

New-Music Seekers

An Infinite Dial 2020® Report

Share of Ear

On average, Americans spend

3 hours 46 minutes

per day listening to audio

Share of Ear

Americans' 13+ Audio
Listening by Content Type

Music
77%

Spoken Word
23%

2 hours 54 minutes
per day listening to music

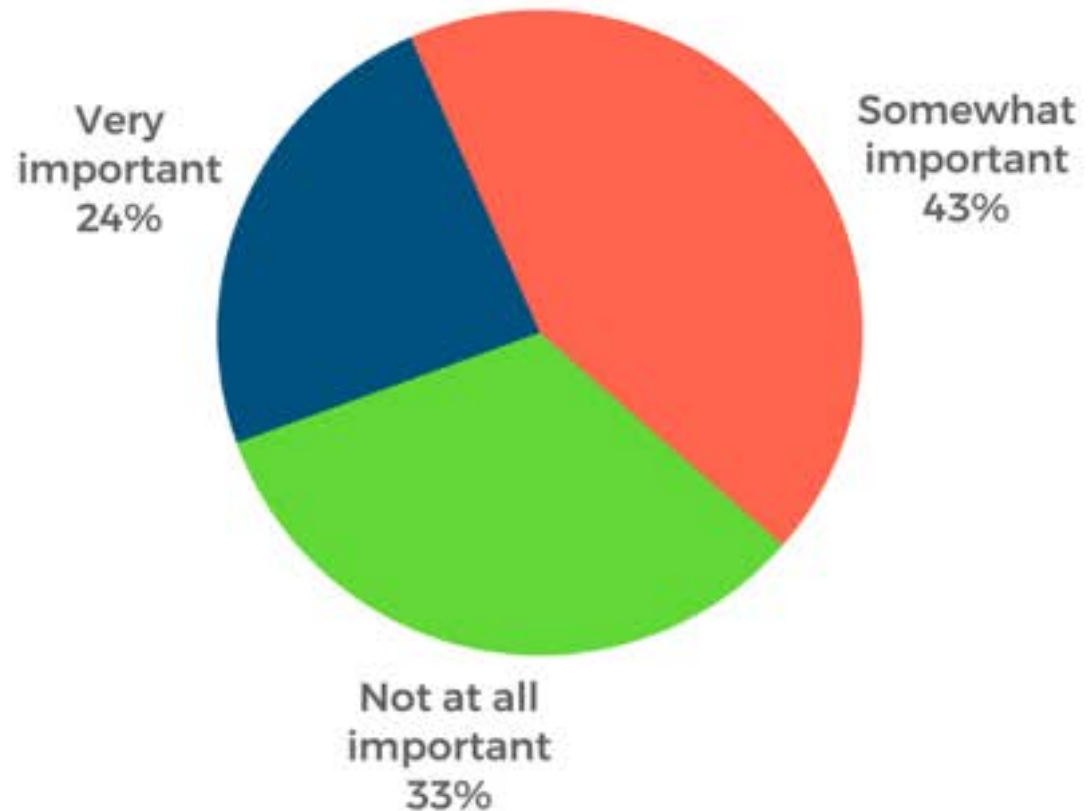
Study Methodology

- In January/February 2020, Edison Research conducted national online survey of 3,159 Americans age 12 and older
- Survey offered in both English and Spanish
- Data weighted to national 12+ U.S. population figures

Importance of Keeping Up-To-Date with Music

BASE: U.S. ONLINE POPULATION AGE 12+

"How important is it to learn about and keep up-to-date with music?"



New-Music Seekers:

24%

of those age 12+ in the U.S. say it is
“very important” to learn about
and stay up-to-date with music

Age 12-34:

35%

say it is “very important”

Age 35-54:

25%

say it is “very important”

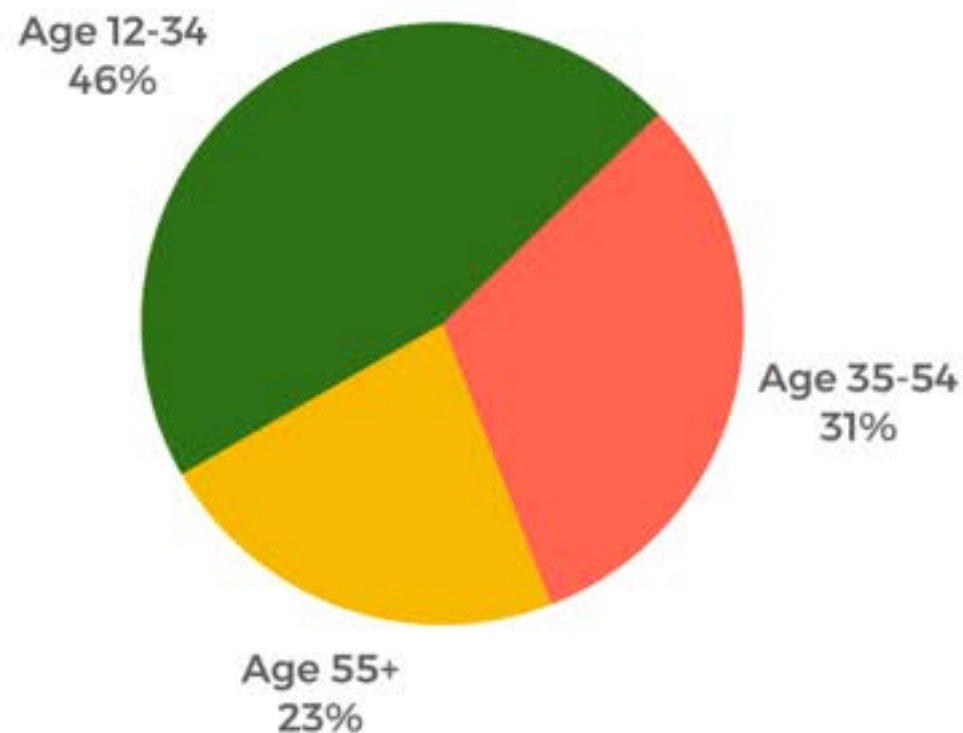
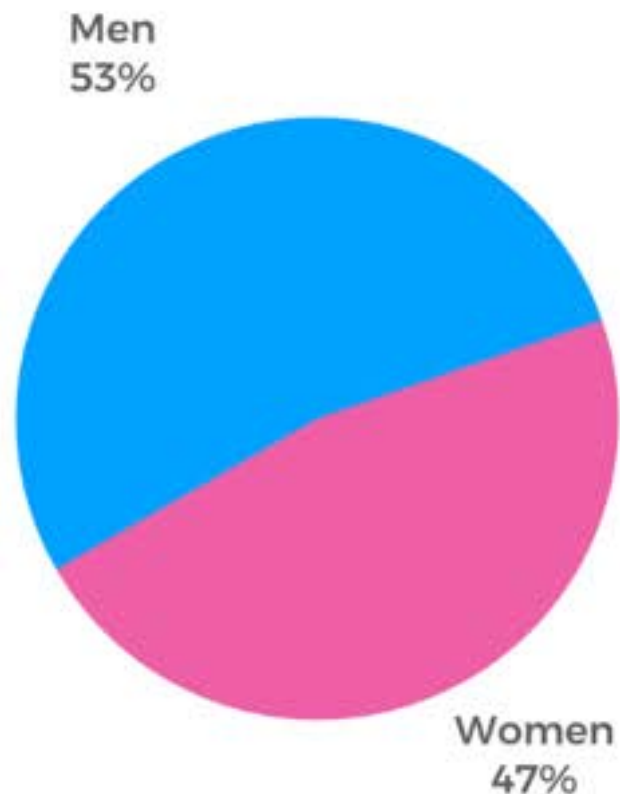
Age 55+

10%

say it is “very important”

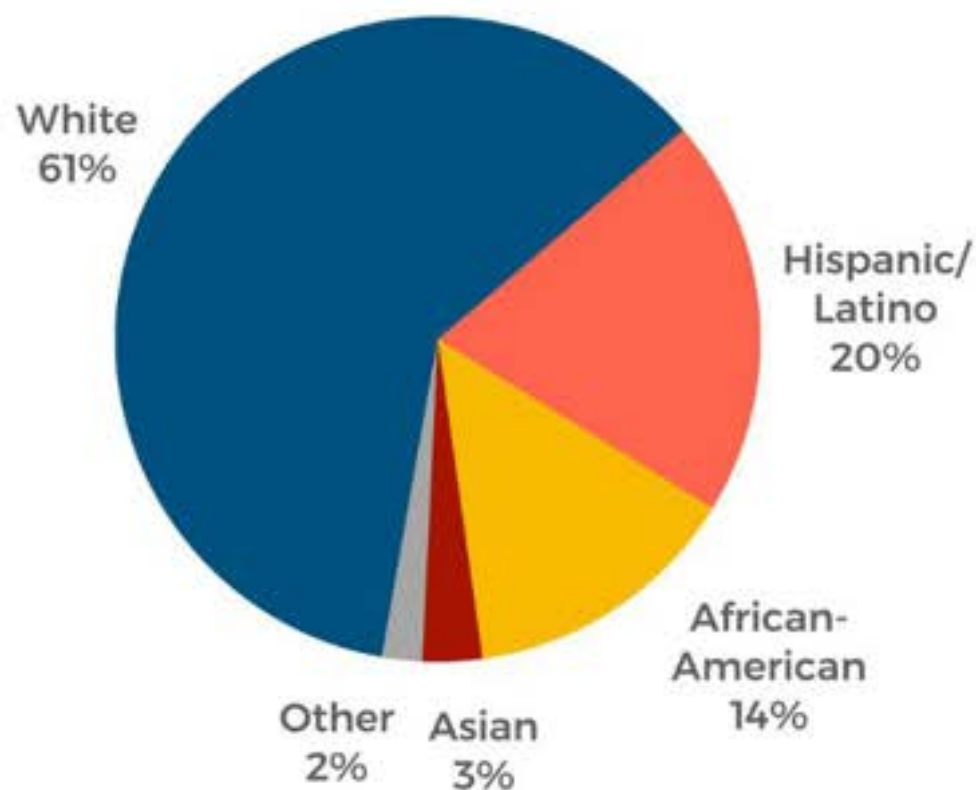
Demographics of New-Music Seekers

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



Demographics of New-Music Seekers

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



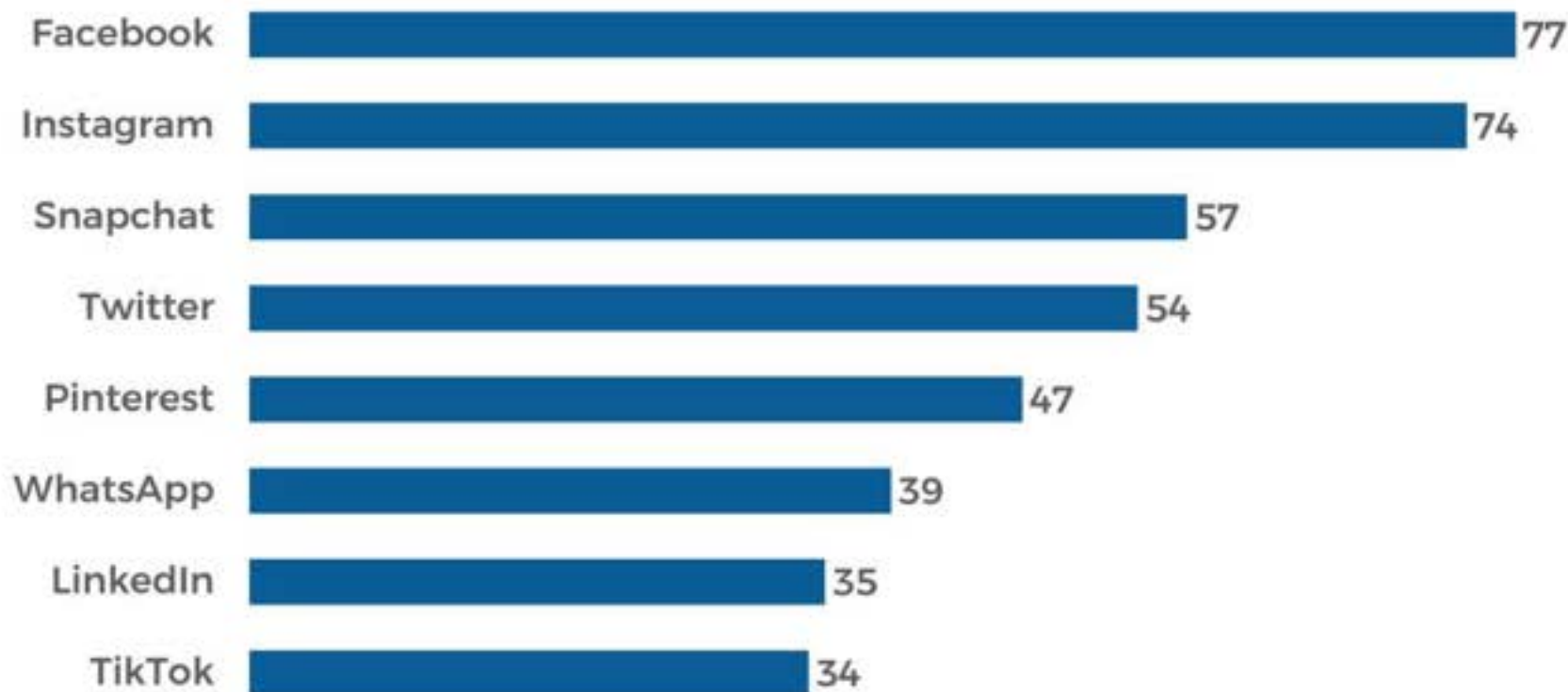
Social Media

Among New-Music Seekers

New-Music Seekers: Social Media Brand Usage

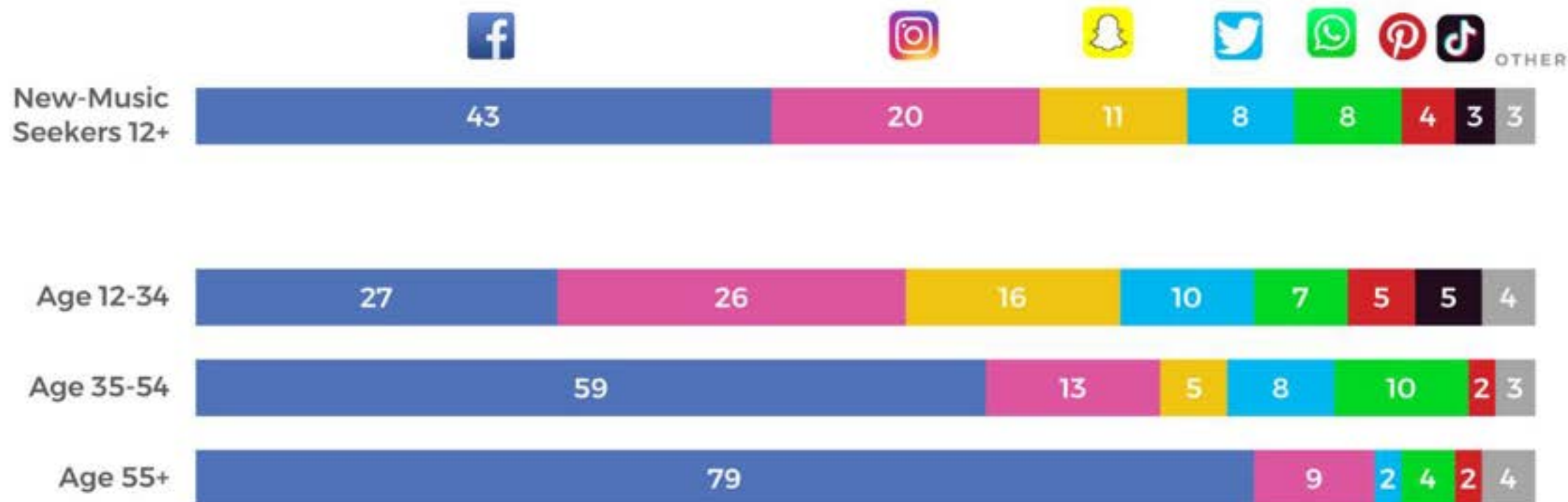
BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% USING SOCIAL MEDIA BRAND



New-Music Seekers: Social Media Brand Used Most Often

BASE: U.S. SOCIAL MEDIA USERS WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



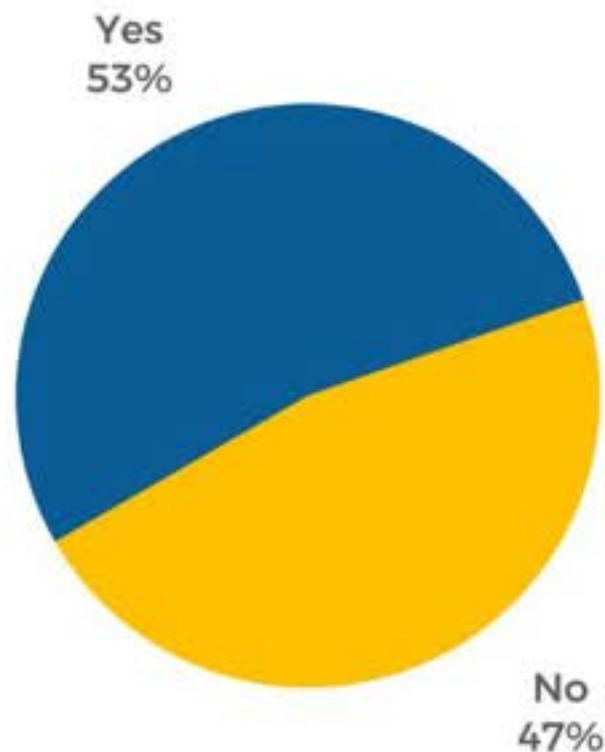
New-Music Seekers:

Sharing Music Updates through Social Media



BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

"Do you currently ever share updates on the music you are listening to with friends and family through social media?"



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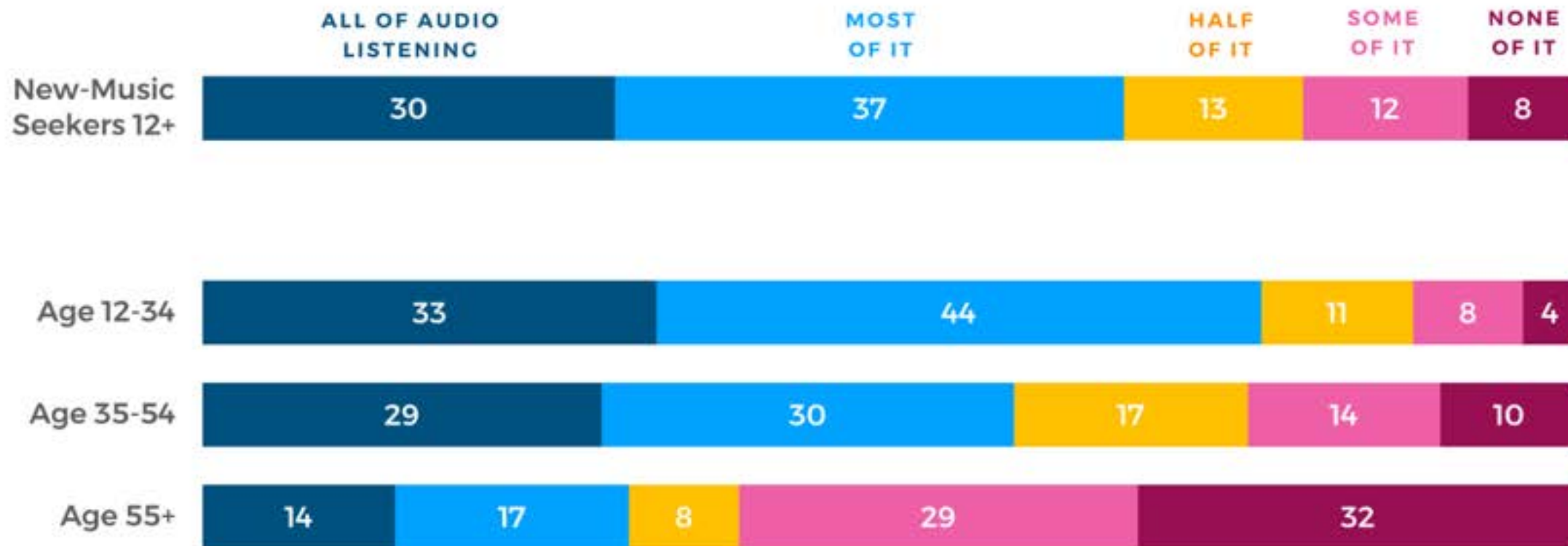
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New-Music Seekers:

Amount of Audio Listening through Headphones/Earbuds



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



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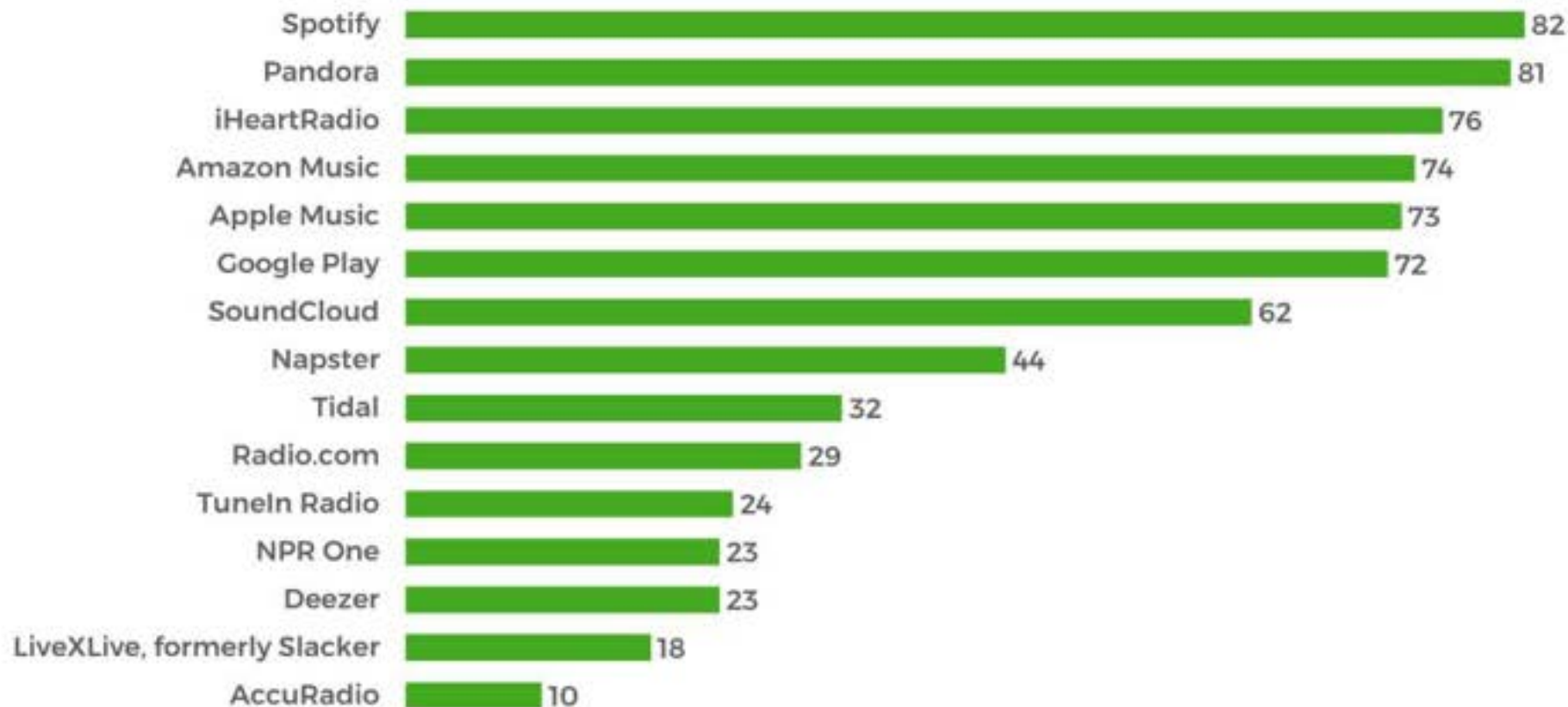
Audio Brands

Among New-Music Seekers

New-Music Seekers: Audio Brand Awareness

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

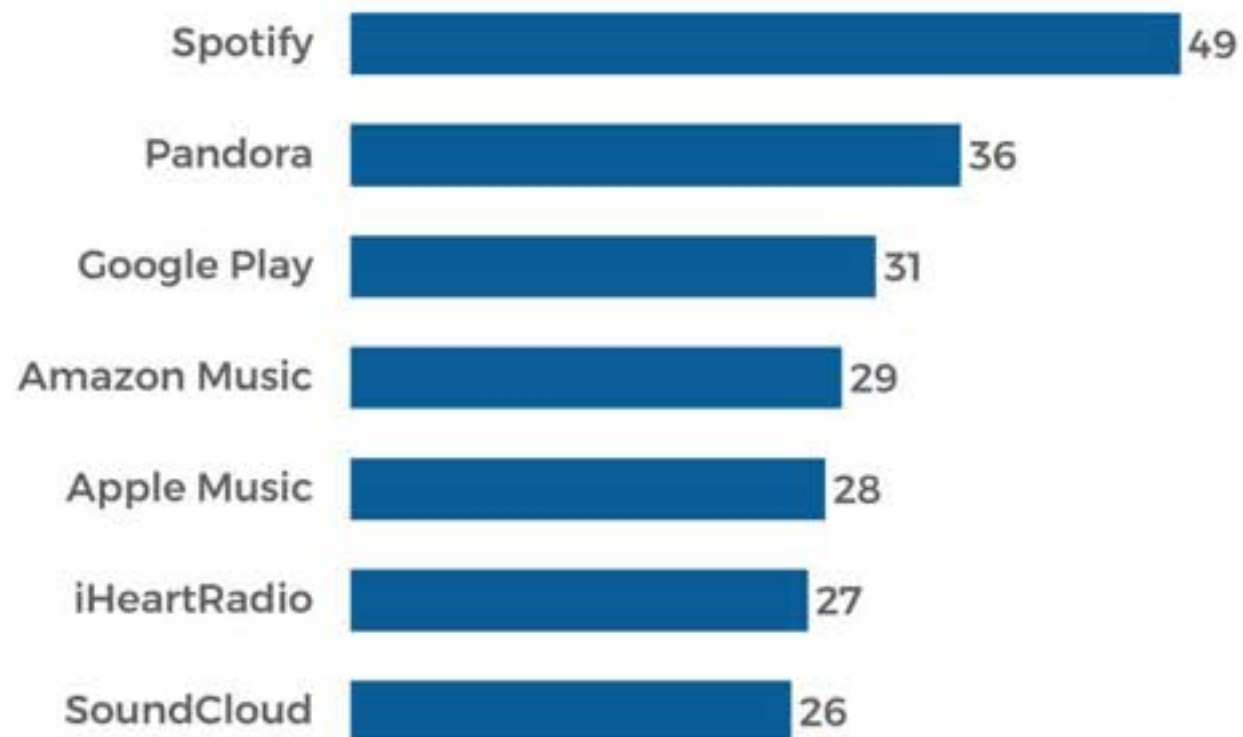
% AWARE OF AUDIO BRAND



New-Music Seekers: Audio Brands Listened to in Last Month

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST MONTH



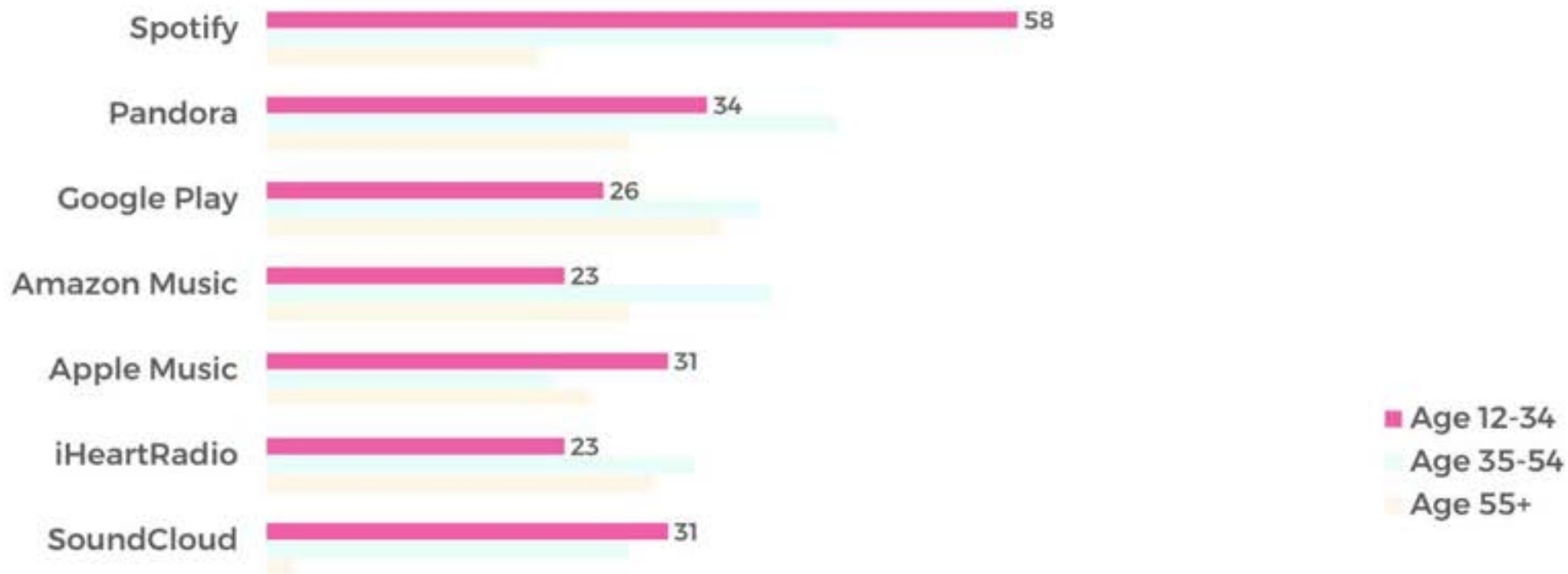
New-Music Seekers:

Audio Brands Listened to in Last Month (Age 12-34)



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST MONTH



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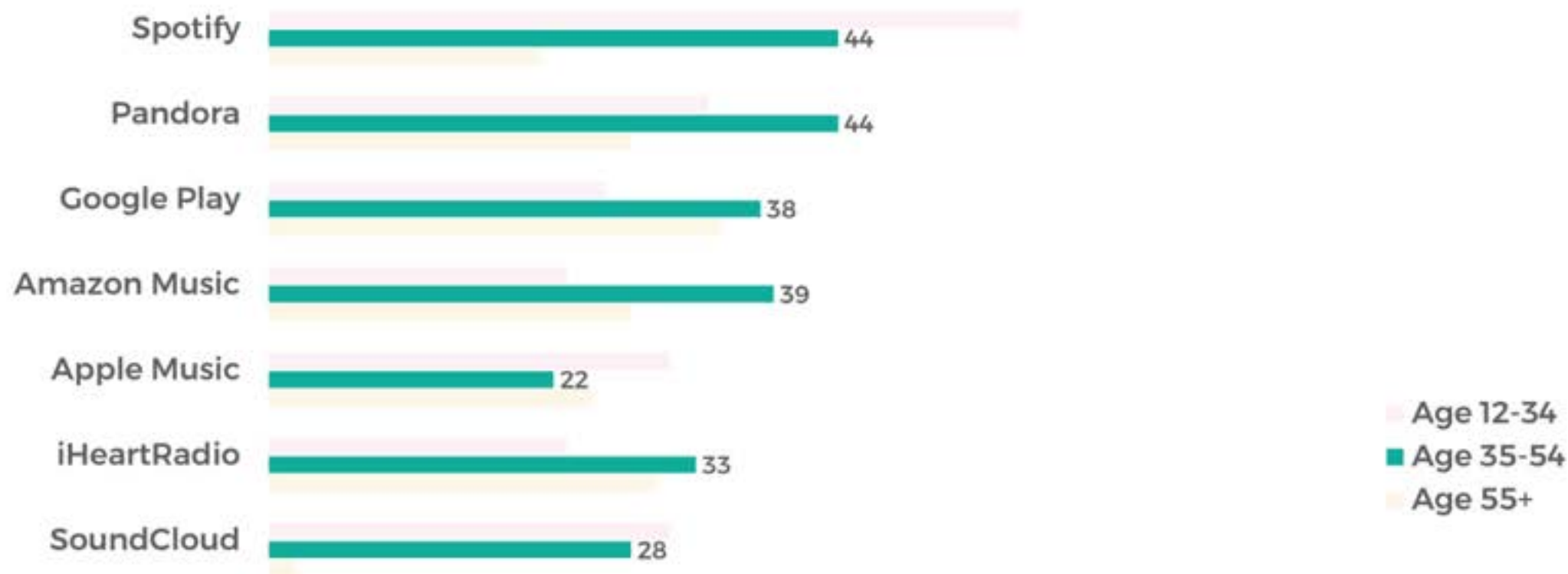
New-Music Seekers:

Audio Brands Listened to in Last Month (Age 35-54)



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST MONTH



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New-Music Seekers:

Audio Brands Listened to in Last Month (Age 55+)



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST MONTH



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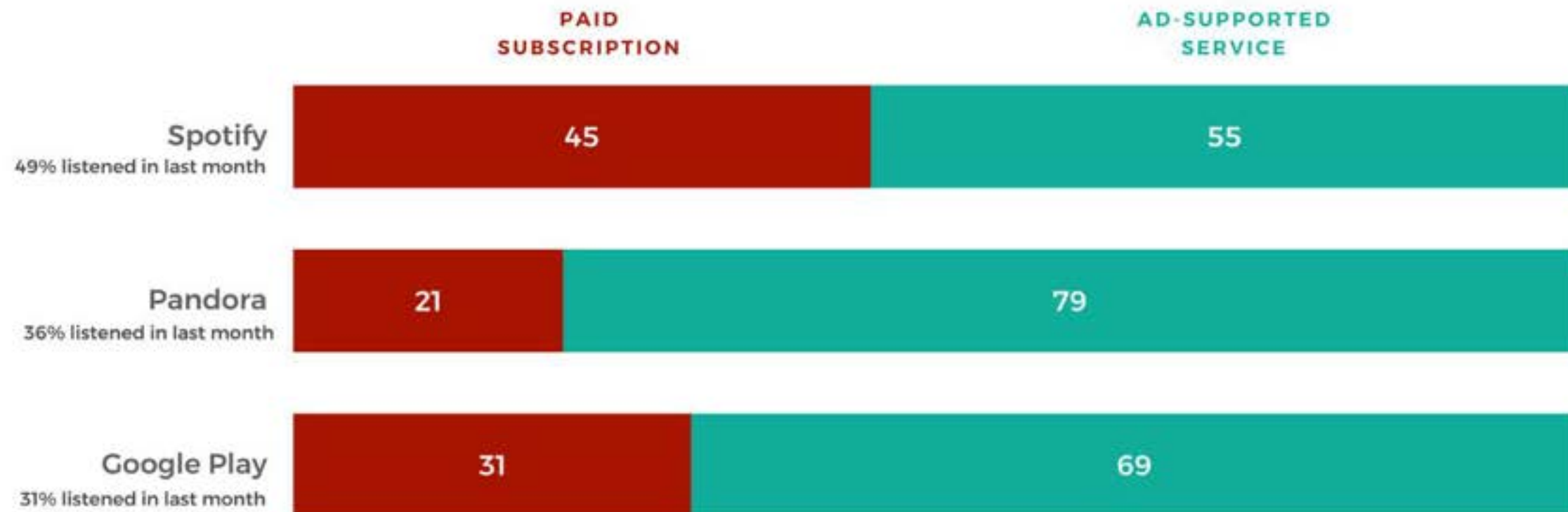
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New-Music Seekers:

Listening to Paid Subscriptions vs. Ad-Supported Audio Brands



BASE: U.S. ONLINE POPULATION AGE 12+ WHO LISTENED TO AUDIO BRAND IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



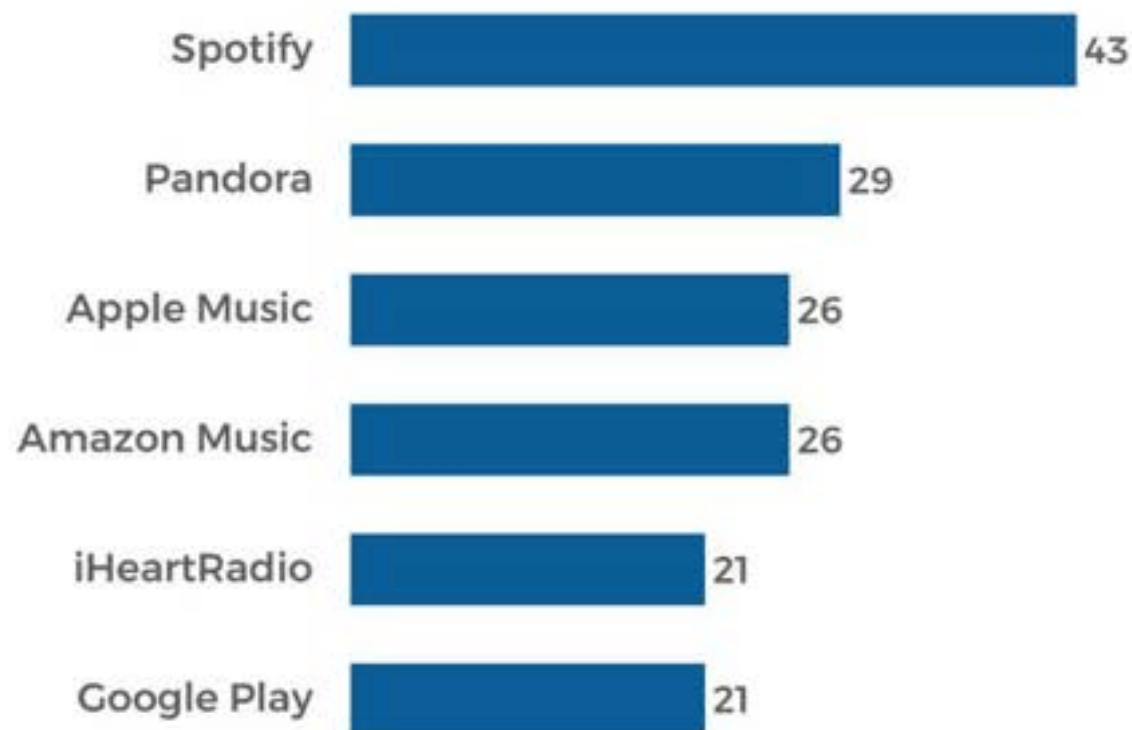
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New-Music Seekers: Audio Brands Listened to in Last Week

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% LISTENED TO AUDIO BRAND IN LAST WEEK



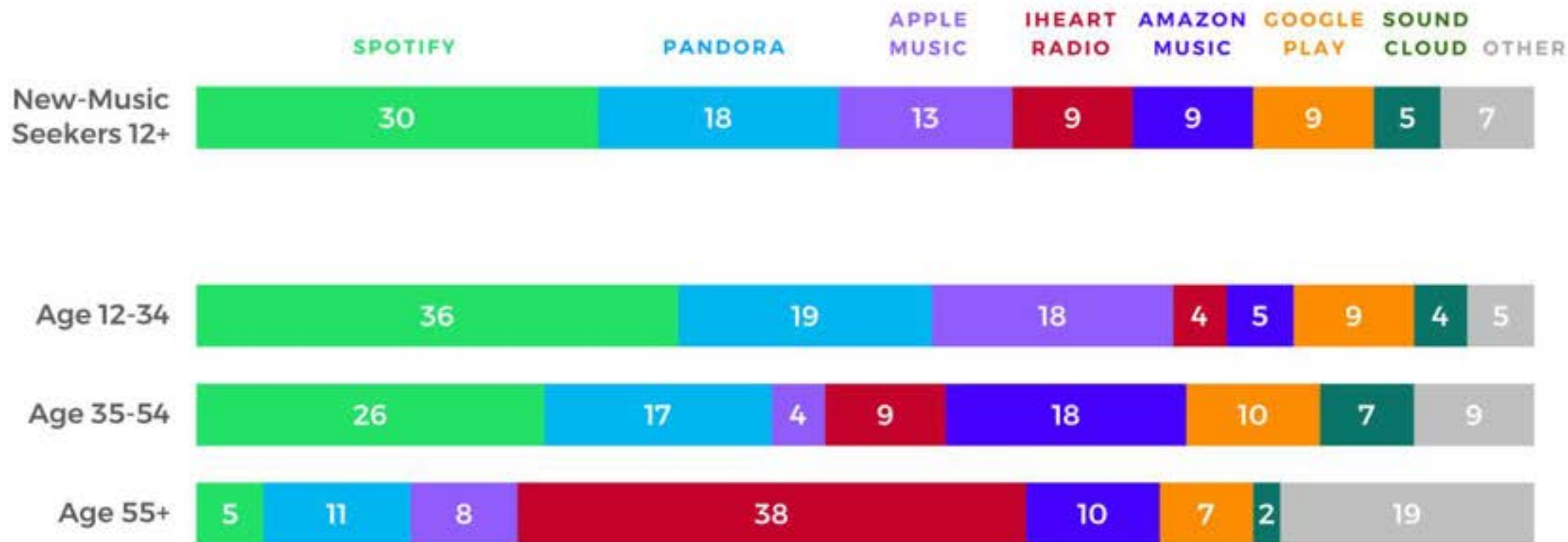
New-Music Seekers: Audio Brands Used Most Often

BASE: U.S. ONLINE POPULATION AGE 12+ WHO USE AUDIO BRANDS



New-Music Seekers: Audio Brands Used Most Often

BASE: U.S. ONLINE POPULATION WHO USE AUDIO BRANDS AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

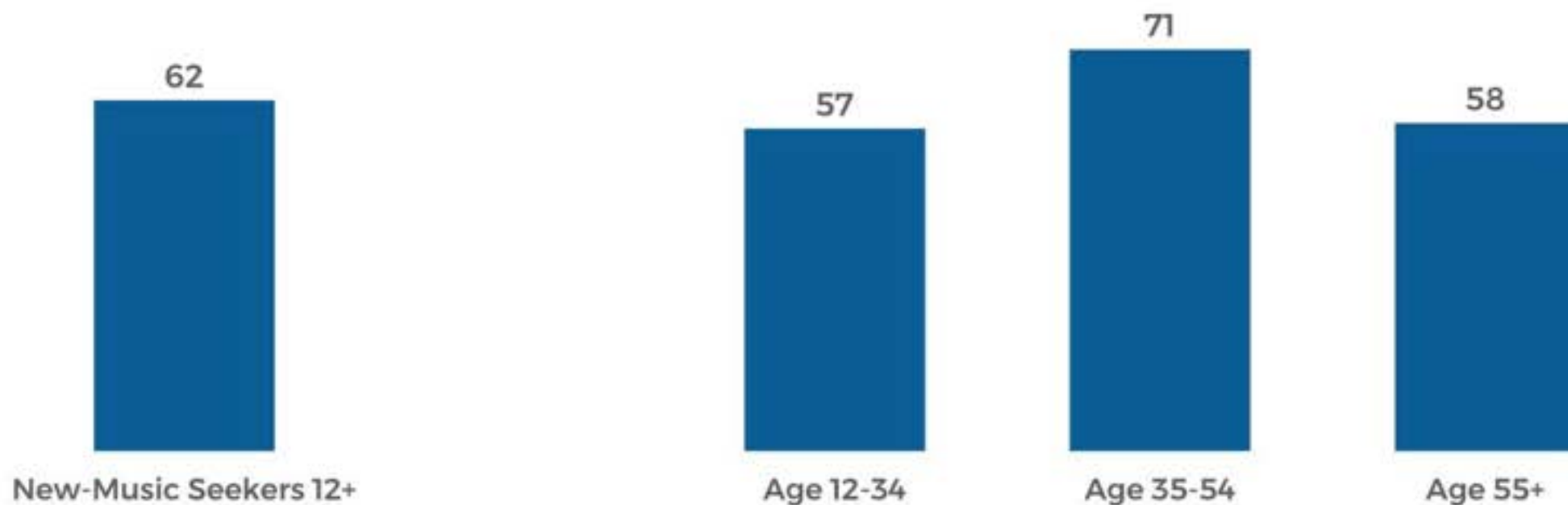


New-Music Seekers: Weekly Usage of YouTube for Music



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% USED YOUTUBE FOR MUSIC OR MUSIC VIDEOS IN LAST WEEK



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In-Car Media

Among New-Music Seekers

New-Music Seekers:

Audio Sources Ever Used in Car

BASE: U.S. ONLINE POPULATION AGE 18+ WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH
AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC; 92%
% USING AUDIO SOURCE IN CAR



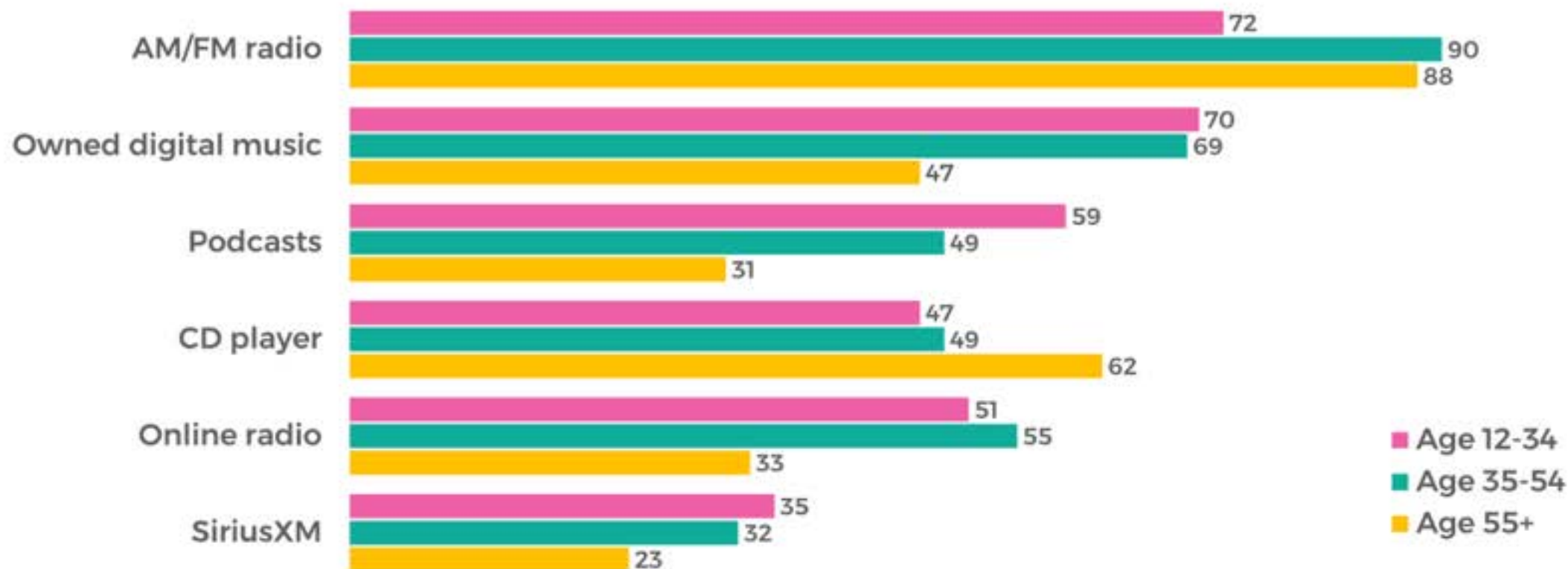
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New-Music Seekers:

Audio Sources Ever Used in Car

BASE: U.S. ONLINE POPULATION WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC
% USING AUDIO SOURCE IN CAR



New-Music Seekers: SiriusXM Satellite Radio Subscribers

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



New-Music Seekers: Audio Source Used Most Often in Car

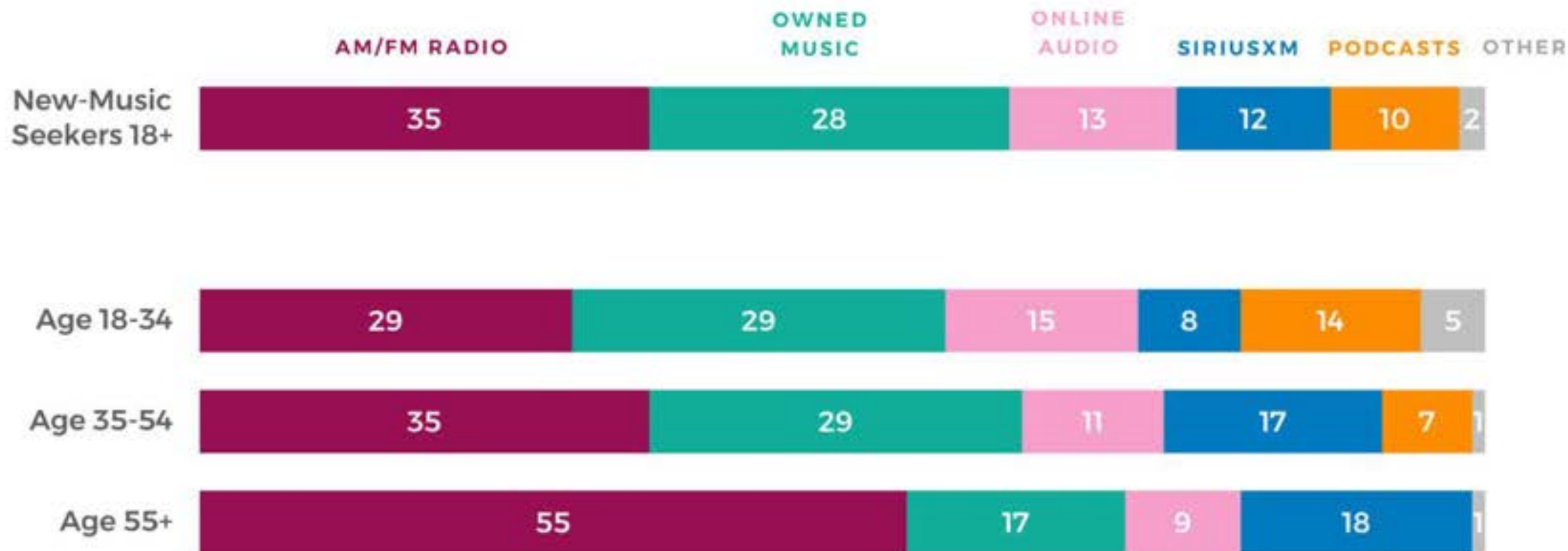
BASE: U.S. ONLINE POPULATION AGE 18+ WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH



New-Music Seekers:

Audio Source Used Most Often in Car

BASE: U.S. ONLINE POPULATION WHO HAVE DRIVEN/RIDDEN IN CAR IN LAST MONTH AND SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



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Music Discovery

Among New-Music Seekers



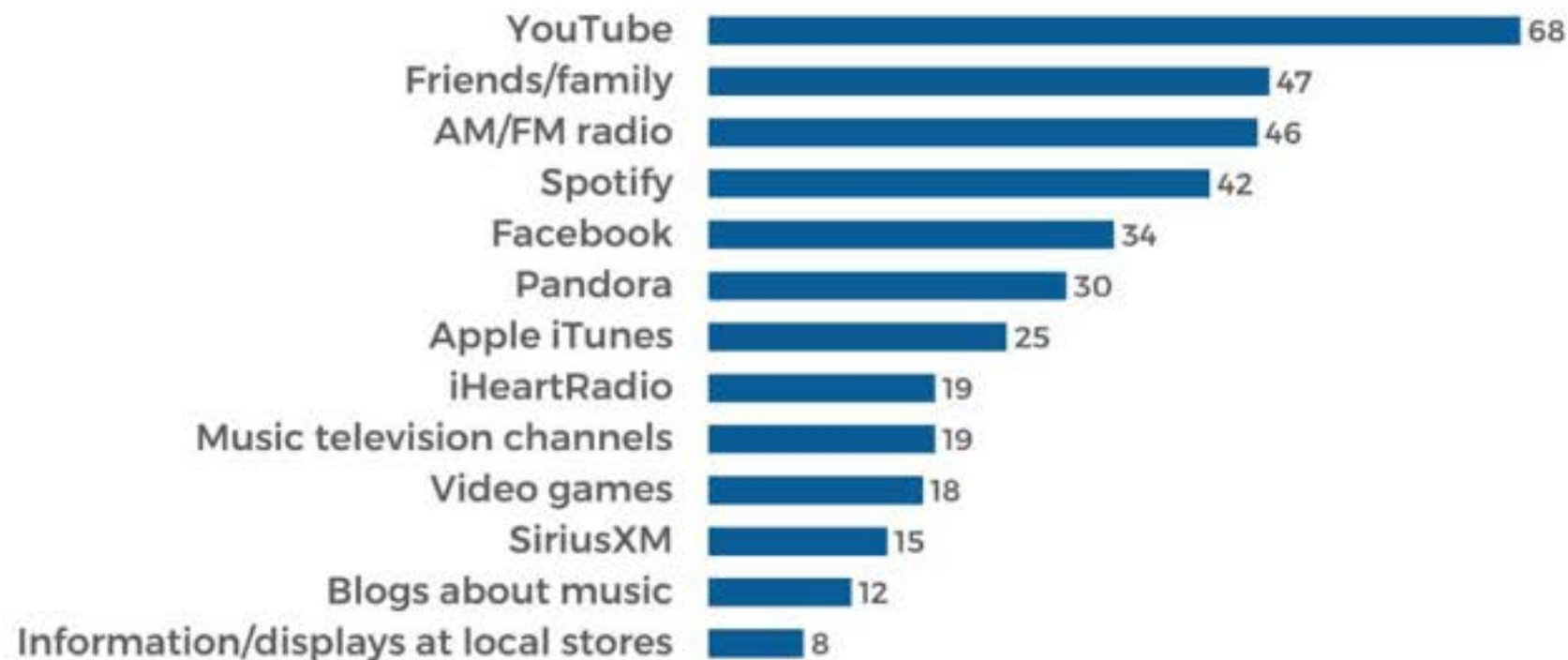
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New-Music Seekers: Sources Ever Used to Discover Music

BASE: U.S. ONLINE POPULATION AGE 12+ WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

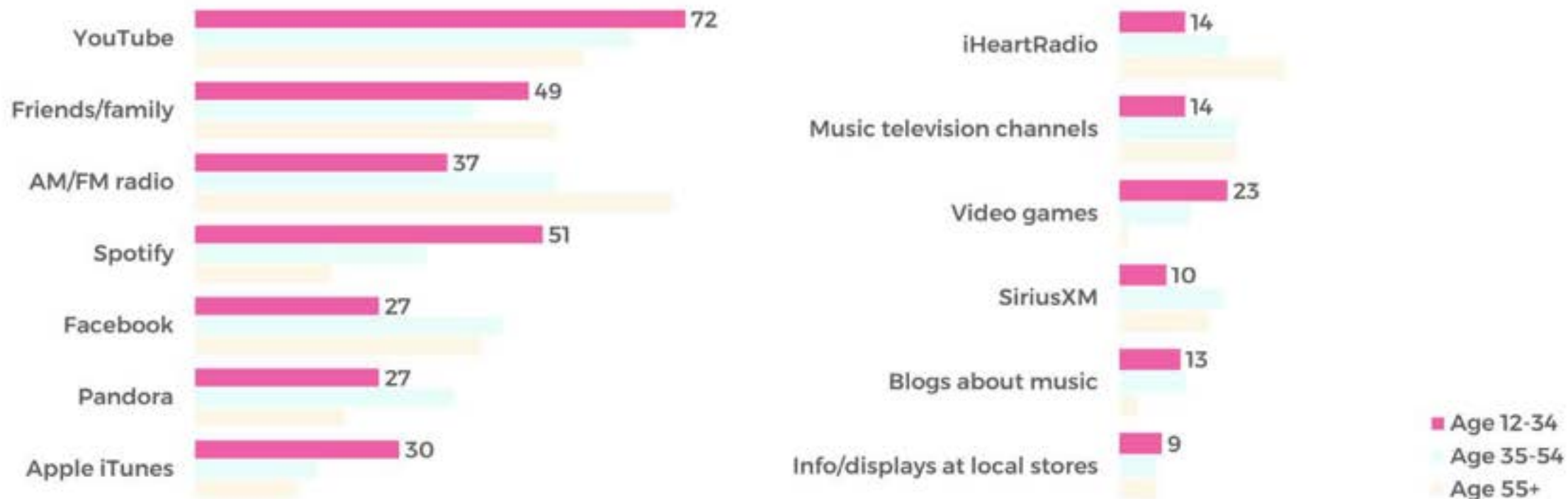
% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



Sources Ever Used to Discover Music (Age 12-34)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



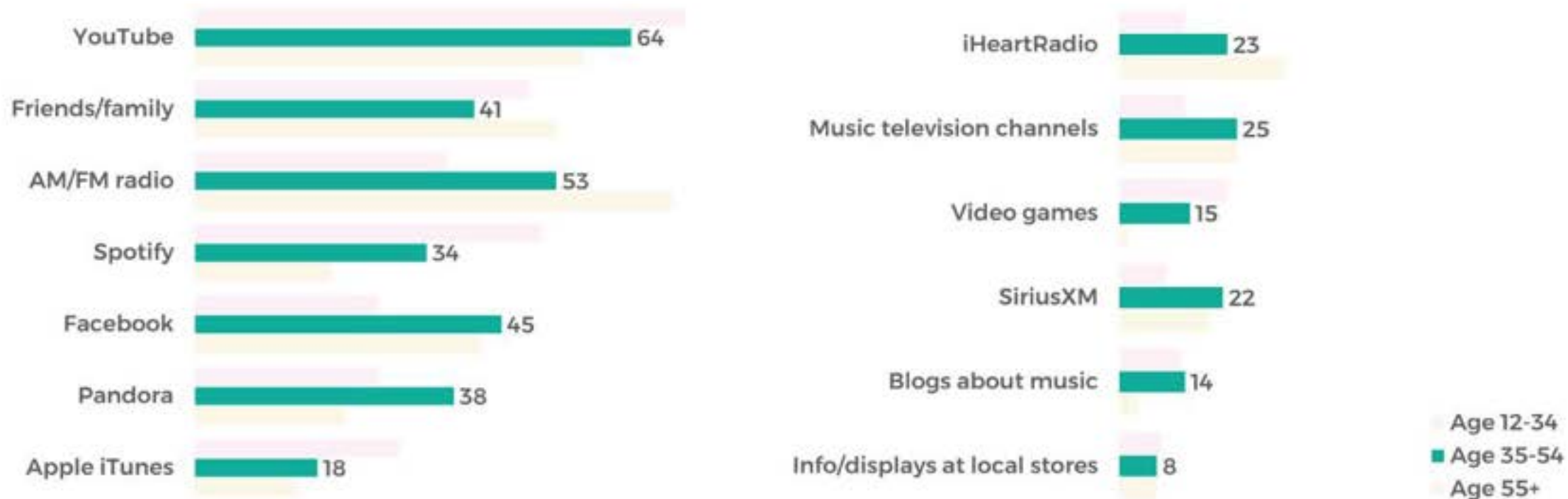
New-Music Seekers:

Sources Ever Used to Discover Music (Age 35-54)



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



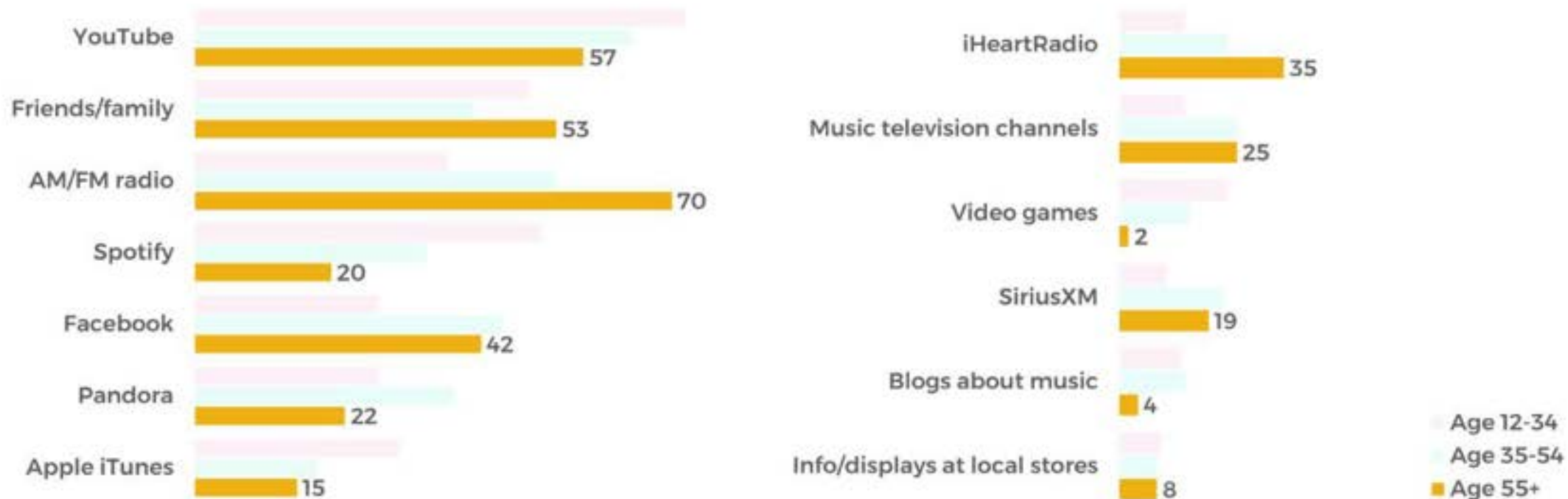
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New-Music Seekers: Sources Ever Used to Discover Music (Age 55+)

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

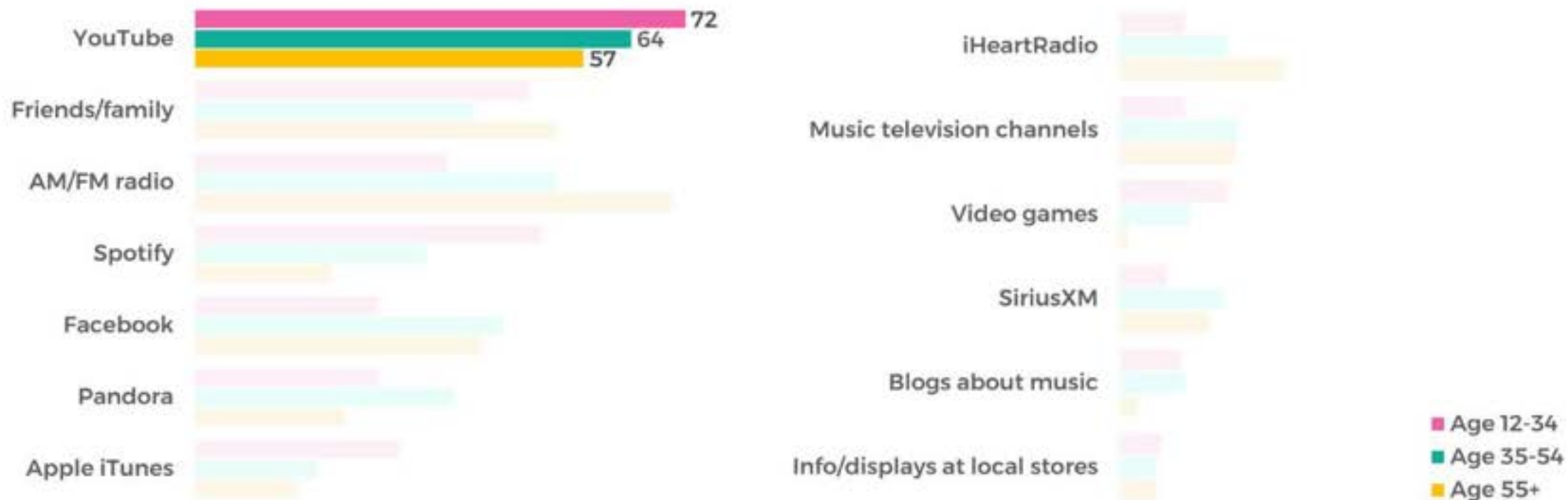
% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



New-Music Seekers: Sources Ever Used to Discover Music

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



New-Music Seekers: Sources Ever Used to Discover Music

BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% EVER USE SOURCE TO FIND OUT ABOUT MUSIC



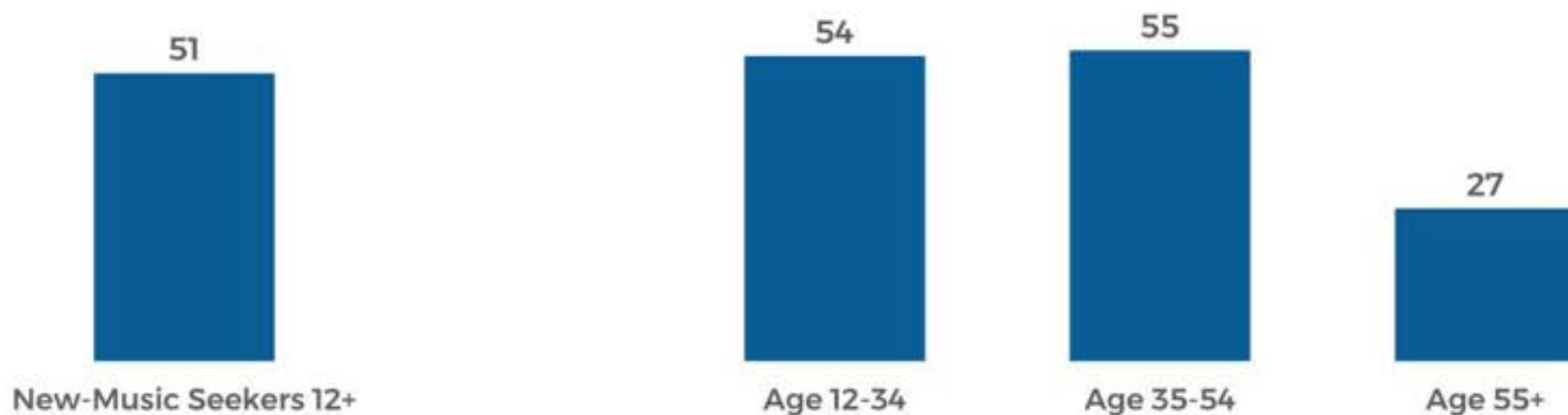
New-Music Seekers:

Currently Ever Watch Live Streamed Video Games



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC

% SAYING YES

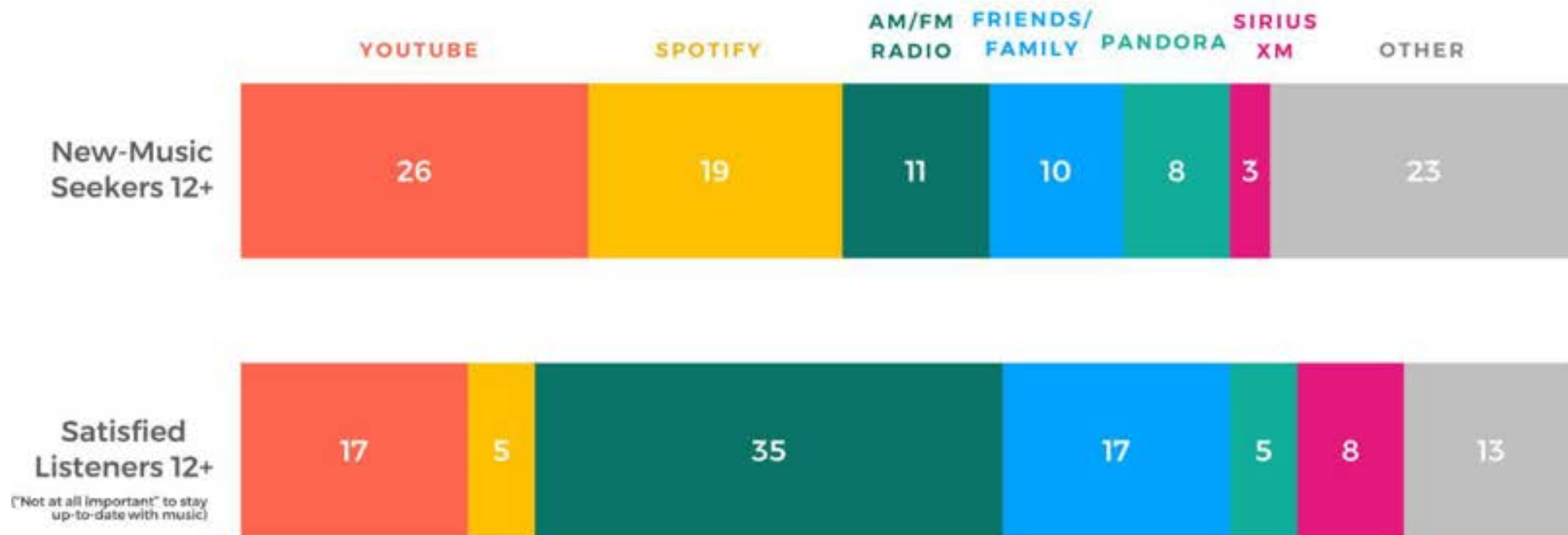


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New-Music Seekers: Source Used Most Often to Discover Music

BASE: U.S. ONLINE POPULATION AGE 12+

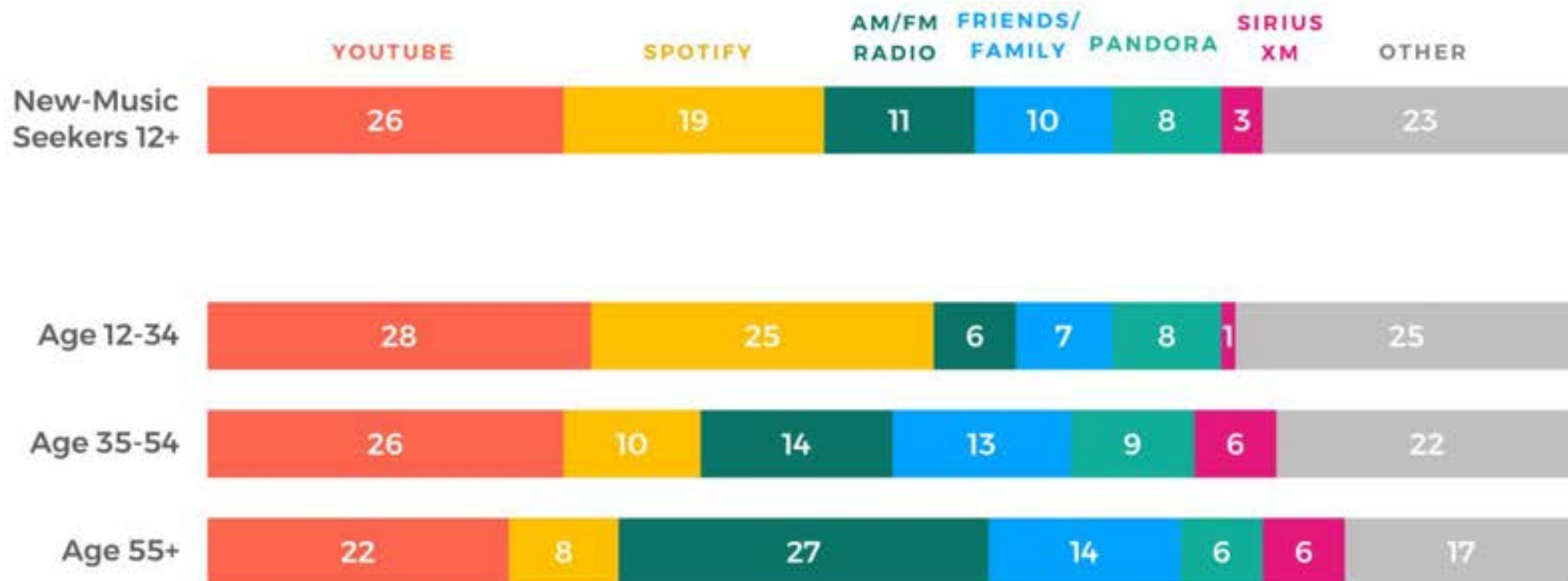


New-Music Seekers:

Source Used Most Often to Discover Music



BASE: U.S. ONLINE POPULATION WHO SAY IT IS "VERY IMPORTANT" TO STAY UP-TO-DATE WITH MUSIC



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Observations

Staying up-to-date with music is only “very important” to 24% of Americans age 12+

Observations

Many new-music seekers are young, but not all of them

Observations

New-music seekers more likely to share what they're listening through social media than in-person

Observations

The number of sources for music discovery is growing.

Observations

Online audio platforms are increasingly becoming the main source of new music for new-music seekers

New-Music Seekers

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