted partner for entertainment data, these findings are meant to be helpful for business planning across not just the music industry's needs, but for all industries that are concerned with music – from financial investment to tech product development, from brand partnerships to gaming activations, and beyond.

As always, the Charts included in this report are presented in partnership with Billboard, Luminate's exclusive chart partner for more than three decades.

ABOUT LUMINATE

Luminate is the preeminent entertainment data and insights company, unleashing access to the most essential, objective, and trustworthy information across music, film, television, gaming, short-form video and more. Luminate's databases house information compiled from over 500 verified sources, managing more than 20 trillion data points.

Scales of Streaming

Welcome to the Show

Think Global, Act Local

Variants & Viability

Scales of Streaming

Streaming activity continues to grow year-over-year but the consumption landscape is ever-evolving. The first trend of our 2024 Midyear Music Report explores representation of major label vs. independent artists across the streaming pyramid. Did you know that indie artists made up 62.1% of all artists who accumulated between 1M and 10M U.S. On-Demand Audio streams in H1 of 2024? In fact, the share of indie artists who earned more than 500M On-Demand Audio streams increased by more than 2% in H1 2024 as compared to H2 2023.

We also take a look at the growth of the mid-tier artist across genres. This refers to artists who consistently earn millions of streams and redefine what it means to be a successful artist in a world where membership to the “billions of streams” club is not always possible.

Alongside those analyses, we’ve included an in-depth look at genre-specific streaming in terms of ad-supported vs. premium, meaning those streams that come from free and paid-tier subscriptions across platforms. Given that these two types of streams are weighted differently when converted to album units, meaning how many streams equate to an album sold for the purposes of Chart rankings, we’ve included a breakdown on how many streams on average it takes to earn one album unit for each core genre.

Lastly, as subscription prices for streaming services continue to rise, we’ve offered key consumer data that shows which features music listeners are looking for in their streaming experience.

Welcome to the Show

Live music maintains its prominent spot in the superfan experience. But how does touring in a specific market affect the local streaming consumption? In the following report, we analyze data across 50 artists, 990 shows and 129 U.S. markets to find that the median event yielded a 42% growth in local DMA On-Demand Audio Streaming during the week of an event. But genre matters. Read more to see which genres saw the biggest gains.

We also explore the relationship between touring and gaming. For example, the announcement of Metallica's *Fortnite* takeover on June 12, 2024, drove Global growth for not only six of the band's focus songs used in the game but for the band's catalog in general.

Other data shared in the following report reveals the latest consumer behaviors surrounding gaming and music and offers a look at music listeners' relationships with short-form videos at a genre-specific level.

Think Global, Act Local

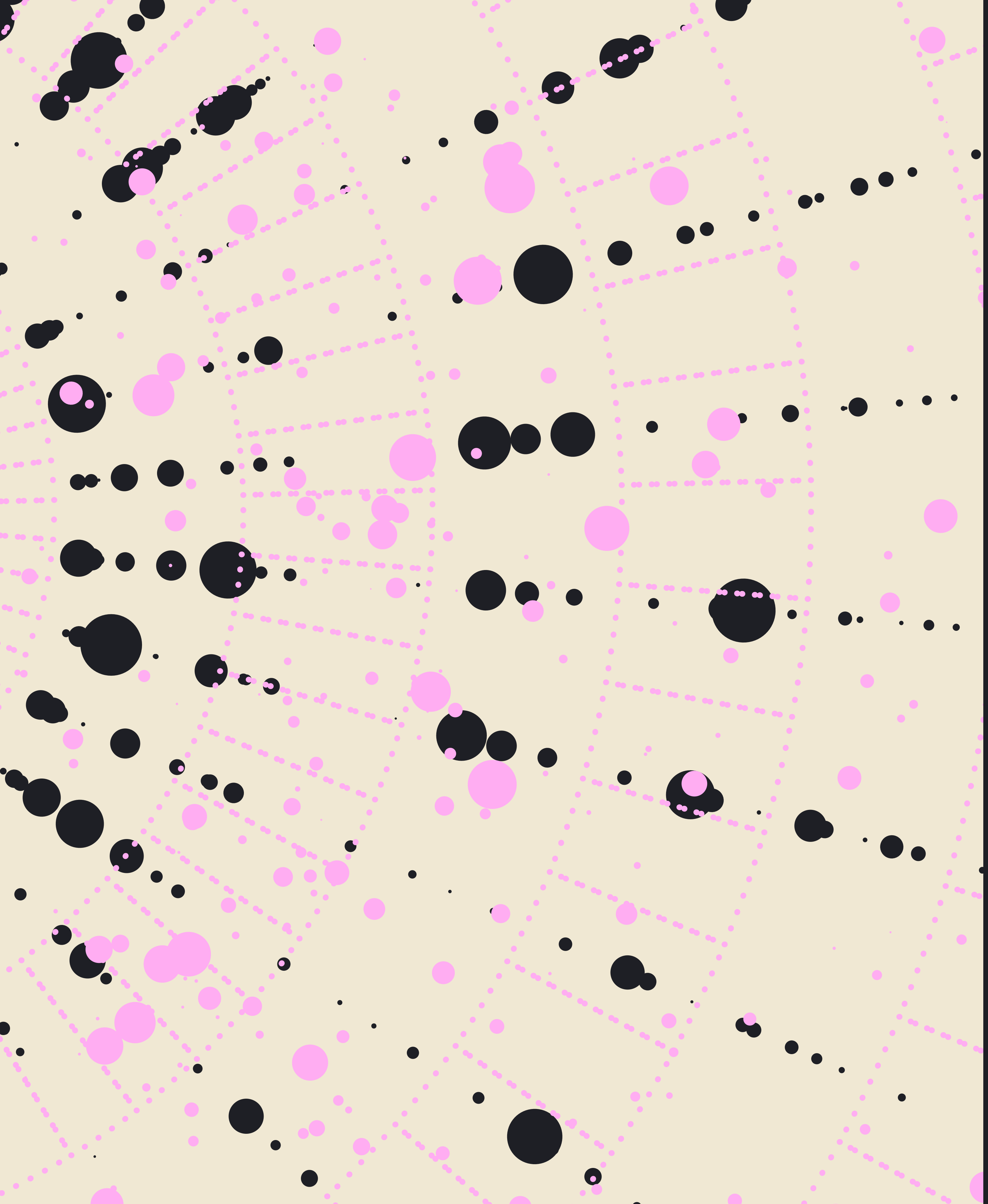
Artists from the U.S. still hold the highest Global On-Demand Audio streaming share but that share is down 0.53 percentage points in the first half of 2024, showing a continued growth of global consumption of artists from other countries. In the following report, we use Luminate's country-level streaming data to highlight consumption trends in a select group of countries. Did you know Reggae and Jazz over-index in France, while Country and Latin under-index in the market?

We also provide a breakdown in country-level trends surrounding ad-supported vs. premium streams in specific markets.

Variants & Viability

Billie Eilish made headlines earlier this year when she commented on the practice of manufacturing and marketing multiple vinyl variants by top artists and its subsequent effects on the environment. In the following report, we break down the growing number of variants offered for a single album release as well as this multiple-variant strategy's relation to the Charts.

With Eilish's concerns in mind, we also take a look at music listeners' attitudes towards sustainability. For example, 37% of physical music purchasers in the U.S. cite sustainability / re-usability as causes they care about, which is +26% higher than the average U.S. music listener.



Contents

CLICK ON A SECTION THAT INTERESTS YOU

DATE RANGE FOR CONSUMPTION DATA: 12/29/23 - 6/27/24 VS. 12/30/22 - 6/29/23

2024

Midyear Metrics

12/29/23 - 6/27/24 (As Compared to 12/30/22 - 6/29/23)

Global Metrics

2023+ 2024+

On-Demand Streaming: Audio

+ 12/29/23 - 6/27/24 (AS COMPARED TO 12/30/22 - 6/29/23)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM
** CATALOG = OLDER THAN 18 MONTHS

U.S. Metrics

2023+ | 2024+

U.S. Total Album Consumption*

Album + TEA + SEA On-Demand Audio**

2023	491.1M
2024	527.3M

+7.4% Vol. Change

U.S. Total Digital Music Consumption

Digital Albums + TEA + SEA On-Demand Audio**

2023	467.3M
2024	502.6M

+7.5% Vol. Change

On-Demand Streaming: Audio

2023	616.5B
2024	665.8B

+8.0% Vol. Change

Digital Album Sales

2023	9.2M
2024	8.3M

-10.3% Vol. Change

Physical Album Sales*

Includes Vinyl LP, CDs and Cassettes

2023	23.8M
2024	24.7M

+3.8% Vol. Change

CLICK HERE FOR AN IMPORTANT NOTE REGARDING U.S. PHYSICAL SALES REPORTING

+ 12/29/23 - 6/27/24 (AS COMPARED TO 12/30/22 - 6/29/23)
*EXCLUDES U.S. INDEPENDENT RETAIL STRATA SALES
** SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM

U.S. Current vs. Catalog Consumption

Total Album Equivalent Consumption (Album+TEA+On-Demand SEA Audio*)

2023+ 2024+

Current Share

2023+	27.2%
2024+	27.2%

Current Total Album Consumption

2023+	133.8M
2024+	143.2M

+7.1%
Vol. Change

Catalog Share

2023+	72.8%
2024+	72.8%

Catalog Total Album Consumption

2023+	357.3M
2024+	384.1M

+7.5%
Vol. Change

CLICK HERE FOR AN IMPORTANT NOTE REGARDING U.S. PHYSICAL SALES REPORTING

U.S. INDIE RETAIL EXCLUDED
+ 12/29/23 - 6/27/24 (AS COMPARED TO 12/30/22 - 6/29/23)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM
CATALOG = OLDER THAN 18 MONTHS

Canada Metrics

2023+ 2024+

Canada Total Album Consumption

Album + TEA + SEA On-Demand Audio*

49.9M
54.8M

+9.8%
Vol. Change

On-Demand Song Streaming

Audio

63.4B
70.7B

+11.4%
Vol. Change

Physical Album Sales

LP, CD and Cassettes

1.55M
1.59M

+2.1%
Vol. Change

+ 12/29/23 - 6/27/24 (AS COMPARED TO 12/30/22 - 6/29/23)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM

Canada Current vs. Catalogue Consumption

Total Album Equivalent Consumption (Album+TEA+On-Demand SEA Audio)

2023+ 2024+

Current Share

27.4%

26.6%

Current Total Album Consumption

13.7 M

14.6M

+6.6%
Vol. Change

Catalogue Share

72.6%

73.4%

Catalogue Total Album Consumption

36.2M

40.2M

+11.1%
Vol. Change

+ 12/29/23 - 6/27/24 (AS COMPARED TO 12/30/22 - 6/29/23)
* SEA (STREAM-EQUIVALENT ALBUMS): 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS): 10 DIGITAL TRACKS = ONE ALBUM
CATALOG = OLDER THAN 18 MONTHS

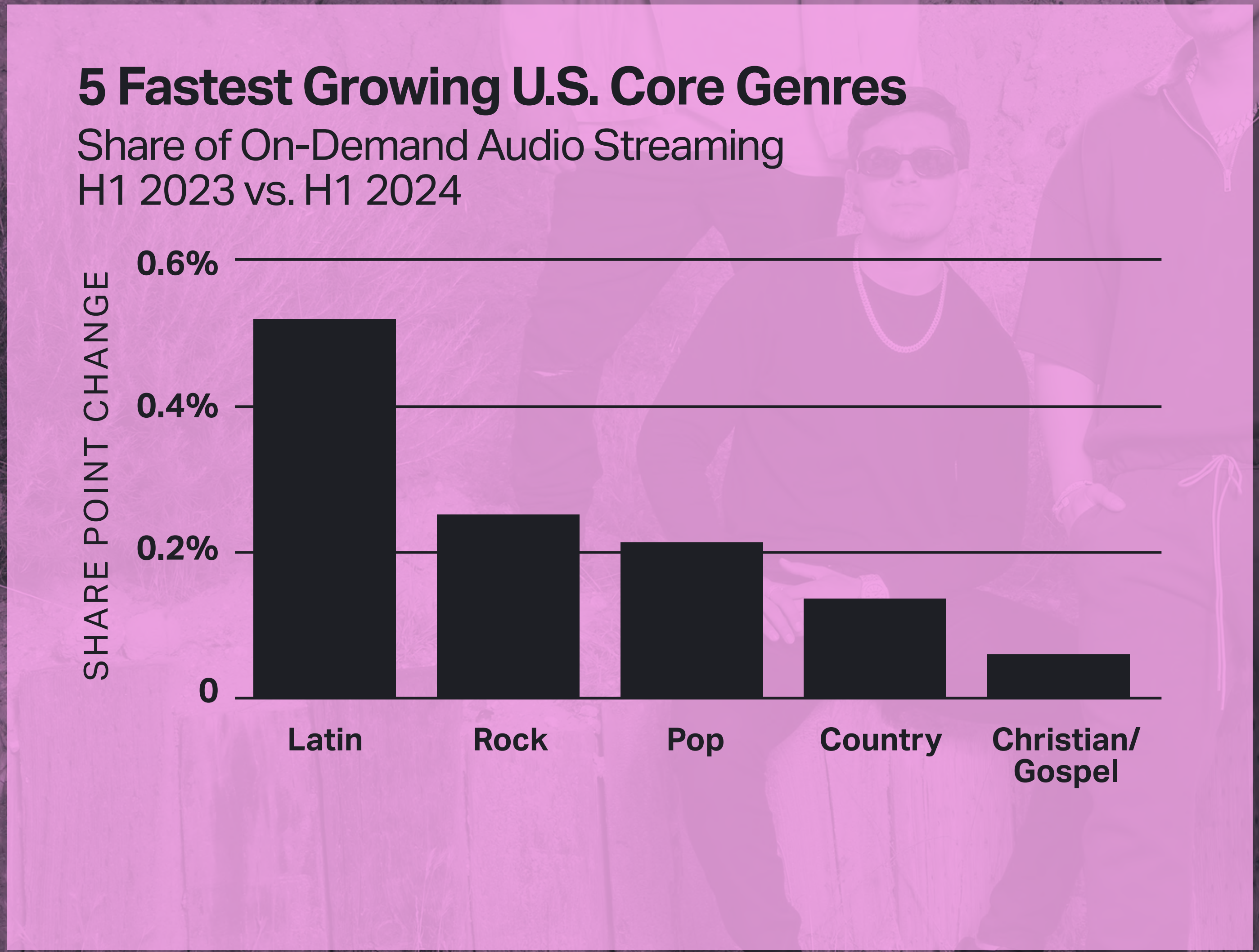
Notes on Trend Break*

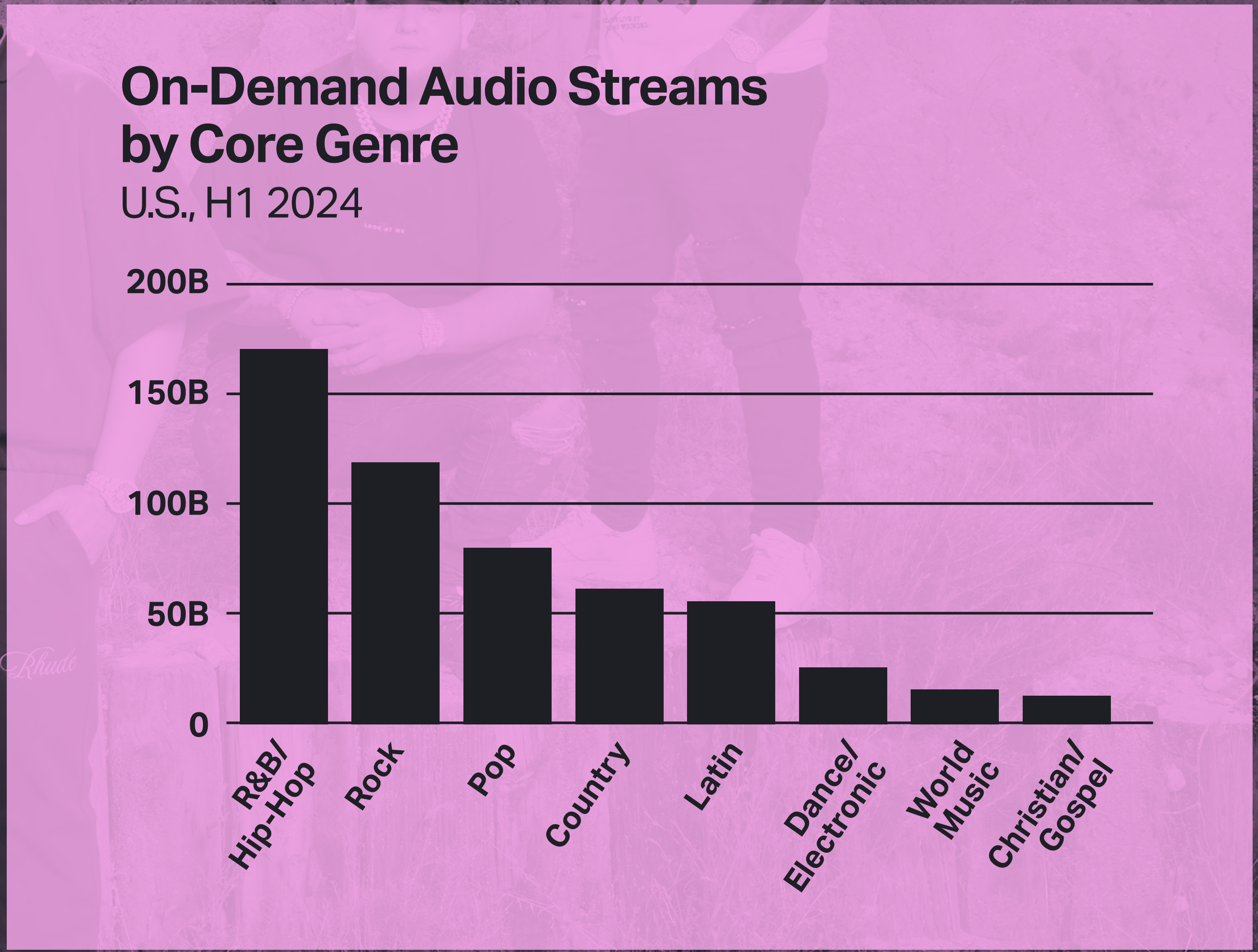
Due to changes in methodology and provider reporting, two trend breaks occurred in the first half of 2024, which means we are unable to provide an accurate representation of year-over-year changes (H1 2024 vs. H1 2023) in the following two areas:

- **Independent Retail Physical Sales:** As previously reported, Luminate changed the methodology behind its independent retail sales reporting beginning Week 1 of 2024. While the new modeled methodology more accurately represents the independent retail market, we do not have comparable historical data to provide an accurate year-over-year trend. Therefore, independent retail physical sales are not included in our H1 2024 vs. H1 2023 U.S. physical sales reportings. In weeks 23-26, under the new U.S. independent retail modeling, independent record stores account for 29.5% of all physical album sales in the U.S. Independent record stores account for 40.1% of all vinyl sales in the U.S. during this same time.
- **Video:** A change in provider reporting was made in January 2024 that affects the Non-Song UGC category. Due to this change we are unable to provide video trending. All video numbers represented in this report are either stand-alone snapshots in time or do not include the impact of the Non-Song UGC changes. These instances are noted throughout.

U.S. Core Genre Trends So Far in 2024

Latin share of U.S. On-Demand Audio (ODA) Streaming grew +.51 percentage share points in the first half of 2024 over the same period last year as the genre grows 15.1% in ODA streaming



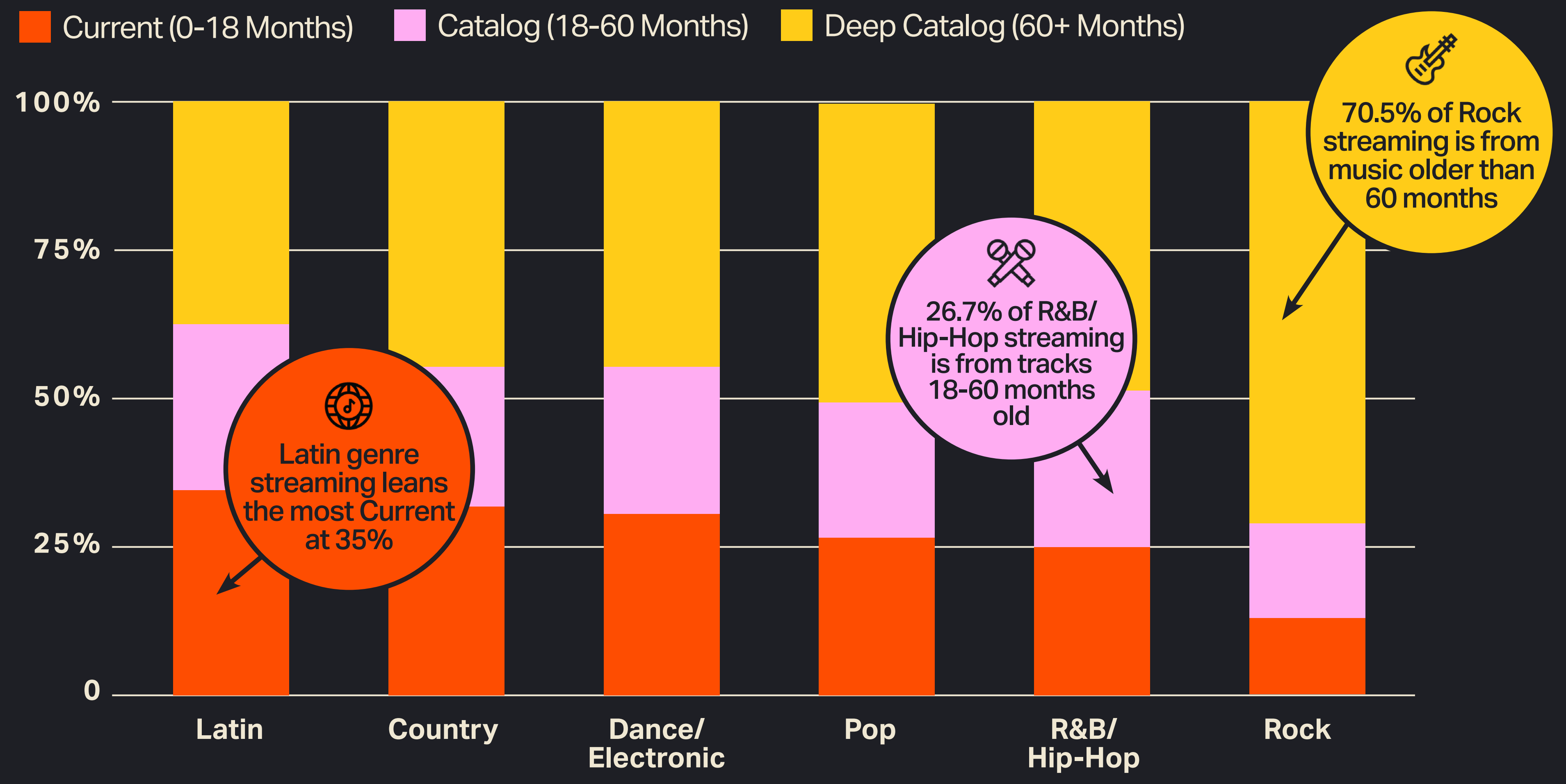


SOURCE: LUMINATE MUSIC CONSUMPTION DATA
FUERZA REGIDA: MARTHA GALVAN

Genre and Release Age

Release Age Composition of Genres

U.S. On-Demand Audio Streams, H1 2024



SOURCE: LUMINATE MUSIC CONSUMPTION DATA
THE WEEKND: BRIAN ZIFF;
HOZIER: BARRY MCCALL

TREND 1

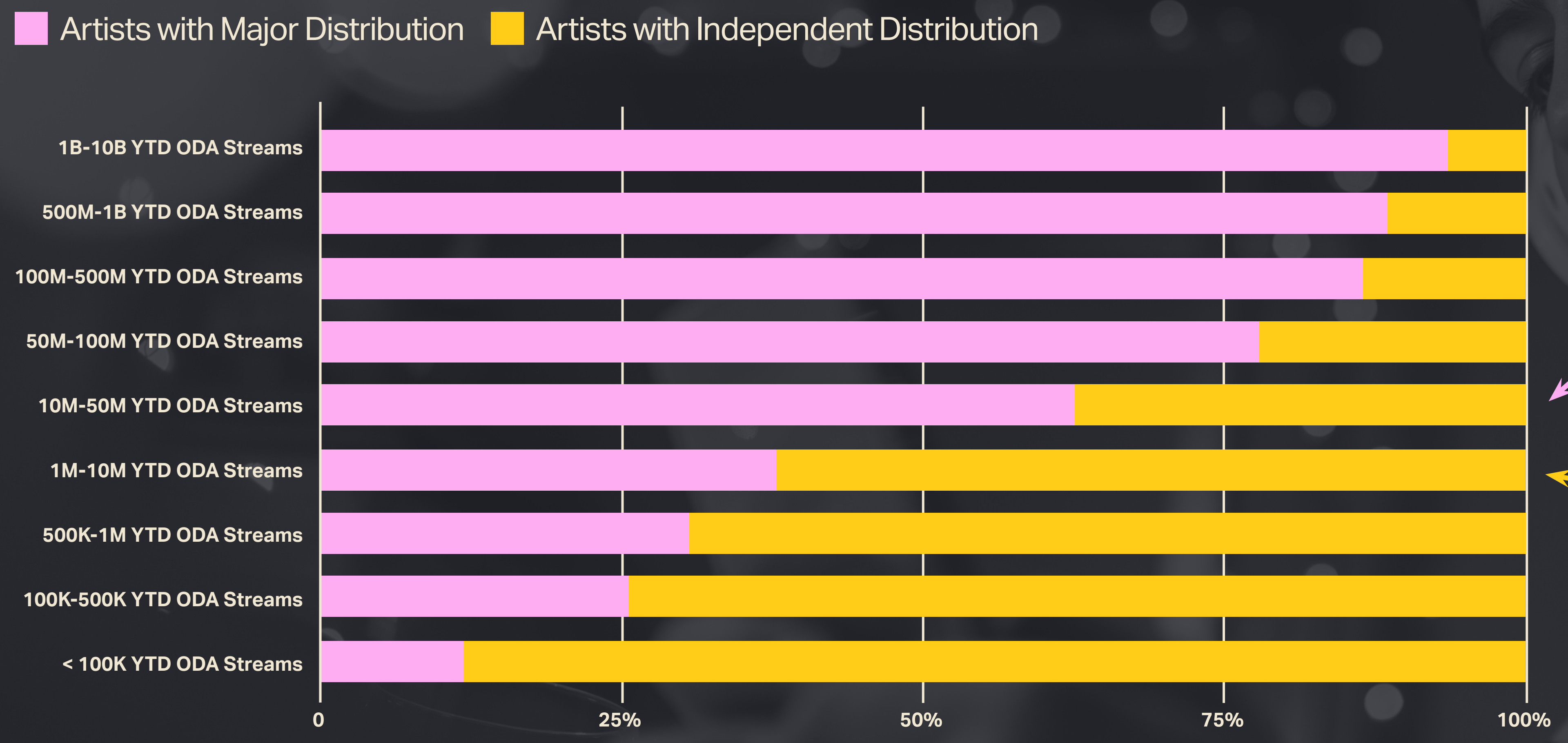
Scales of Streaming

U.S. Artist Distribution

43 of 46 artists with 1B+ U.S. On-Demand Audio streams in the first half of 2024 had major distribution listed on their most-streamed track (ISRC)

Artist Distribution by Streaming Tier

U.S. On-Demand Audio Streams, H1 2024



62.3%

of artists to reach 10M-50M U.S. On-Demand Audio Streams have major distribution

62.1%

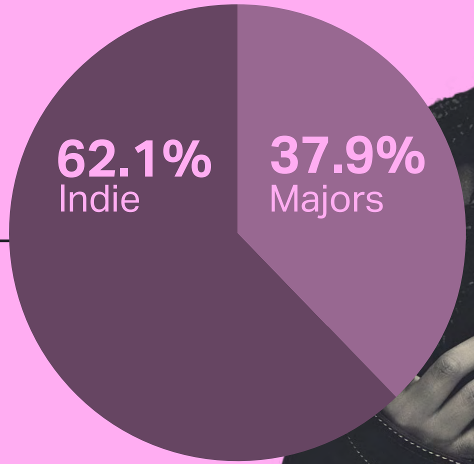
of artists with 1M-10M U.S. On-Demand Audio Streams have independent distribution

LUMINATE MUSIC CONSUMPTION DATA
ARTISTS FILTERED TO ONLY THOSE WITH 5 OR MORE ISRCS AND MORE THAN 11 STREAMS
INDEPENDENT INCLUDES ALL DISTRIBUTION OUTSIDE MAJOR LABELS OR THEIR OWNED ENTITIES; DISTRIBUTION CATEGORY DETERMINED BY DISTRIBUTOR LISTED ON MOST-STREAMED TRACK IN H1 2024

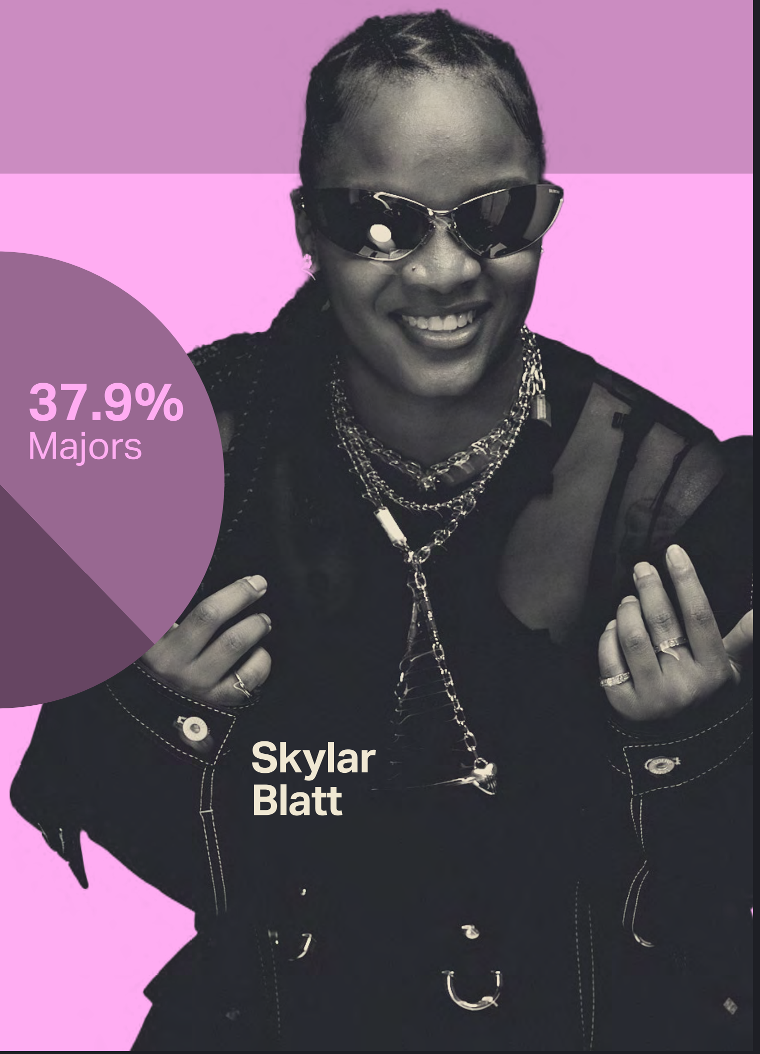
More Artists Are Entering Mid-tier Streaming Categories

1M-10M

29,253
artists

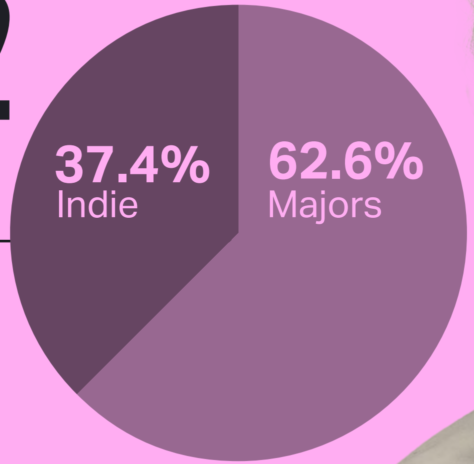


1,414
more artists reached 1M-10M on-demand audio streams (ODA) in H1 2024 vs. H2 2023

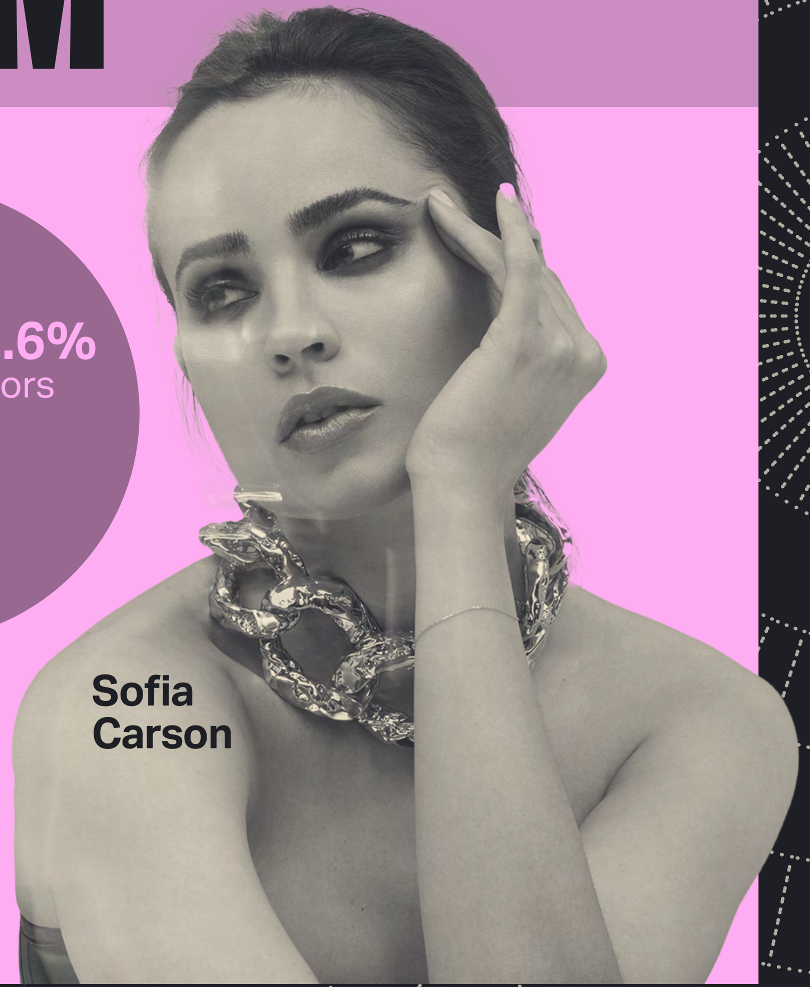


10M-50M

5,222
artists



267
more artists reached 10M-50M on-demand audio streams (ODA) in H1 2024 vs. H2 2023



SOURCE: LUMINATE MUSIC CONSUMPTION DATA
SKYLAR BLATT: SHAWN HANNA; SOFIA CARSON: PAOLA KUDACKI

Artist Examples in Each Streaming Tier and Core Genre

H1 2024 U.S. On-Demand Audio Streams

	# ARTISTS IN RANK TIER	COUNTRY	R&B/ HIP-HOP	LATIN	POP	ROCK
1M-10M	**29,253**	Will Dempsey	Skylar Blatt	Hernan Trejo	98 Degrees	Jack Harris
10M-50M	**5,222**	Hunter Hayes	Lil Eazzyy	Julio Iglesias	Sofia Carson	Seven Mary Three
50M-100M	**892**	Maddie & Tae	Boyz II Men	Manuel Turizo	Idina Menzel	Portugal. The Man
100M-500M	**816**	Keith Urban	Destiny's Child	Selena	Ellie Goulding	Papa Roach
500M-1B	**96**	Tyler Childers	A Boogie Wit Da Hoodie	Kali Uchis	Sabrina Carpenter	The Beatles
1B-10B	**46**	Zach Bryan	SZA	Bad Bunny	Taylor Swift	Noah Kahan

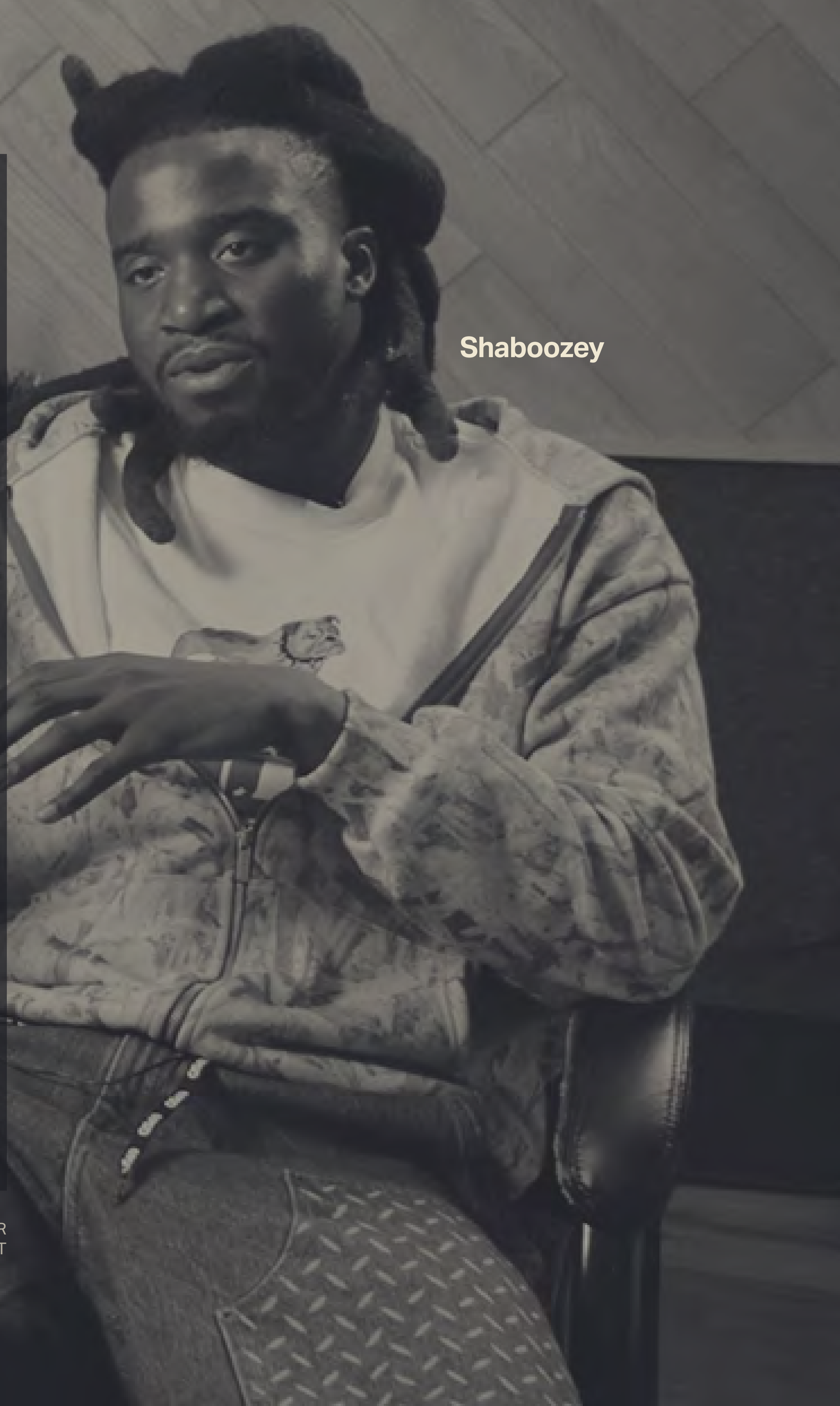
SOURCES: LUMINATE MUSIC CONSUMPTION DATA, QUANSIC DATA MANAGEMENT
PORTUGAL. THE MAN: MACLAY HERIOT; LIL EAZZYY: JIMMY FONTAINE; SABRINA CARPENTER: KELIANNE

Independent Artist Share Has Increased Across the Market

Independent Distribution in Each Tier

YTD ON-DEMAND AUDIO STREAMS	H1 2024 INDEPENDENT SHARE	H2 2023 INDEPENDENT SHARE	INDEPENDENT SHARE CHANGE (PTS)
1M-10M	62.1%	61.5%	**0.6**
10M-50M	37.4%	35.1%	**2.3**
50M-100M	22.1%	20.3%	**1.8**
100M-500M	13.6%	12.3%	**1.4**
500M+	9.9%	7.1%	**2.7**

PERCENTAGES BASED ON NUMBER OF ARTISTS IN EACH RANK TIER
SOURCES: LUMINATE MUSIC CONSUMPTION DATA, QUANSIC DATA MANAGEMENT



Shaboozey

Listener Profiles in Emerging Genres

10M-50M TIER
ARTIST EXAMPLE:
100 Gecs

HyperPop

ARTIST EXAMPLES (H1 2024):
Charli xcx, Ezekiel, Laura Les

6% more likely to be female

63% White

+160% HyperPop listeners are 160% more likely to lis-
ten to Vinyl records/LPs than the average U.S. music listener

12% 12% discover music through Twitch, 3x more likely than the average U.S. music listener

58% of HyperPop listeners say that an artist's opinion matters to them, which makes them 61% more likely to agree compared to the U.S. gen pop

SOURCE: LUMINATE INSIGHTS - ARTIST & GENRE TRACKER (Q1 2024)
100 GECS: SACHA LECCA

Lofi Hip-Hop

ARTIST EXAMPLES (H1 2024):
Flamingosis, Kupla, Mondo Loops

18% more likely to be male

30% Black; 23% Latin American/ Hispanic

+80% Lofi Hip-Hop listeners are +80% more likely to listen to Vinyl records/LPs than the average U.S. music listener

17% 17% discover music through Twitch, over 3x more likely than the average U.S. music listener

+69% Lofi Hip-Hop listeners are 69% more likely to agree that being the first to discover an artist is important to them compared to the U.S. gen pop

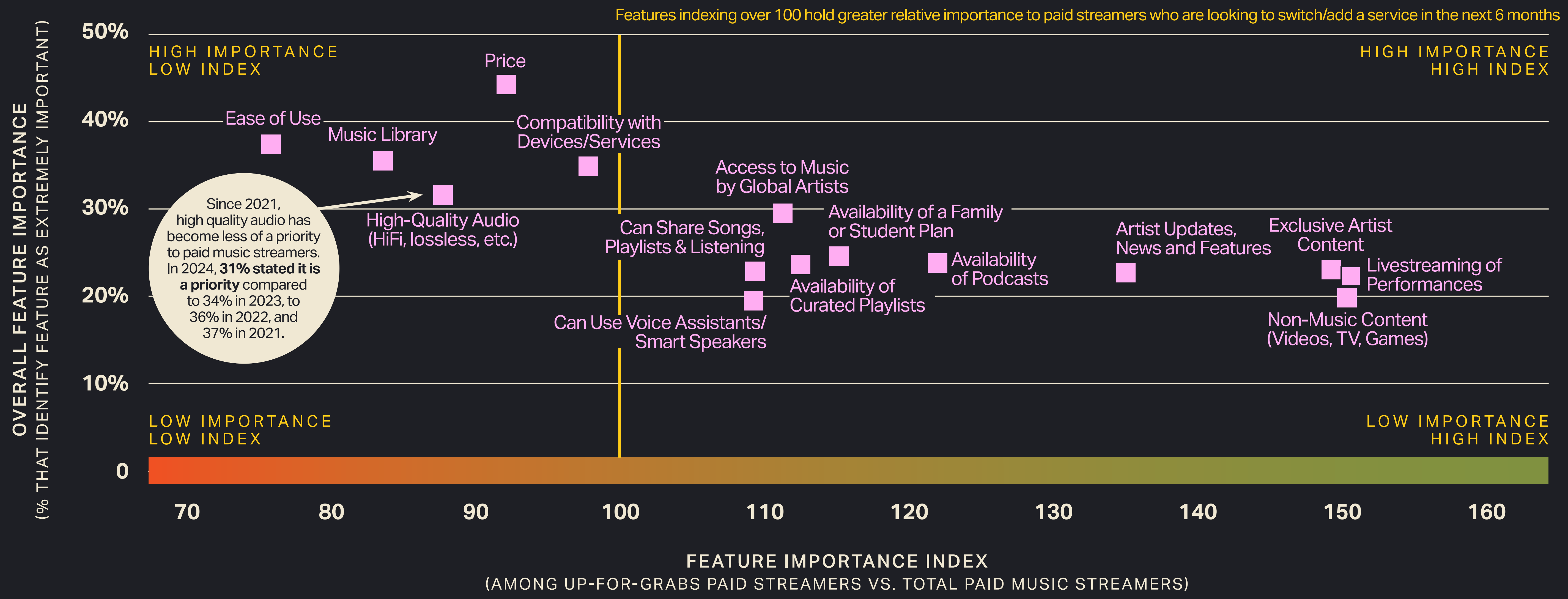
10M-50M TIER ARTIST EXAMPLE:
Purrple Cat

SOURCE: LUMINATE INSIGHTS - ARTIST & GENRE TRACKER (Q1 2024)

Audience Feature Priorities on Streaming Platforms

Identifying what matters most to “up for grabs paid music streamers” could help differentiate streaming services and acquire new subscriber

Among U.S. Paid Streamers Considering Switching or Trying a New Service in the Next 6 Months



SOURCE: LUMINATE INSIGHTS - U.S. MUSIC 360 (H1 2024)

What Matters Most on Music Streaming Services

Consumers at risk of churn disproportionately prioritize the features below when compared to the average paid music streamer

+48%

Exclusive artist content

+49%

Additional content outside of music

+50%

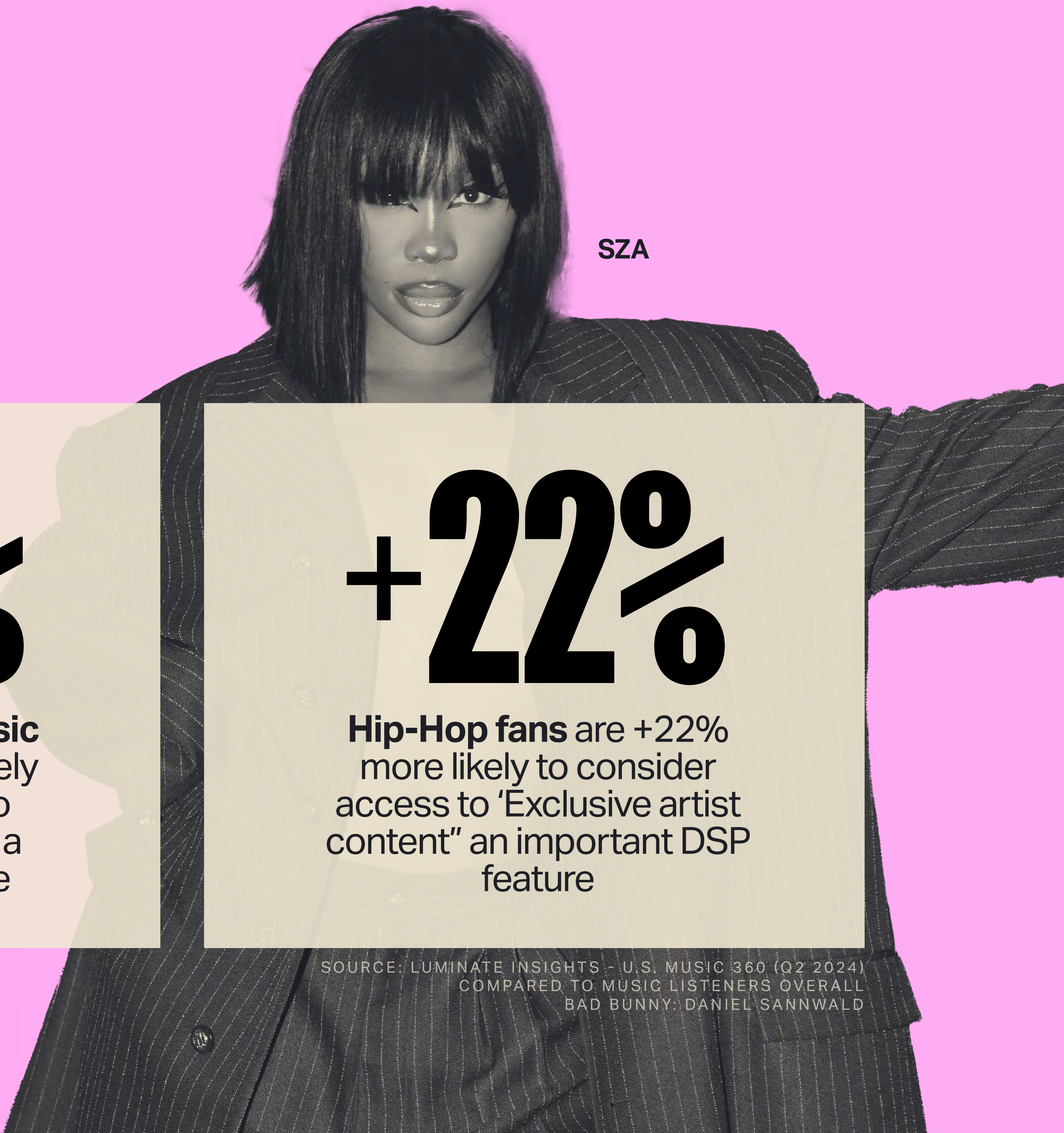
Live streaming of events / concerts / live performance

SOURCE: LUMINATE INSIGHTS - U.S. MUSIC 360 (H1 2024)

When It Comes to DSP Features, What Matters Most Can Vary by Audience

Bad Bunny

Marshmello



SZA

+38%

Latin fans are +38% more likely to consider "Additional content outside of music (such as videos, TV, games, etc.)" an important product feature

+40%

Electronic / Dance music fans are +40% more likely to consider "access to global music & artists" a very important feature

+22%

Hip-Hop fans are +22% more likely to consider access to 'Exclusive artist content" an important DSP feature

SOURCE: LUMINATE INSIGHTS - U.S. MUSIC 360 (Q2 2024)
COMPARED TO MUSIC LISTENERS OVERALL
BAD BUNNY: DANIEL SANNWALD

U.S. Premium Streaming x Album Equivalency

As Premium streaming counts rise vs. Ad-Supported, the number of average streams needed to equal an album equivalent drops. So far in 2024, 1,390 streams (SEA) are needed per album equivalent for those charting on the Billboard 200

Album Equivalent Ratios

1 Album

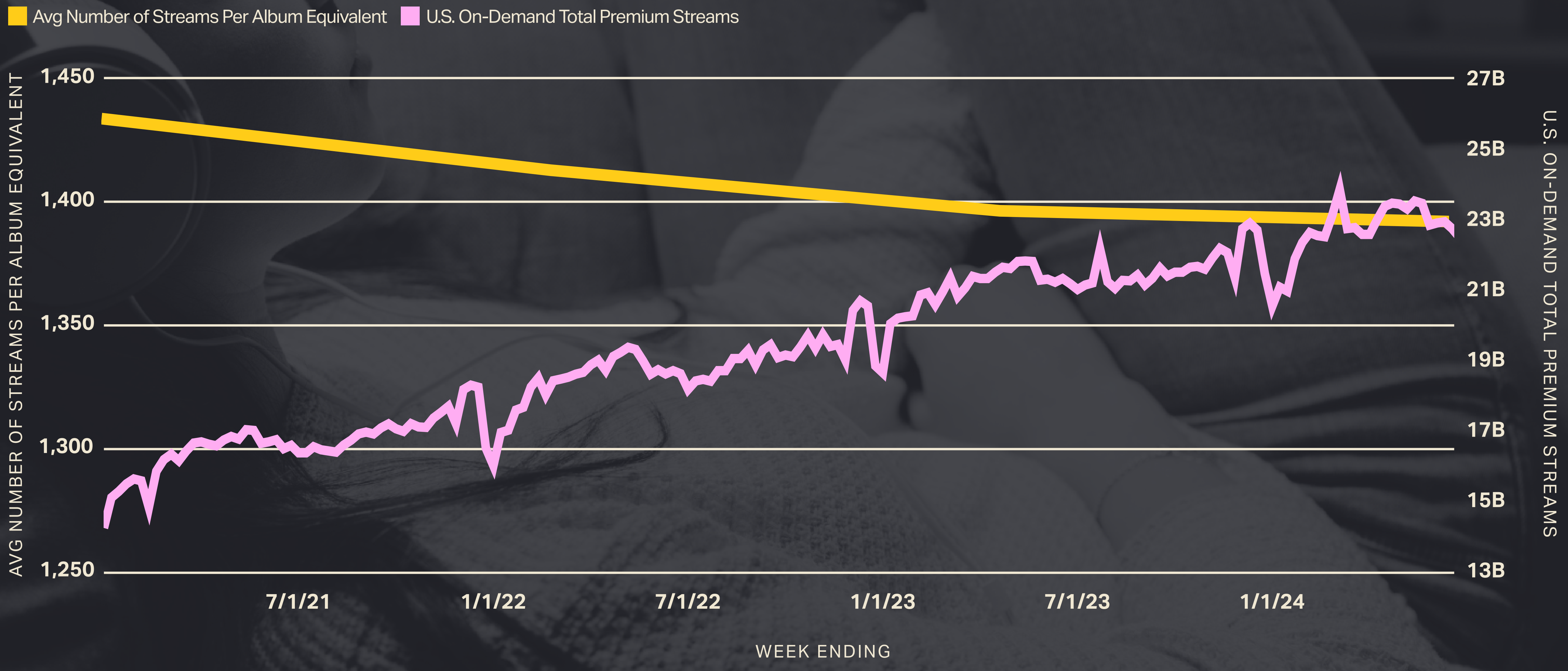
EQUALS

1,250 Premium Audio/Video Streams

OR

3,750 Ad-Supported Audio/Video Streams

Streams per Album Equivalent and U.S. Industry On-Demand Total Premium Streams



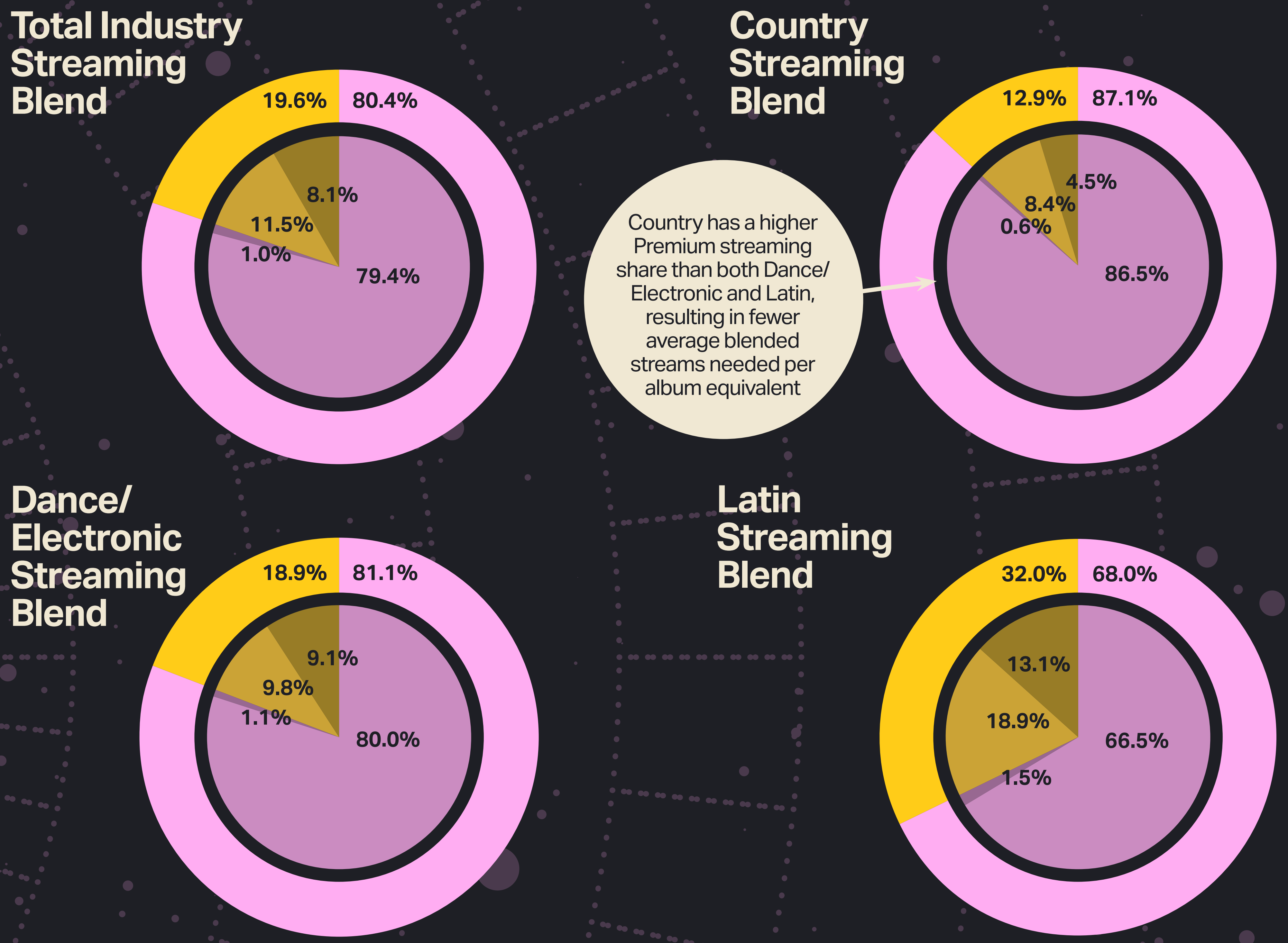
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

U.S. Streaming Consumption Patterns

Different blends of streaming type (Premium On-Demand Audio/Video, Ad-Supported On-Demand Audio/Video) between various genres drive the average values needed to equal an album equivalent

Premium
Premium On-Demand Audio
Premium On-Demand Video

Ad-Supported
Ad-Supported On-Demand Audio
Ad-Supported On-Demand Video



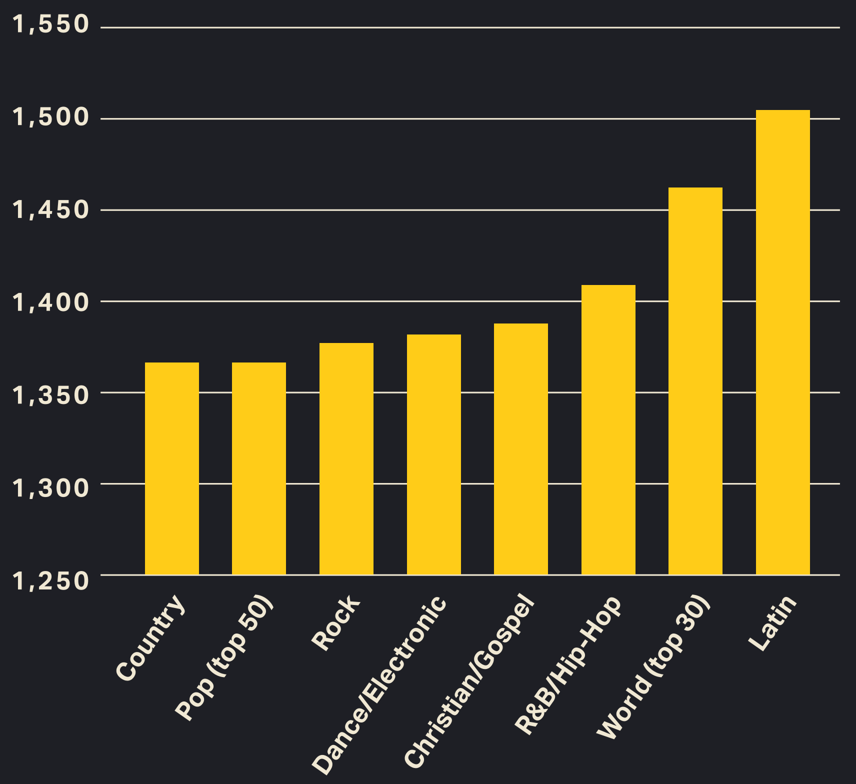
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Genre Patterns for U.S. Album Equivalent

Country music has the lowest average number of blended streams per album equivalent, while Latin has the highest when compared to other core genres

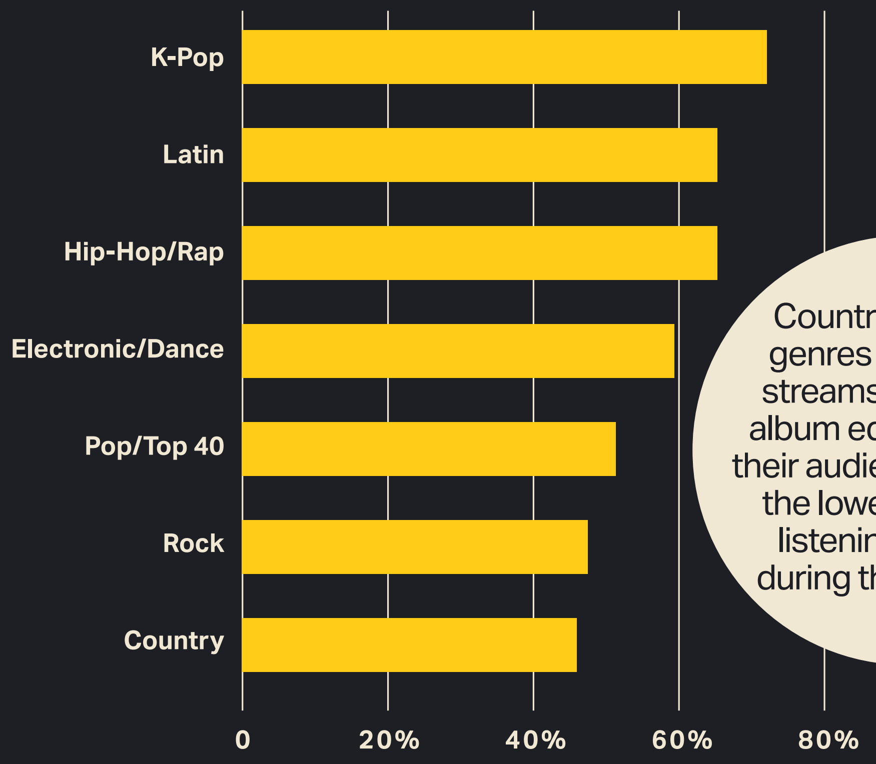
Blended Genre Streams Per Album Equivalent

Based on the Top 100 Albums from Each Genre in H1 2024



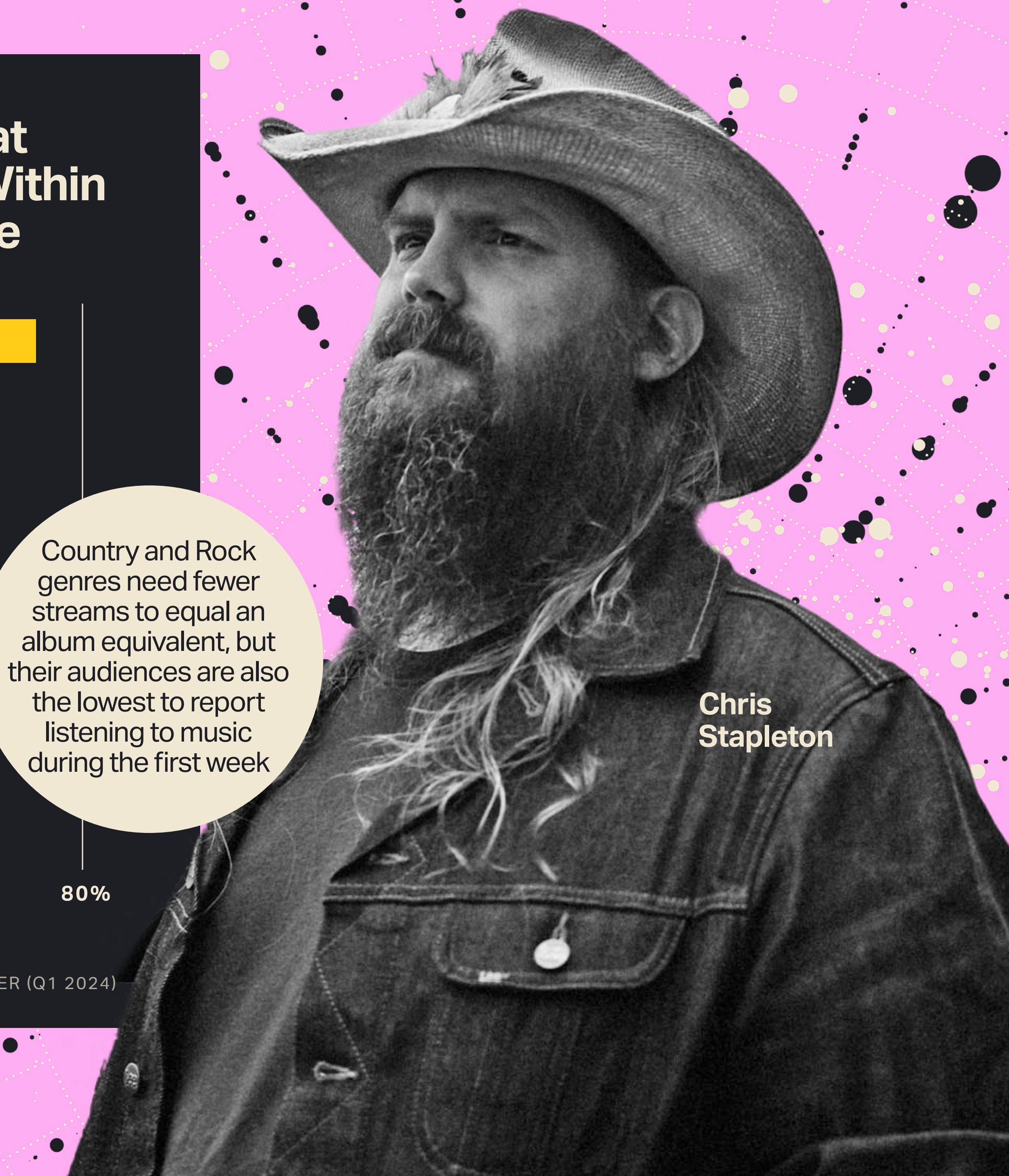
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Percentage of Audience that Reports Streaming Music Within the First Week of Its Release



Country and Rock genres need fewer streams to equal an album equivalent, but their audiences are also the lowest to report listening to music during the first week

SOURCE: LUMINATE INSIGHTS - ARTIST & GENRE TRACKER (Q1 2024)



Chris Stapleton

TREND 2

Welcome to the Show

Concert Ticket Purchase Starts a Revenue Cycle

Consumers pay and the live event creates trackable consumption


Morgan Wallen

64%

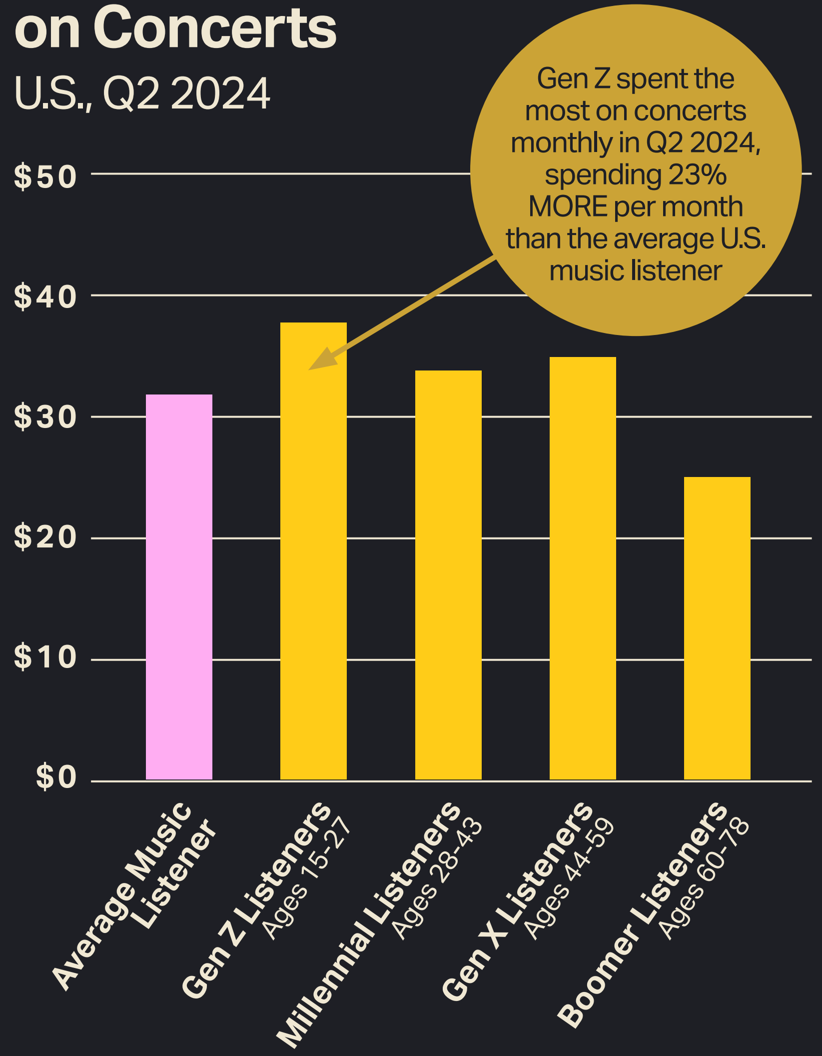
Live music events make up 64% of monthly music spend

$80

Q2 2024 marks the first time Gen Z ($80) surpasses Millennials ($63) in reported total monthly live music event spend*

U.S. Monthly Spending on Concerts

U.S., Q2 2024

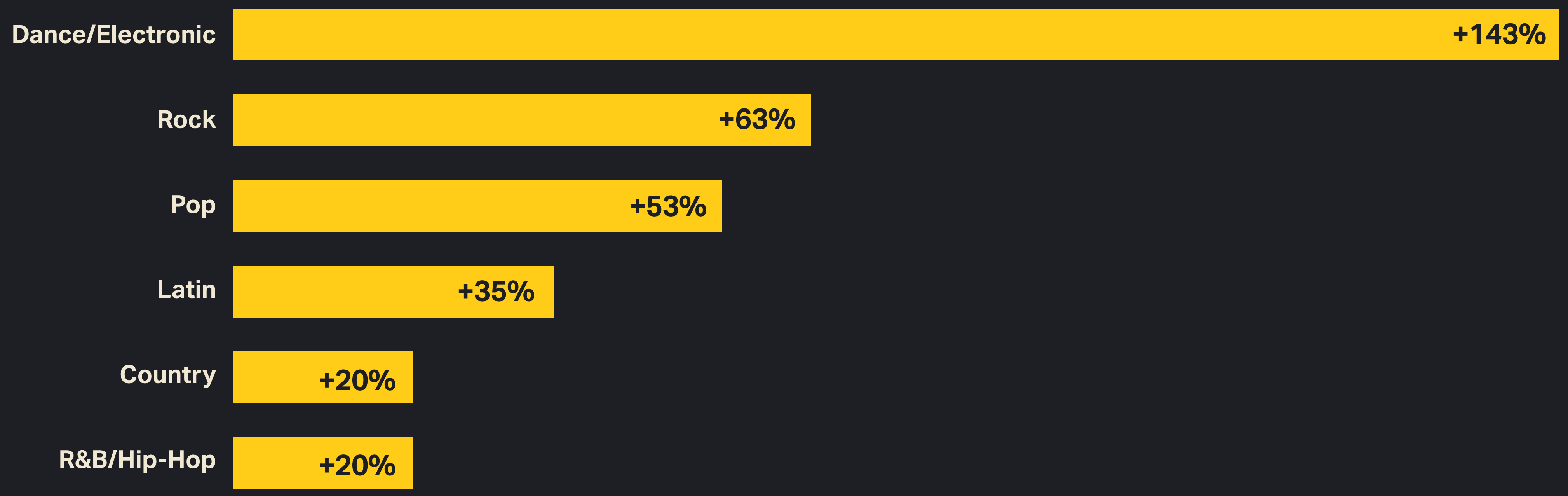


* TOTAL LIVE MUSIC EVENT SPEND INCLUDES CONCERTS, FESTIVALS, SMALL LIVE SESSIONS, CLUB DJ EVENTS AND LIVESTREAMS
SOURCE: LUMINATE INSIGHTS - U.S. MUSIC 360 (Q2 2024)
WALLEN: DEREK WHITE

Live Music Events Impact Consumption at the Local Level

When analyzing data across 50 artists, 990 shows and 129 U.S. markets, the median event yields +42% growth in local DMA On-Demand Audio Streaming during the week of an event … but genre matters

Median On-Demand Audio Growth at Local Market-Level During Week of Event Compared to the Week Before



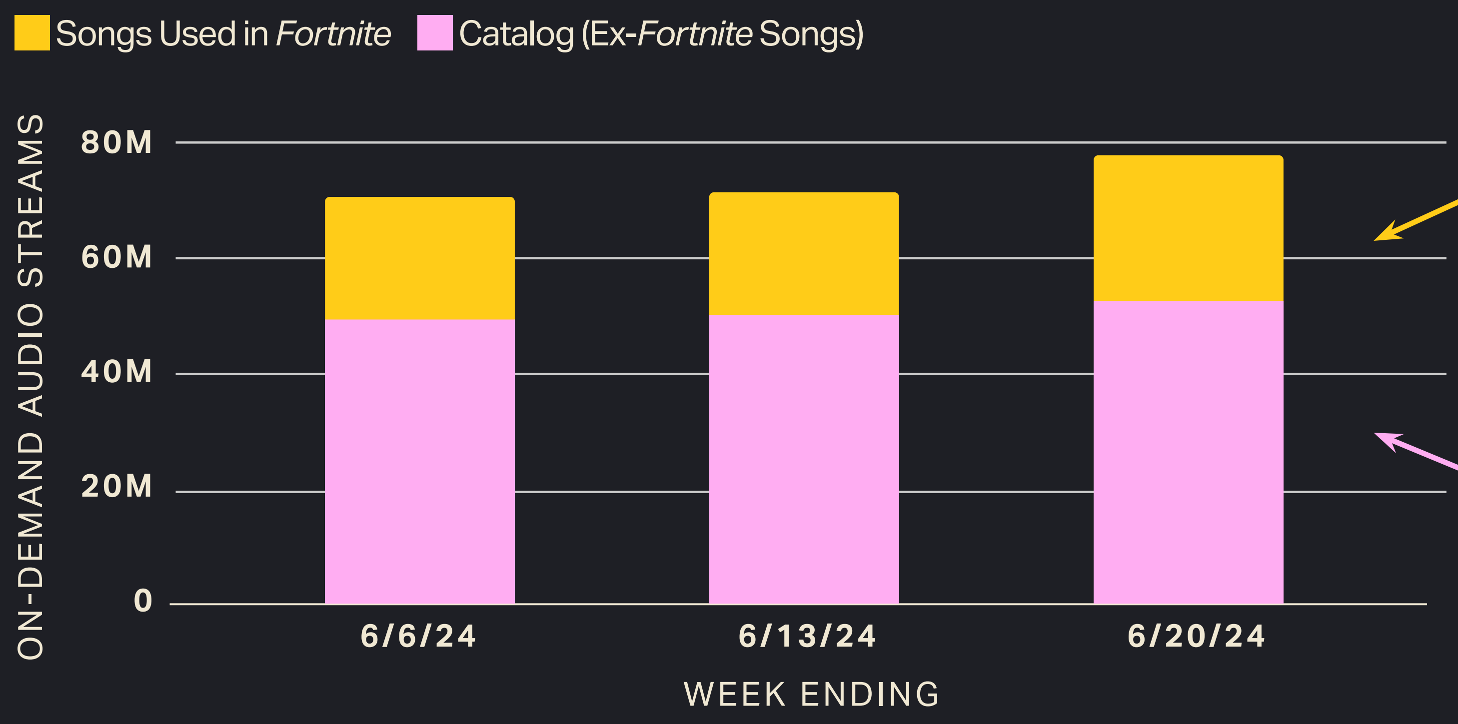
SOURCE: LUMINATE MUSIC CONSUMPTION DATA
EILISH: VICTORIA STEVENS

Beyond the Stage: Global Impact of Gaming

The announcement of Metallica's *Fortnite* takeover on June 12, 2024, drove Global growth for the six focus songs used in the game as well as the band's catalog outside these tracks

Metallica

Metallica Global On-Demand Audio Streams



The Metallica songs featured in the game **grew 20.1%** in Global On-Demand Audio streams the week ending 6/20/24 over the week preceding the announcement (week ending 6/6/24)

Metallica's remaining catalog — excluding these songs — **grew 6.2%** during this same time period, indicating further listening past the focus tracks

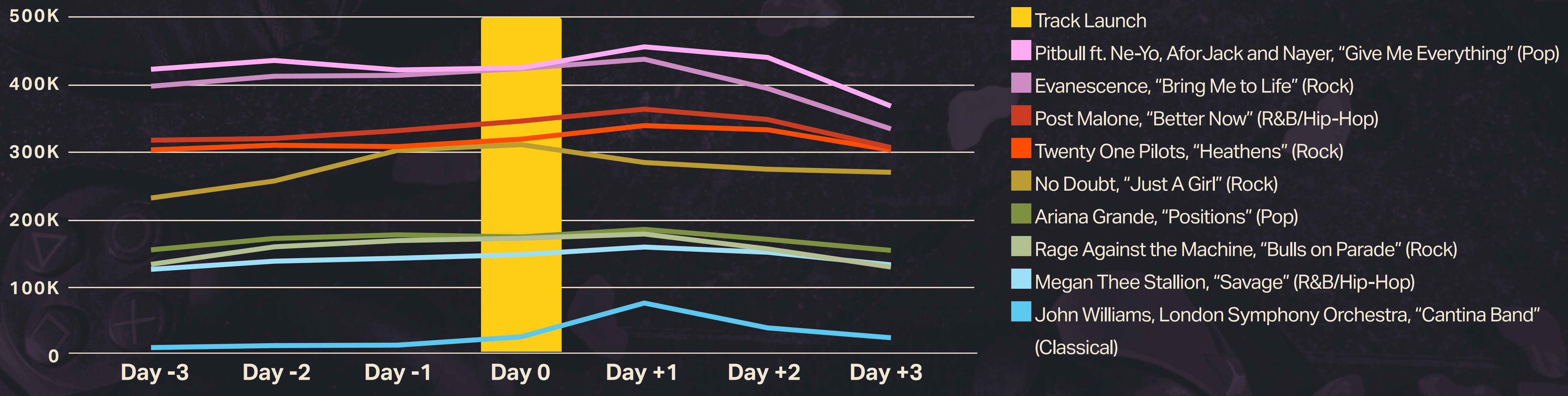
SOURCE: LUMINATE MUSIC CONSUMPTION DATA
METALLICA: MICHAEL BUCKNER

Gaming Impact on Audio Streaming

Analysis of select tracks included in *Fortnite Festival* announcements showed an average lift of 8.7% in On-Demand Audio streaming the day after the announcement compared to the day before

U.S. Day-Over-Day On-Demand Audio Streaming of Select Tracks

Day 0 Is When *Fortnite Festival* Announced Track Inclusion



SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Music & Game Genres

While certain game genres can be ranked by overall popularity, there are also differences in preference by audience

Top 5 Video Game Genres Among U.S. Music Listeners

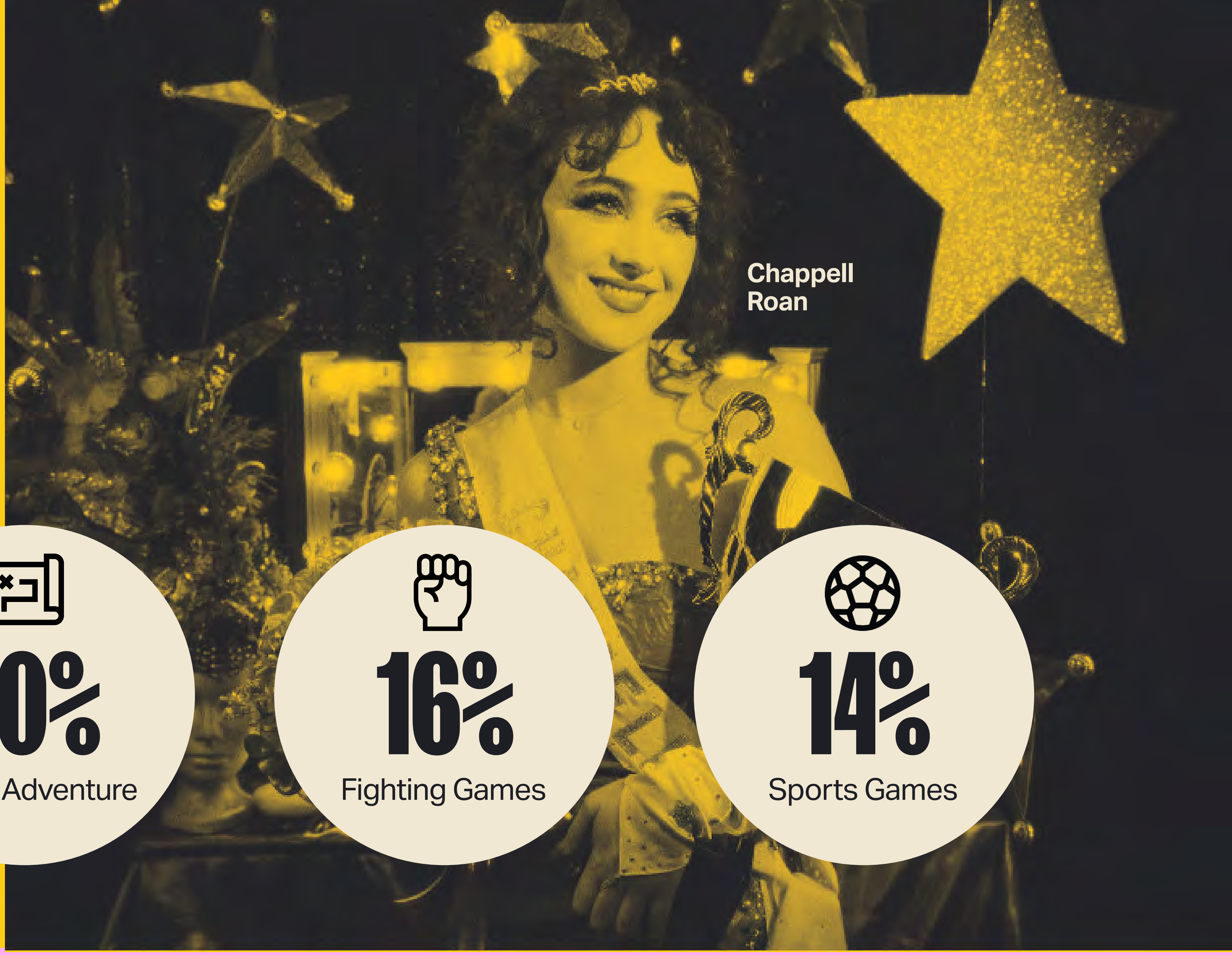
22% Puzzle Games

20% Shooters

20% Action Adventure

16% Fighting Games

14% Sports Games



Chappell Roan

Video Game Genres Where Select Fan Groups Over-Index*

K-POP
ROLE PLAYING GAMES
31% (282)

HIP-HOP/RAP
FIGHTING GAMES
28% (215)

DANCE/ ELECTRONIC
RHYTHM GAMES
13% (325)

*INDEX TO U.S. GEN POP
SOURCE: LUMINATE INSIGHTS - ENTERTAINMENT 365 (Q1 2024)
ROAN: RYAN CLEMENS

Gamers & Merch

Compared to Average U.S. Music Listeners of Their Own Generation, Gamers are More Likely to Have Purchased Merch / Memorabilia / Collectibles in the Last 12 Months

Gen Z	Millennials	Gen X	Boomers
+11%	+19%	+25%	+40%

SOURCE: LUMINATE INSIGHTS - ENTERTAINMENT 365 (Q1 2024)

Where to Find Gamers Online

Compared to average U.S. consumers, Gamers are more likely to use community-based social network and communication platforms

+70%

Percent of Gamers more likely to use Discord

+50%

Percent of Gamers more likely to use platforms like WhatsApp, Telegram, etc.

+50%

Percent of Gamers more likely to use Reddit

SOURCE: LUMINATE INSIGHTS - ENTERTAINMENT 365 (Q1 2024)

With Short-Form Video, Users Become Part of the Show

76% of music listeners have watched short-form videos (SFV) in the U.S., while 22% of music listeners have posted to short-form platforms

+59% J-Pop and K-Pop listeners are 59% more likely to have posted SFV*

+41% Hip-Hop/Rap and Latin listeners are 41% more likely to have posted SFV*

+36% Dance/Electronic listeners are 36% more likely to have posted SFV*

+32% R&B listeners are 32% more likely to have posted SFV*

+23% Pop/Top 40 listeners are 23% more likely to have posted SFV*

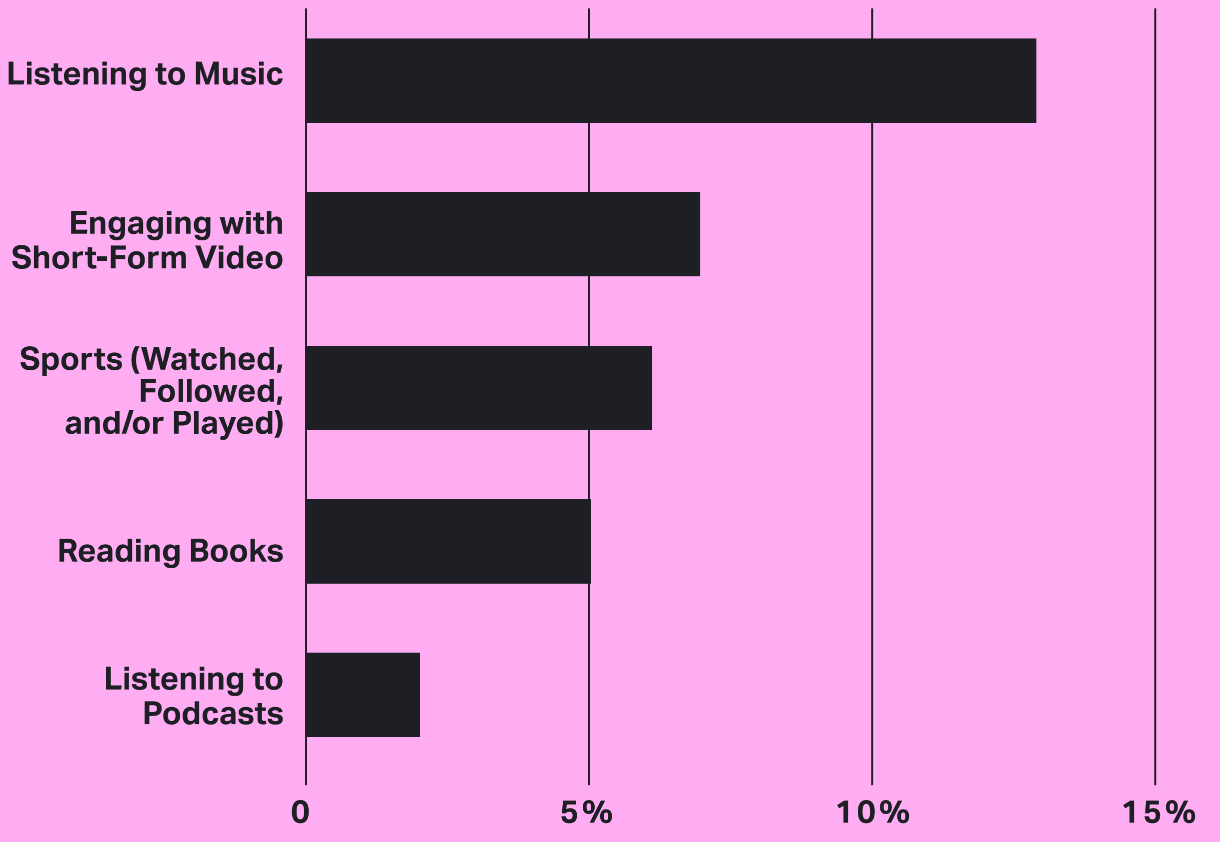
*COMPARED TO AVERAGE MUSIC LISTENER
SOURCE: LUMINATE INSIGHTS - U.S. MUSIC 360 (Q2 2024)
NEWJEANS: NAHEE PARK

TikTok Is Still the Most-Used Short Form Video Platform Among Music Listeners

But other platforms like YouTube Shorts are catching up

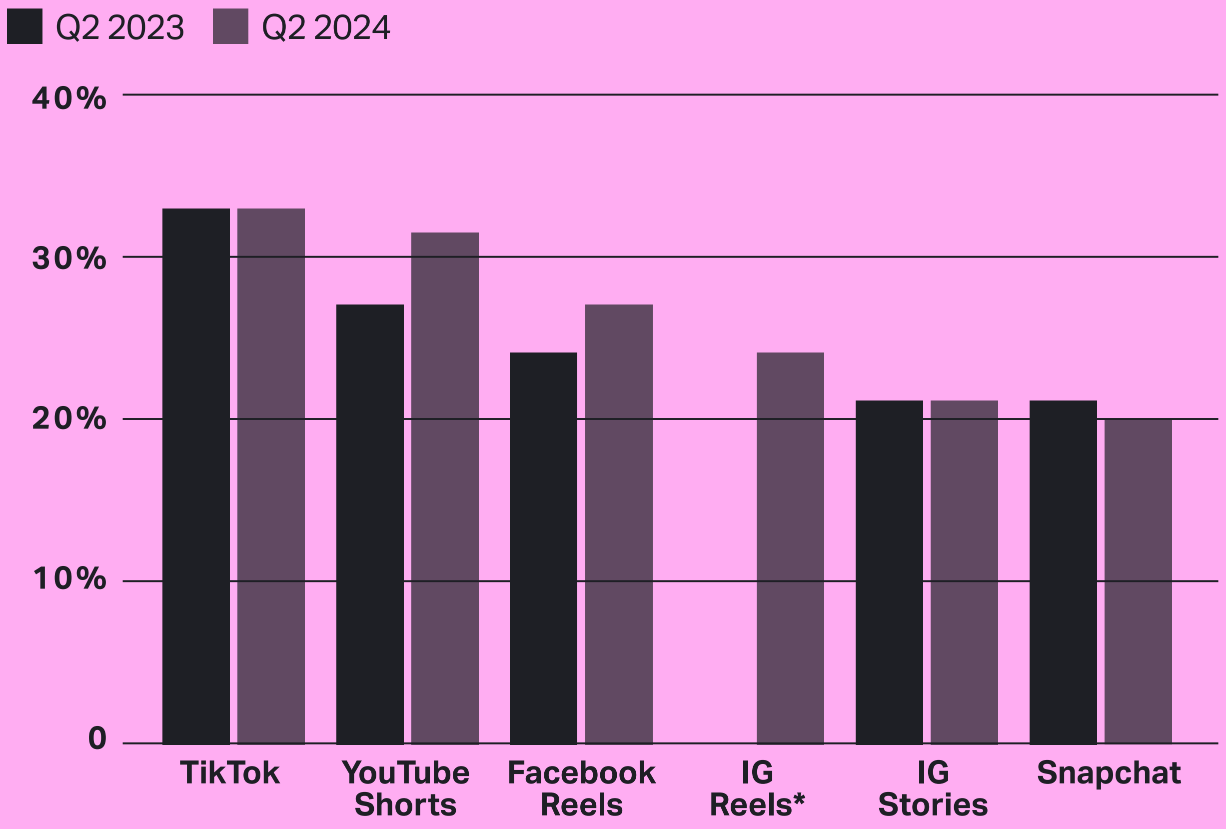
Percent of Time Spent on Activities

The average U.S. consumer spends more of their leisure time engaging with Short-Form Video platforms than Sports or Reading



Short-Form Video Platforms Used by U.S. Music Listeners

Read as: X% of U.S. Music Listeners use [platform]

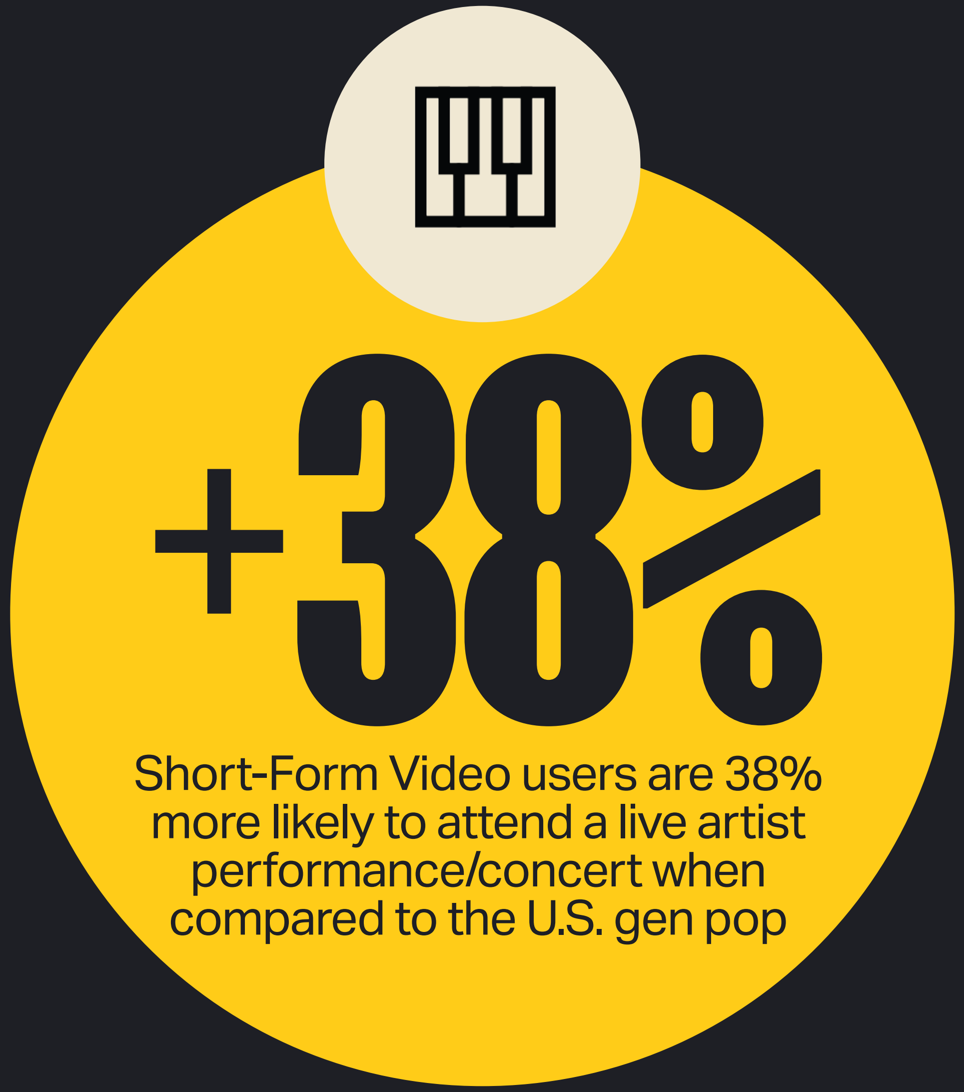


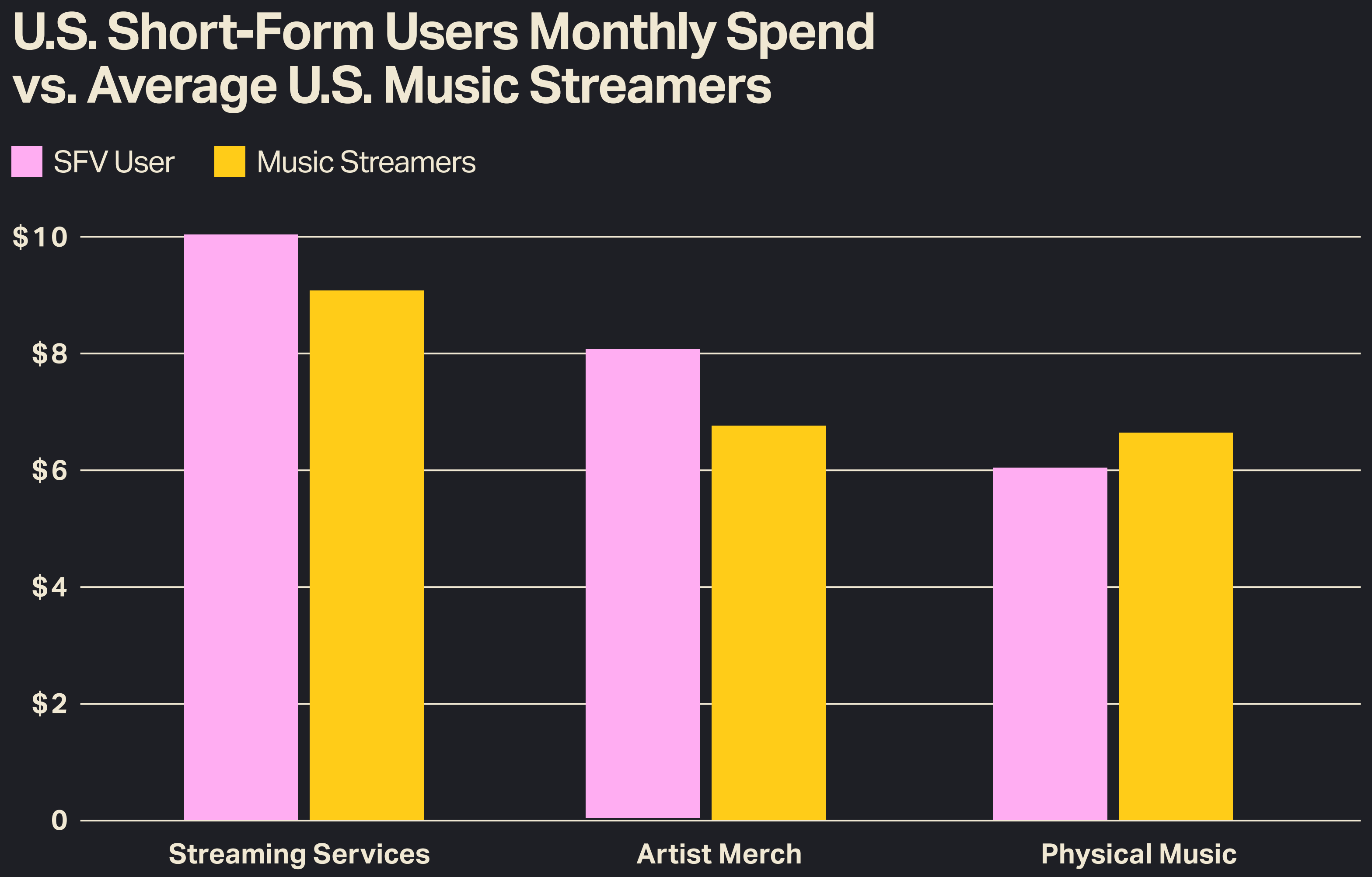
*IG REELS WAS NOT TRACKED IN Q2 2023

SOURCE: LUMINATE INSIGHTS - ENTERTAINMENT 365 (Q1 2024); LUMINATE INSIGHTS - U.S. MUSIC 360 (Q2 2024)

Monthly Spending by Short-Form Video Users

U.S. Short-Form Video users have higher monthly spend for streaming services and artist merch compared to the average U.S. music streamer, but they spend less on physical music





SOURCE: LUMINATE INSIGHTS - ENTERTAINMENT 365 (Q1 2024); LUMINATE INSIGHTS - U.S. MUSIC 360 (Q2 2024)

TREND 3

Think Global, Act Local

Artists from Mexico, Brazil and France Have the Largest Growth in Their Share of Global Audio Streaming

Artists from the U.S. still hold the most Global Audio streaming share, but are down .53 percentage share points in the first half of 2024

Top 3 Countries to Grow in Global Audio Streaming Share
Based on Artist Country of Origin

	GLOBAL SHARE 2023	GLOBAL SHARE H1 2024	CHANGE IN SHARE POINTS
Mexico	5.29%	6.03%	0.74
Brazil	4.70%	5.17%	0.47
France	1.94%	1.97%	0.03

Top 3 Countries to Decline in Global Audio Streaming Share
Based on Artist Country of Origin

	GLOBAL SHARE 2023	GLOBAL SHARE H1 2024	CHANGE IN SHARE POINTS
United Kingdom	8.49%	7.90%	-0.59
United States	41.55%	41.02%	-0.53
Canada	3.55%	3.27%	-0.28

PUERTO RICO DECLINED .39 PERCENTAGE SHARE POINTS DURING THIS TIME

SOURCE: LUMINATE MUSIC CONSUMPTION DATA
BASED ON TOP 10K GLOBAL ARTISTS RANKED BY ON-DEMAND AUDIO STREAMS

Genres That Are Most Popular in Select Countries

Diverse listening habits are seen when looking at the genres that over or under index in different countries compared to their region

- **Brazil**
- **France**
- **Mexico**
- **Philippines**
- **Singapore**

Brazil

COMPARED TO THE REST OF LATIN AMERICA

TOP 3 OVER-INDEXING GENRES	TOP 3 UNDER-INDEXING GENRES
Religious	Reggae
Blues	Easy Listening
Country & Folk	Latin

SOURCE: LUMINATE MUSIC CONSUMPTION DATA
BASED ON TOP 100 SONGS IN EACH GENRE RANKED BY U.S. TOTAL ON-DEMAND AUDIO STREAMING

Genres That Are Most Popular in Select Countries

Diverse listening habits are seen when looking at the genres that over or under index in different countries compared to their region

- Brazil
- **France**
- Mexico
- Philippines
- Singapore

France

COMPARED TO THE REST OF EUROPE

TOP 3 OVER-INDEXING GENRES	TOP 3 UNDER-INDEXING GENRES
Reggae	Country & Folk
R&B/Hip-Hop	Latin
Jazz	Traditional

Deeper Dive
- Arabic Hip-Hop/Rap 291 INDEX
- Euro Hip-Hop 216 INDEX

SOURCE: LUMINATE INSIGHTS - REGIONAL MUSIC 360S

Genres That Are Most Popular in Select Countries

Diverse listening habits are seen when looking at the genres that over or under index in different countries compared to their region

- Brazil
- France
- Mexico
- Philippines
- Singapore

Mexico

COMPARED TO THE REST OF LATIN AMERICA

TOP 3 OVER-INDEXING GENRES	TOP 3 UNDER-INDEXING GENRES
Easy Listening	Religious
Latin	Blues
Classical	Reggae

Deeper Dive
• Latin Pop
145 INDEX

Genres That Are Most Popular in Select Countries

Diverse listening habits are seen when looking at the genres that over or under index in different countries compared to their region

- Brazil
- France
- Mexico
- **Philippines**
- Singapore

The Philippines

COMPARED TO THE REST OF ASIA

TOP 3 OVER-INDEXING GEN	TOP 3 UNDER-INDEXING GENRES
Alternative	Traditional
Country & Folk	New Age
Religious	Classical

Deeper Dive
- Indie Rock

271 INDEX

SOURCE: LUMINATE INSIGHTS - REGIONAL MUSIC 360S

Genres That Are Most Popular in Select Countries

Diverse listening habits are seen when looking at the genres that over or under index in different countries compared to their region

- Brazil
- France
- Mexico
- Philippines
- **Singapore**

Singapore

COMPARED TO THE REST OF ASIA

TOP 3 OVER-INDEXING GENRES	TOP 3 UNDER-INDEXING GENRES
Punk	Traditional
Jazz	New Age
Blues	Reggae

SOURCE: LUMINATE INSIGHTS - REGIONAL MUSIC 360S

Listener Profiles in Latin America: Brazil, Mexico

In Brazil and Mexico, younger music listeners are streaming through paid subscriptions, discovering new music via streaming services and attending concerts at a higher rate than the average listener

Mexico

37%

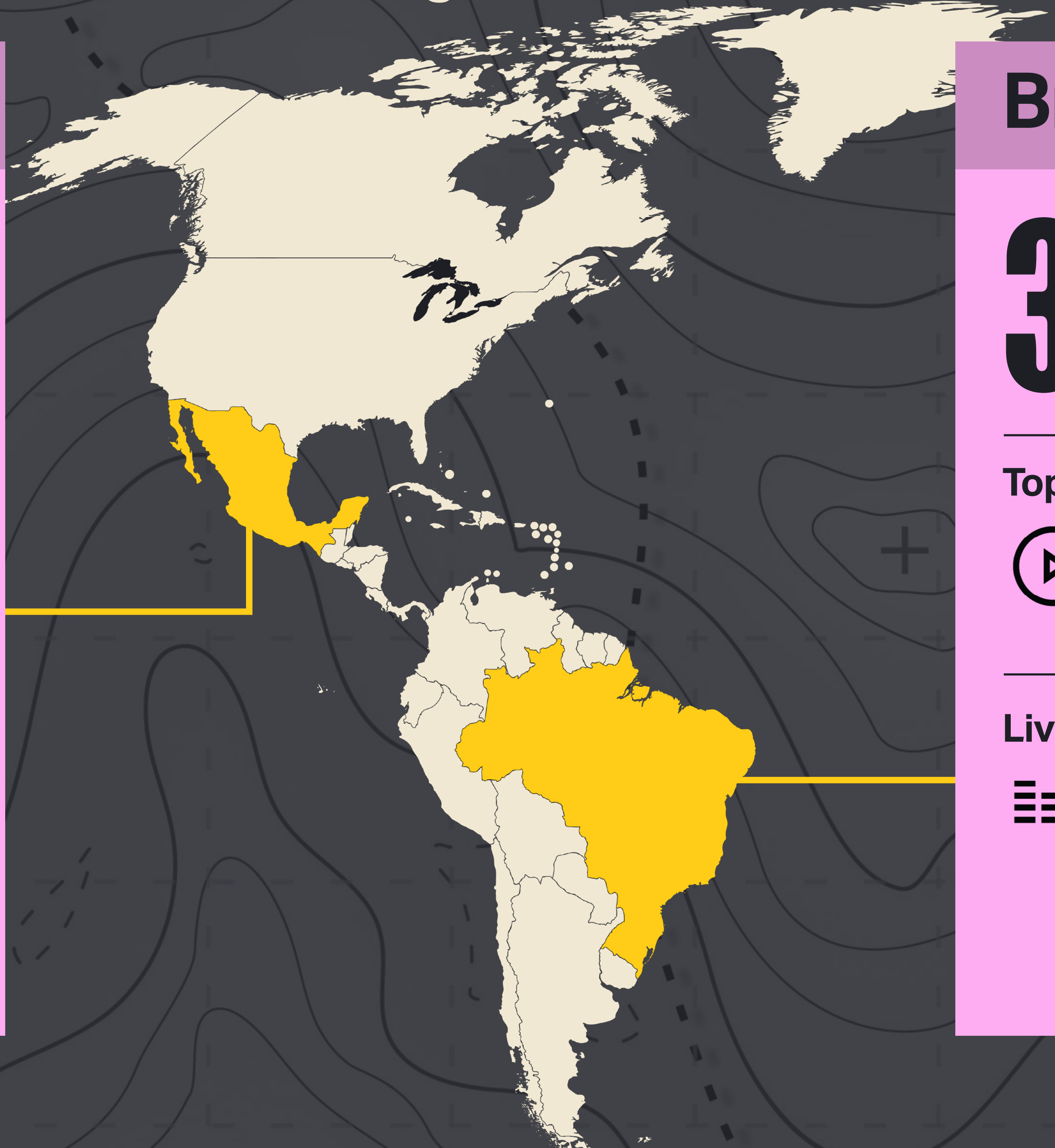
Largest Paid Streaming Cohort: **Gen Z**

Top Music Discovery Methods:

Streaming Music Services: Music streaming services are the #1 discovery method for both Paid streamers and music listeners overall

Live Music Attendance

Concerts: 24% of Paid streamers in Mexico have attended a concert in the last 12 months, making them +14% higher to do this than music listeners overall



Brazil

33%

Largest Paid Streaming Cohort: **Millennial**

Top Music Discovery Methods:

Streaming Music Services: Music streaming services are the #1 discovery method for both Paid streamers and music listeners overall

Live Music Attendance

Music Festivals: 32% of Paid streamers have attended a music festival in the past 12 months, making them +39% vs. music listeners overall. Interestingly, festival attendance is higher than the 22% of Paid DSP users who have attended a concert in the past 12 months

Premium and Ad-Supported Streaming Outside of the U.S.

57.5% Premium streaming globally accounts for 57.5% of Total On-Demand (combined Audio and Video) streaming share

Top 5 Countries in Premium Streaming Share

RANK	COUNTRY	PREMIUM
1	Norway	93.5%
2	Iceland	92.9%
3	Sweden	89.6%
4	Netherlands	87.6%
5	Denmark	87.1%

Median 5 Countries in Premium Streaming Share

RANK	COUNTRY	PREMIUM
22	Japan	70.5%
23	Hungary	69.4%
24	Taiwan	68.0%
25	France	67.0%
26	Chile	65.4%

Lowest 5 Countries in Premium Streaming Share

RANK	COUNTRY	PREMIUM
45	Peru	30.9%
46	Bolivia	22.8%
47	Vietnam	17.6%
48	Indonesia	15.5%
49	India	9.7%

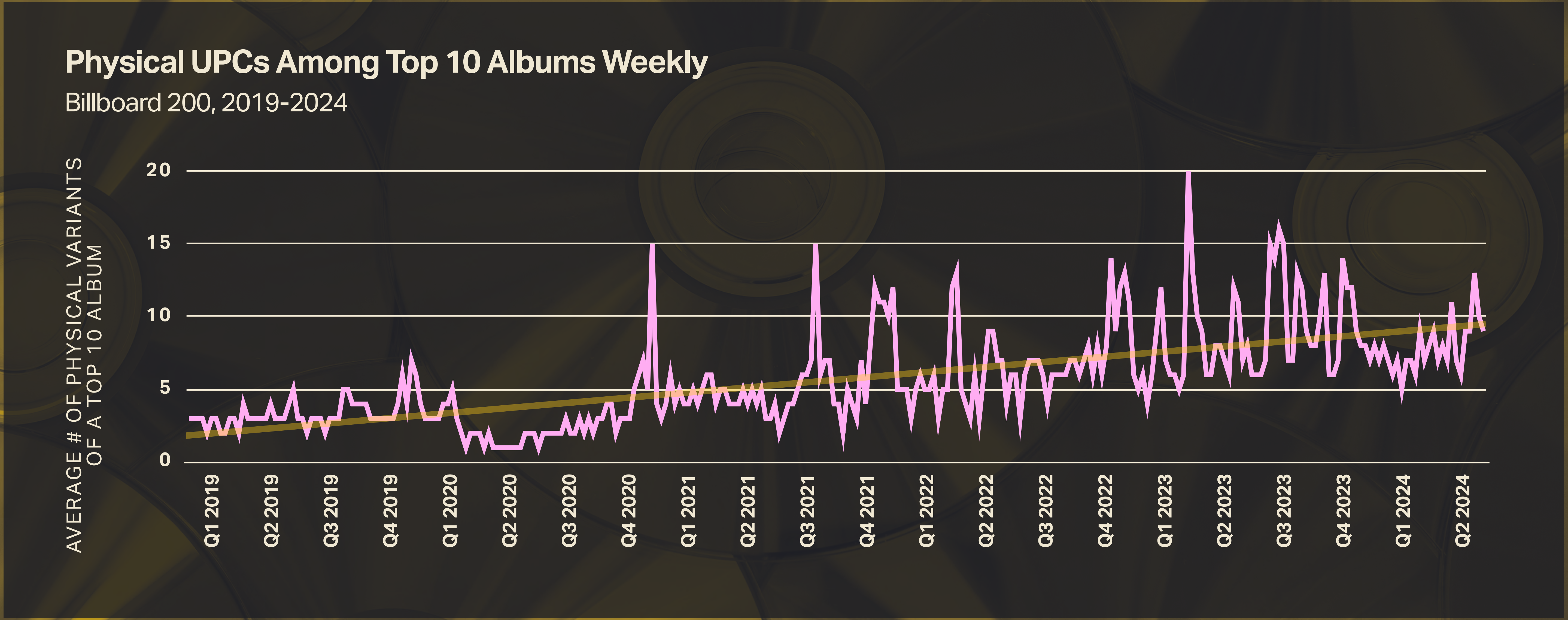
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

TREND 4

Variants & Viability

Number of Physical Variants Increasing

Data shows that the number of physical variants (LP, CD, Cassette) related to Top 10 Billboard 200 albums started increasing in Q2 2020



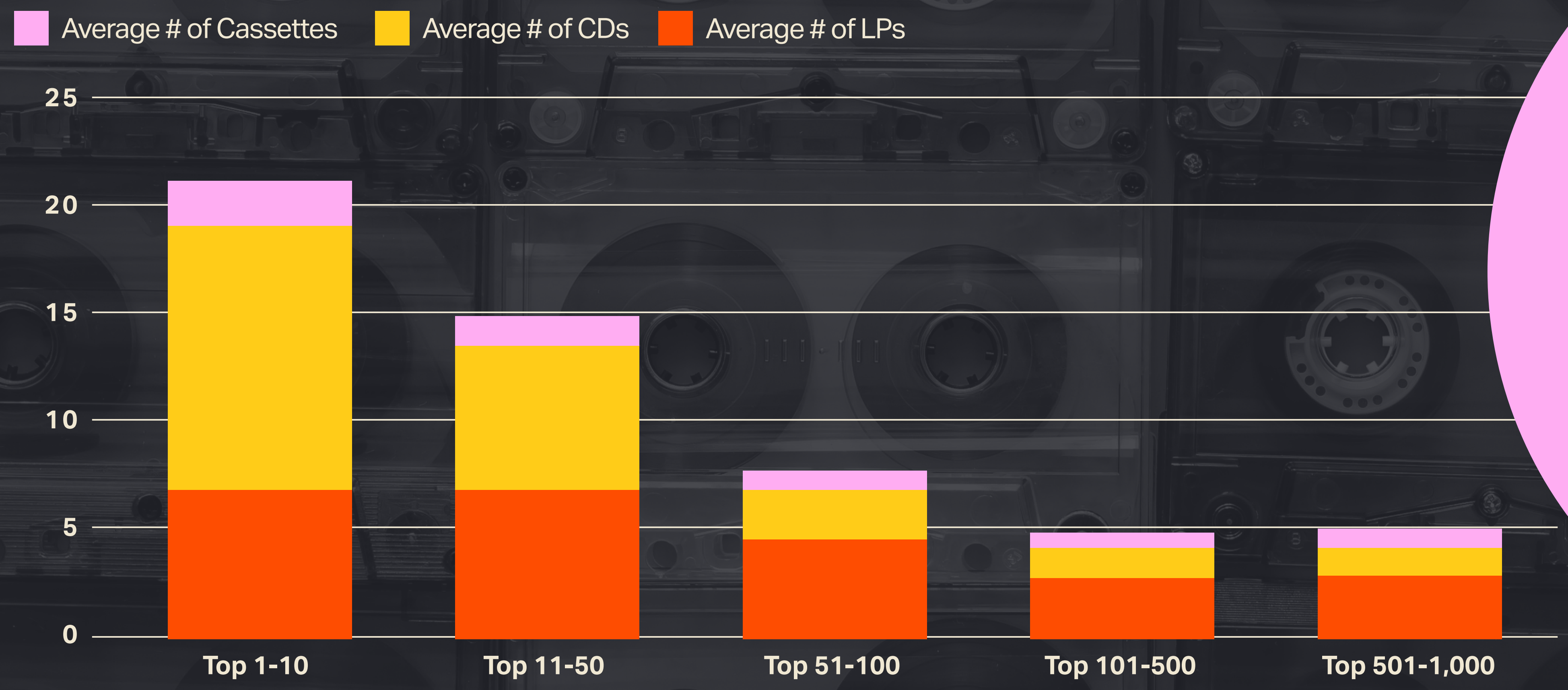
VARIANTS DEFINED BY UNIQUE PHYSICAL UPCS PER ALBUM RELEASE
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Number of Physical Variants Per Album

The Top 10 U.S. physical albums of 2024 carried an average of seven different LP variants, 13 CDs and two Cassettes

Average Number of Physical Variants

Top 1K Physical Albums of H1 2024



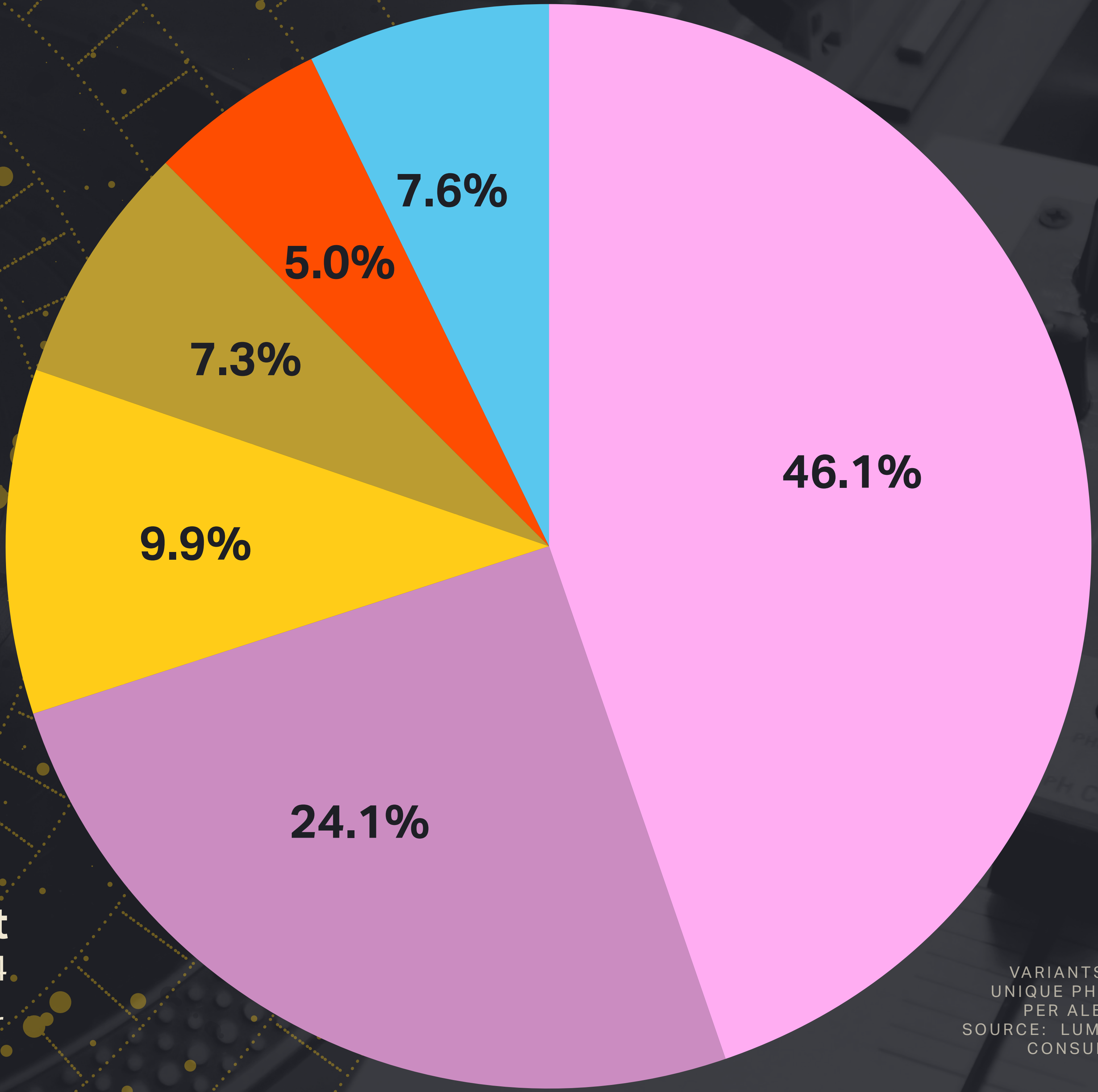
14.7 | **3.7**

The U.S. Top 10 physical **K-Pop albums** had an average of 14.6 CD variants and 3.7 LPs through the first half of 2024

VARIANTS DEFINED BY UNIQUE PHYSICAL UPCS PER ALBUM RELEASE
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Sales of Vinyl Variants

Analysis of the Top 10K U.S. vinyl albums in 2024 shows that 92.4% of total sales came from the five highest-performing variants on a given album release



Percentage of U.S. Vinyl Sales by Variant

Year to Date 2024

1 2 3 4 5 All Other

VARIANTS DEFINED BY UNIQUE PHYSICAL UPCS PER ALBUM RELEASE
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Future Physical Music Purchasing Intent Among Paid Streamers

Among U.S. audiences that already pay to stream music, opportunities exist for additional physical music purchases within fans of the Latin and K-Pop genres, but less so for Country

+32%

K-Pop fans who are Paid Music Streamers are 32% more likely to purchase CDs in the future when compared to other paid music streamers

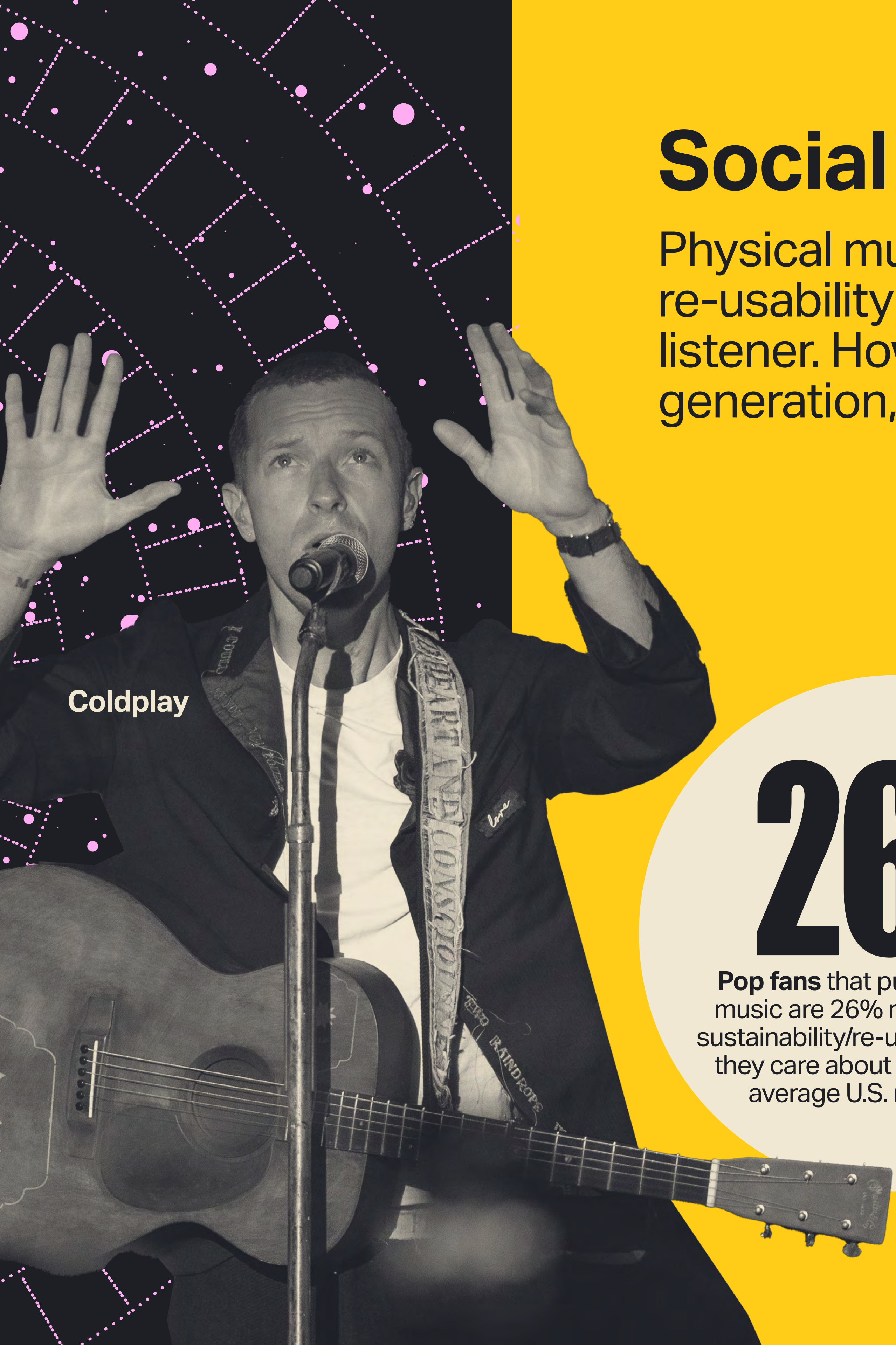
+32%

Latin fans who are Paid Music Streamers are 32% more likely to purchase CDs in the future when compared to other paid music streamers

+3%

Country fans who are Paid Music Streamers are 3% more likely to purchase CDs in the future when compared to other paid music streamers

SOURCE: LUMINATE INSIGHTS - ARTIST & GENRE TRACKER (Q1 2024)
PESO PLUMA: MARY BETH KOETH



Social Causes & Sustainability

Physical music purchasers are +26% more likely to cite sustainability/re-usability as a cause they care about than the average U.S. music listener. However, there are differences by audience including generation, purchase format and genre fandom

26%

Pop fans that purchase physical music are 26% more likely to cite sustainability/re-usability as a cause they care about compared to the average U.S. music listener

48%

Audiences that identify as LGBTQ+ and purchase physical music are 48% more likely to cite sustainability/re-usability as a cause they care about compared to the average U.S. music listener

55%

Latin music fans that purchase physical music and have children in the house are 55% more likely to cite sustainability/re-usability as a cause they care about compared to the average U.S. music listener

SOURCE: LUMINATE INSIGHTS - U.S. MUSIC 360 (Q2 2024)
COLDPLAY: CHRISTOPHER POLK

2024

Midyear Charts

LUMINATE | billboard

Top 10 Songs (Global)

Rank by Overall On-Demand Audio Streaming Volume

	Artist	Song	On-Demand Audio Streams
1	Benson Boone	"Beautiful Things"	**1.434 billion**
2	Teddy Swims	"Lose Control"	**1.117 billion**
3	Taylor Swift	"Cruel Summer"	**1.012 billion**
4	Tate McRae	"Greedy"	**0.992 billion**
5	FloyyMenor X Cris Mj	"Gata Only"	**0.982 billion**
6	Sabrina Carpenter	"Espresso"	**0.896 billion**
7	The Weeknd, Jennie & Lily Rose Depp	"One Of The Girls"	**0.860 billion**
8	Djo	"End Of Beginning"	**0.841 billion**
9	Ariana Grande	"we can't be friends (wait for your love)"	**0.826 billion**
10	Artemas	"I Like The Way You Kiss Me"	**0.821 billion**

Top Albums (Canada)

Album Sales + TEA + SEA* On-Demand Audio + Video

	Artist	Title	Total Album-Equivalent Consumption	Album Sales	Song Sales	On-Demand Audio Streams	On-Demand Video Streams
1	**Taylor Swift**	*The Tortured Poets Department*	**348,000**	108,000	20,000	304.3 million	7.0 million
2	**Noah Kahan**	*Stick Season*	**199,000**	8,000	19,000	244.4 million	4.0 million
3	**Morgan Wallen**	*One Thing At A Time*	**185,000**	2,000	14,000	236.2 million	8.3 million
4	**The Weeknd**	*The Highlights*	**140,000**	1,000	5,000	190.9 million	8.3 million
5	**Zach Bryan**	*Zach Bryan*	**110,000**	4,000	11,000	137.1 million	2.4 million
6	**Benson Boone**	*Fireworks & Rollerblades*	**101,000**	1,000	37,000	125.7 million	6.3 million
7	**Morgan Wallen**	*Dangerous: The Double Album*	**96,000**	1,000	4,000	123.9 million	4.8 million
8	**Taylor Swift**	*Lover*	**96,000**	11,000	10,000	112.1 million	3.0 million
9	**Drake**	*For All the Dogs*	**93,000**	100	2,000	124.7 million	3.0 million
10	**Ariana Grande**	*Eternal Sunshine*	**91,000**	6,000	8,000	110.3 million	4.4 million

* TOP 10 ALBUMS (ALBUM SALES + TEA + ON-DEMAND SEA): RANKED BY EQUIVALENT ALBUM UNITS, COMPRISING ALBUM SALES, TRACK EQUIVALENT ALBUMS (TEA) AND STREAMING EQUIVALENT ALBUMS (SEA). EACH UNIT = ONE ALBUM SALE, OR 10 TRACKS SOLD FROM AN ALBUM, OR 1,250 PREMIUM ON-DEMAND OFFICIAL STREAMS // 3,750 AD-SUPPORTED ON-DEMAND OFFICIAL STREAMS BY SONGS FROM AN ALBUM. (USER GENERATED CONTENT [UGC] ON-DEMAND STREAMS ARE NOT INCLUDED.)

Top Songs (Canada)

Audio On-Demand Streams

	Artist	Song	Audio Streams
1	**Benson Boone**	"Beautiful Things"	**75.8 million**
2	**Noah Kahan**	"Stick Season"	**60.3 million**
3	**Shaboozey**	"A Bar Song (Tipsy)"	**55.2 million**
4	**Teddy Swims**	"Lose Control"	**55.2 million**
5	**Zach Bryan f. Kacey Musgraves**	"I Remember Everything"	**53.5 million**
6	**Post Malone f. Morgan Wallen**	"I Had Some Help"	**45.6 million**
7	**Hozier**	"Too Sweet"	**42.8 million**
8	**Morgan Wallen**	"Last Night"	**42.4 million**
9	**Tate McRae**	"Greedy"	**42.0 million**
10	**Jack Harlow**	"Lovin On Me"	**41.1 million**

Top Albums (U.S.)

Album Sales + TEA + SEA* On-Demand Audio + Video

	Artist	Title	Total Album-Equivalent Consumption	Album Sales	Song Sales	On-Demand Audio Streams	On-Demand Video Streams
1	**Taylor Swift**	*The Tortured Poets Department*	**4.660 million**	2,474,000	230,000	2.753 billion	66.6 million
2	**Morgan Wallen**	*One Thing At A Time*	**1.776 million**	41,000	166,000	2.237 billion	118.9 million
3	**Noah Kahan**	*Stick Season*	**1.224 million**	114,000	99,000	1.436 billion	25.3 million
4	**Beyoncé**	*Cowboy Carter*	**1.105 million**	257,000	301,000	1.031 billion	35.8 million
5	**SZA**	*SOS*	**1.064 million**	55,000	45,000	1.345 billion	79.3 million
6	**Future & Metro Boomin**	*We Don't Trust You*	**1.046 million**	10,000	55,000	1.333 billion	79.2 million
7	**Morgan Wallen**	*Dangerous: The Double Album*	**1.010 million**	11,000	56,000	1.303 billion	64.9 million
8	**Zach Bryan**	*Zach Bryan*	**0.984 million**	71,000	85,000	1.188 billion	27.2 million
9	**Taylor Swift**	*1989 (Taylor's Version)*	**0.953 million**	250,000	101,000	0.910 billion	16.0 million
10	**Taylor Swift**	*Lover*	**0.948 million**	208,000	124,000	0.961 billion	25.7 million

* TOP 10 ALBUMS (ALBUM SALES + TEA + ON-DEMAND SEA): RANKED BY EQUIVALENT ALBUM UNITS, COMPRISING ALBUM SALES, TRACK EQUIVALENT ALBUMS (TEA) AND STREAMING EQUIVALENT ALBUMS (SEA). EACH UNIT = ONE ALBUM SALE, OR 10 TRACKS SOLD FROM AN ALBUM, OR 1,250 PREMIUM ON-DEMAND OFFICIAL STREAMS // 3,750 AD-SUPPORTED ON-DEMAND OFFICIAL STREAMS BY SONGS FROM AN ALBUM. (USER GENERATED CONTENT [UGC] ON-DEMAND STREAMS ARE NOT INCLUDED.)

Top Albums (U.S.)

Total Sales

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**2.474 million**
2	**Billie Eilish**	*Hit Me Hard and Soft*	**0.306 million**
3	**Beyoncé**	*Cowboy Carter*	**0.257 million**
4	**Taylor Swift**	*1989 (Taylor's Version)*	**0.250 million**
5	**Taylor Swift**	*Lover*	**0.208 million**
6	**TOMORROW X TOGETHER**	*Minisode 3: Tomorrow*	**0.193 million**
7	**ATEEZ**	*GOLDEN HOUR: Part 1*	**0.191 million**
8	**Taylor Swift**	*folklore*	**0.174 million**
9	**TWICE**	*With You-th*	**0.174 million**
10	**Taylor Swift**	*Midnights*	**0.171 million**

U.S. Top Digital Song Consumption

Song Sales + On-Demand Audio SES*

	Artist	Song	On-Demand Audio	On-Demand Audio Streams	Song Sales
1	**Benson Boone**	"Beautiful Things"	**3.532 million**	448.7 million	200,000
2	**Zach Bryan f. Kacey Musgraves**	"I Remember Everything"	**3.314 million**	437.3 million	58,000
3	**Teddy Swims**	"Lose Control"	**3.272 million**	409.7 million	195,000
4	**Future, Metro Boomin & Kendrick Lamar**	"Like That"	**2.810 million**	374.9 million	38,000
5	**Tommy Richman**	"Million Dollar Baby"	**2.800 million**	374.9 million	55,000
6	**Shaboozey**	"A Bar Song (Tipsy)"	**2.752 million**	333.1 million	219,000
7	**Kendrick Lamar**	"Not Like Us"	**2.707 million**	362.1 million	52,000
8	**Jack Harlow**	"Lovin On Me"	**2.594 million**	340.8 million	95,000
9	**Hozier**	"Too Sweet"	**2.591 million**	333.1 million	85,000
10	**Noah Kahan**	"Stick Season"	**2.568 million**	342.9 million	45,000

* TOP 10 DIGITAL SONG CONSUMPTION: RANKED BY TRADITIONAL DIGITAL SONG SALES + SES UNITS, WHERE 125 PREMIUM STREAMS = ONE SONG // 375 AD-SUPPORTED STREAMS = ONE SONG. ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC

U.S. Top CD Album Sales

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**1,068,000**
2	**TOMORROW X TOGETHER**	*Minisode 3: Tomorrow*	**190,000**
3	**ATEEZ**	*GOLDEN HOUR: Part 1*	**181,000**
4	**TWICE**	*With You-Th*	**158,000**
5	**Taylor Swift**	*1989 (Taylor's Version)*	**111,000**
6	**Stray Kids**	*ROCK-STAR*	**109,000**
7	**Beyoncé**	*Cowboy Carter*	**107,000**
8	**ENHYPEN**	*Orange Blood*	**97,000**
9	**Billie Eilish**	*Hit Me Hard and Soft*	**96,000**
10	**SEVENTEEN**	*Seventeen Best Album '17 Is Right Here'*	**90,000**

U.S. Top Vinyl Album Sales

	Artist	Title	Sales
1	**Taylor Swift**	*The Tortured Poets Department*	**988,000**
2	**Billie Eilish**	*Hit Me Hard and Soft*	**160,000**
3	**Taylor Swift**	*1989 (Taylor's Version)*	**117,000**
4	**Taylor Swift**	*folklore*	**108,000**
5	**Taylor Swift**	*Lover*	**106,000**
6	**Taylor Swift**	*Midnights*	**100,000**
7	**Beyoncé**	*Cowboy Carter*	**94,000**
8	**Taylor Swift**	*evermore*	**88,000**
9	**Noah Kahan**	*Stick Season*	**87,000**
10	**Olivia Rodrigo**	*Guts*	**74,000**

U.S. Top Songs: On-Demand Streaming

Audio + Video

	Artist	Song	Audio + Video Streams
1	**Benson Boone**	"Beautiful Things"	**495.5 million**
2	**Zach Bryan f. Kacey Musgraves**	"I Remember Everything"	**459.9 million**
3	**Teddy Swims**	"Lose Control"	**456.5 million**
4	**Kendrick Lamar**	"Not Like Us"	**430.9 million**
5	**Future, Metro Boomin & Kendrick Lamar**	"Like That"	**427.8 million**
6	**Jack Harlow**	"Lovin On Me"	**423.0 million**
7	**Tommy Richman**	"Million Dollar Baby"	**407.9 million**
8	**Shaboozey**	"A Bar Song (Tipsy)"	**365.1 million**
9	**Noah Kahan**	"Stick Season"	**356.9 million**
10	**Hozier**	"Too Sweet"	**352.8 million**

U.S. Top Songs: On-Demand Streaming

Audio*

	Artist	Song	Audio Streams
1	**Benson Boone**	"Beautiful Things"	**448.7 million**
2	**Zach Bryan f. Kacey Musgraves**	"I Remember Everything"	**437.3 million**
3	**Teddy Swims**	"Lose Control"	**409.7 million**
4	**Tommy Richman**	"Milion Dollar Baby"	**374.9 million**
5	**Future, Metro Boomin & Kendrick Lamar**	"Like That"	**374.9 million**
6	**Kendrick Lamar**	"Not Like Us"	**362.1 million**
7	**Noah Kahan**	"Stick Season"	**342.9 million**
8	**Jack Harlow**	"Lovin On Me"	**340.8 million**
9	**Shaboozey**	"A Bar Song (Tipsy)"	**333.1 million**
10	**Hozier**	"Too Sweet"	**333.1 million**

U.S. Top Radio Songs

Based on Audience Impressions*

	Artist	Song	Audience
1	**Jack Harlow**	"Lovin On Me"	**1.743 billion**
2	**Teddy Swims**	"Lose Control"	**1.692 billion**
3	**Doja Cat**	"Agora Hills"	**1.544 billion**
4	**Taylor Swift**	"Cruel Summer"	**1.402 billion**
5	**Tate McRae**	"Greedy"	**1.388 billion**
6	**Luke Combs**	"Fast Car"	**1.248 billion**
7	**Tyla**	"Water"	**1.210 billion**
8	**Benson Boone**	"Beautiful Things"	**1.142 billion**
9	**Sabrina Carpenter**	"Feather"	**1.123 billion**
10	**SZA**	"Snooze"	**1.111 billion**

* RANKED BY AUDIENCE IMPRESSIONS ACROSS ALL MONITORED FORMATS OF RADIO, ARRIVED AT BY CROSS-REFERENCING MRC DATA SONG RADIO PLAYS WITH LISTENER INFORMATION COMPILED BY THE NIELSEN AUDIO RATINGS SYSTEM TO DETERMINE THE APPROXIMATE NUMBER OF AUDIENCE IMPRESSIONS MADE FOR EACH PLAY. AUDIENCE TOTALS ARE DERIVED, IN PART, USING CERTAIN NIELSEN AUDIO-COPYRIGHTED PERSONS 12+ AUDIENCE ESTIMATES (UNDER LICENSE [C] 2020, NIELSEN AUDIO).

U.S. Top Songs: Programmed Audio Streams***

	Artist	Song	Programmed Audio Streams
1	**Teddy Swims**	"Lose Control"	**118.0 million**
2	**Jack Harlow**	"Lovin On Me"	**83.9 million**
3	**Morgan Wallen**	"Last Night"	**72.2 million**
4	**Zach Bryan f. Kacey Musgraves**	"I Remember Everything"	**71.5 million**
5	**Morgan Wallen**	"Thinkin' Bout Me"	**61.3 million**
6	**Chris Stapleton**	"Tennessee Whiskey"	**59.6 million**
7	**Benson Boone**	"Beautiful Things"	**55.5 million**
8	**Luke Combs**	"Fast Car"	**54.5 million**
9	**Morgan Wallen**	"Wasted On You"	**48.4 million**
10	**Fleetwood Mac**	"Dreams"	**47.6 million**

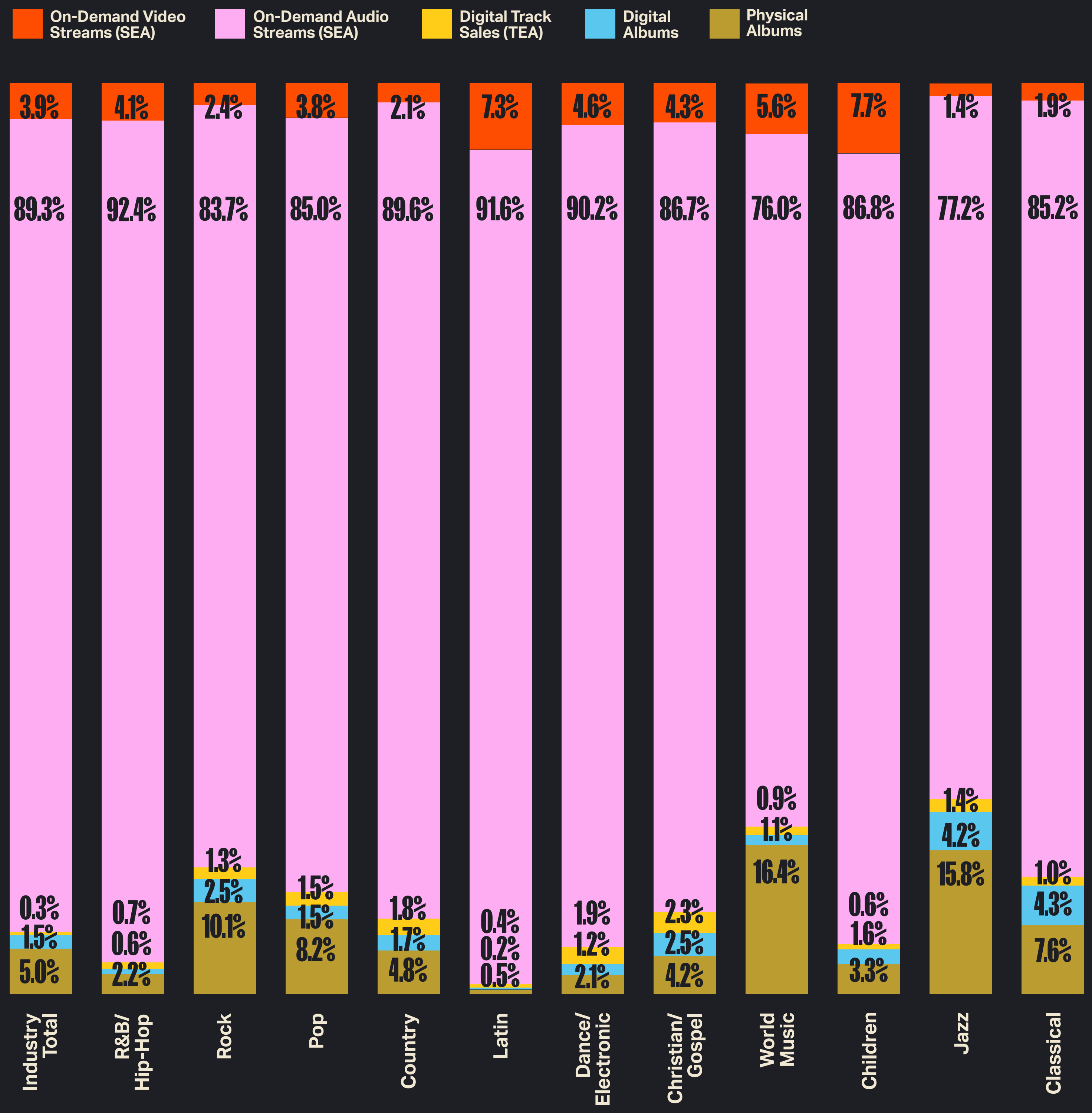
** ON-DEMAND VIDEO SONG STREAMING INCLUDES OFFICIAL, SONG UGC AND NON-SONG UGC
*** PROGRAMMED STREAMS ARE THOSE FROM DMCA-COMPLIANT SERVICES.

U.S. Share of Total Volume by Format and Genre

Selected Top Genres

	Genre	Albums + TEA + SEA On-Demand	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales
1	**R&B / Hip-Hop**	**24.6%**	25.9%	25.8%	26.5%	10.5%	10.7%	9.7%	15.2%
2	**Rock**	**18.7%**	16.8%	17.3%	11.3%	36.4%	37.8%	31.6%	22.3%
3	**Pop**	**12.9%**	12.2%	12.2%	12.5%	19.2%	21.1%	13.2%	17.2%
4	**Country**	**8.8%**	8.3%	8.7%	4.7%	8.9%	8.5%	9.9%	14.0%
5	**Latin**	**7.4%**	8.8%	8.3%	14.2%	0.8%	0.8%	1.0%	2.7%
6	**Dance / Electronic**	**3.4%**	3.4%	3.4%	3.9%	1.7%	1.4%	2.6%	5.7%
7	**World Music**	**2.4%**	2.2%	2.1%	3.4%	6.4%	7.9%	1.7%	2.0%
8	**Christian / Gospel**	**1.9%**	1.8%	1.8%	2.0%	2.0%	1.6%	3.2%	3.9%
9	**Children**	**1.2%**	1.2%	1.1%	2.2%	0.9%	0.8%	1.3%	0.7%
10	**Jazz**	**0.9%**	0.7%	0.8%	0.3%	2.8%	2.9%	2.6%	1.1%
11	**Classical**	**0.9%**	0.8%	0.8%	0.4%	1.7%	1.4%	2.6%	0.8%

U.S. Share of Total Album-Equivalent Consumption by Format



Data Sources

The 2024 Music Midyear Report is powered by Luminate's industry-leading music consumption, data management and consumer research data and insights products.

Music Consumption Data

The music consumption data statistics in this report come from the Luminate music consumption platform, which is informed by 500 hundred sources including the major streaming platforms, mass merchant retailers, artist stores and more, representative of 48 global markets. More about the product here.

Quansic music data management

Music data management data and services, including artist disambiguation and recording/ songwriting attribution. More about this service here.

Audience Insights Syndicated Reports

U.S. MUSIC 360 & REGIONAL MUSIC 360: Consumer behaviors and preferences related to music fan engagement including, music and artist discovery, genres & language preferences, time and money spent, streaming and platform use and live music preferences.

U.S. ARTIST & GENRE TRACKER: Consumer behaviors and preferences related to music fan engagement including, awareness, likability, perceptions, discovery, merchandise, purchasing and influence.

U.S. ENTERTAINMENT 365: Consumer behaviors and preferences related to entertainment and how they spend their leisure time across all available entertainment channels, including, time and money spent, discovery & engagement, platform preferences, subscription models, motivations and category purchasing

To learn more about how to access these products, please contact us here.

LUMINATE

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