

YOUTH AND MUSIC

USAGE, CURATION AND DISCOVERY

DR AUDIENCE RESEARCH 2019

PETER NIEGEL, PETN@DR.DK

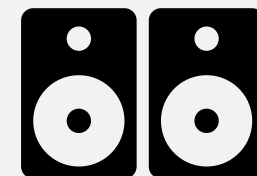
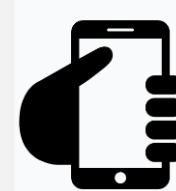
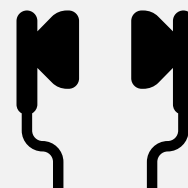
RASMUS KIDDE, RAKI@DR.DK



PURPOSE

- How important is music to young Danes?
- What is the infrastructure of usage?
- What affects listener habits and where does this leave radio and DR?

asi
#asiradio19



?



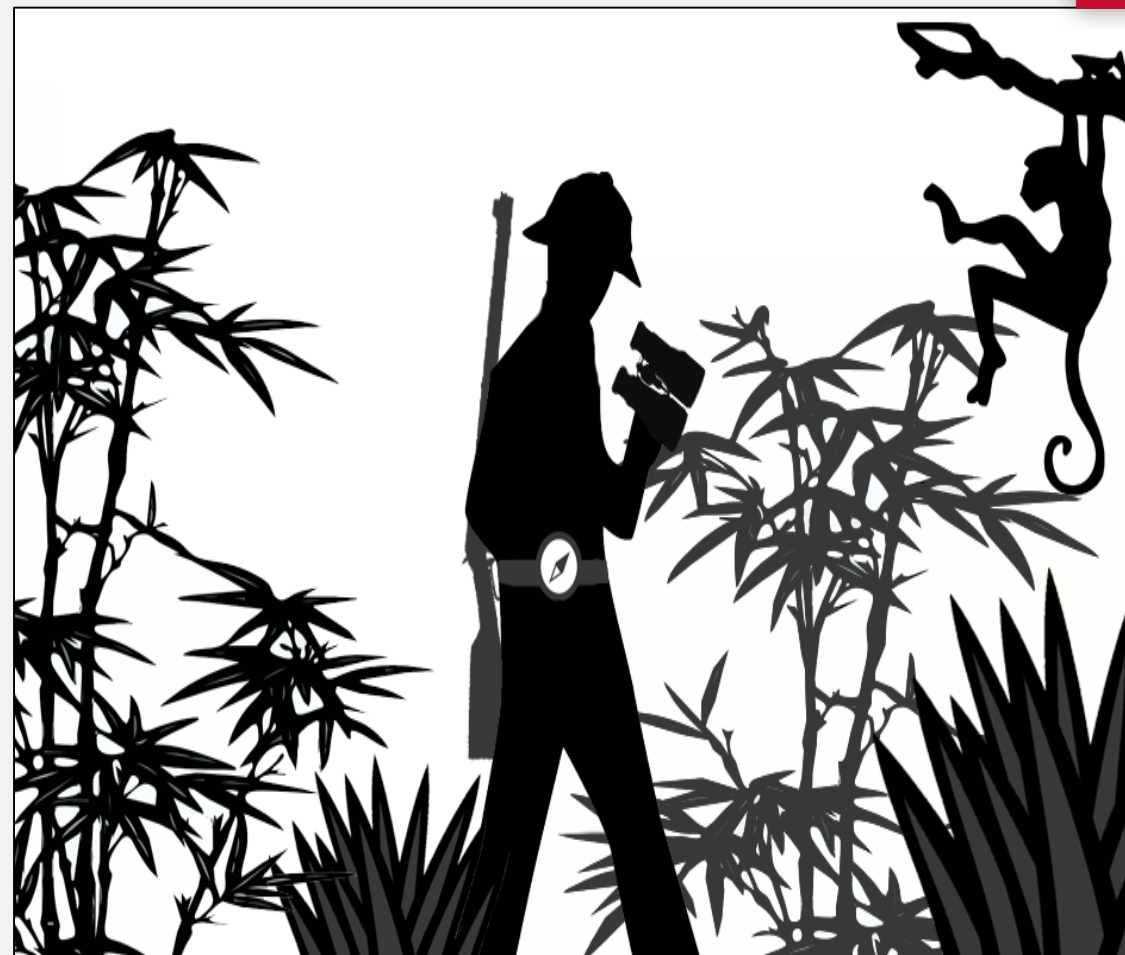
METHOD

Qualitative study – phase 1

- 10 in-depth interviews
- At home
- 15-30 y/o
- Nov.-Dec. 2018

Quantitative study – phase 2

- Survey 1.063 completes
- 15-39 y/o
 - The role of music
 - How do they listen?
 - Curation and music discovery



AGE IS AN IMPORTANT FACTOR

THINK NEW

Young
(15-24 y/o)

STILL IN THE GAME

Young adults
(25-31 y/o)

Adults
(32-39 y/o)

A man with short brown hair and a light beard, wearing a grey button-down shirt, stands in a modern kitchen. He is looking down at a smartphone held in his right hand. The kitchen features light-colored wooden cabinets and a dark countertop. In the background, there is a sink, a faucet, a potted plant, and a window. A wooden pendant light hangs above the counter. The overall atmosphere is bright and contemporary.

asi

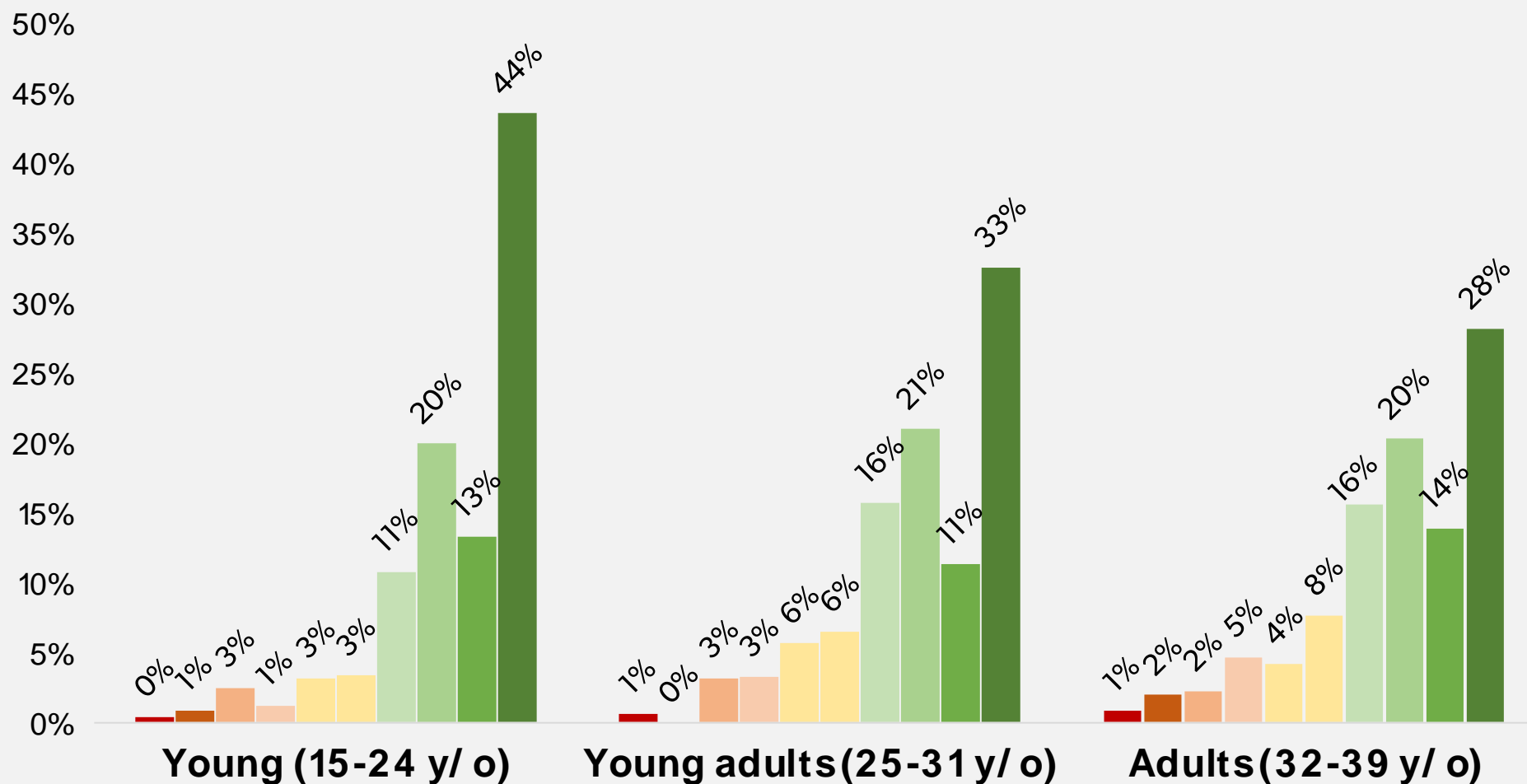
#asiradio19

HOW IMPORTANT IS MUSIC TO YOUNG DANES?

THE YOUNGER THEY ARE - THE MORE IMPORTANT MUSIC IS

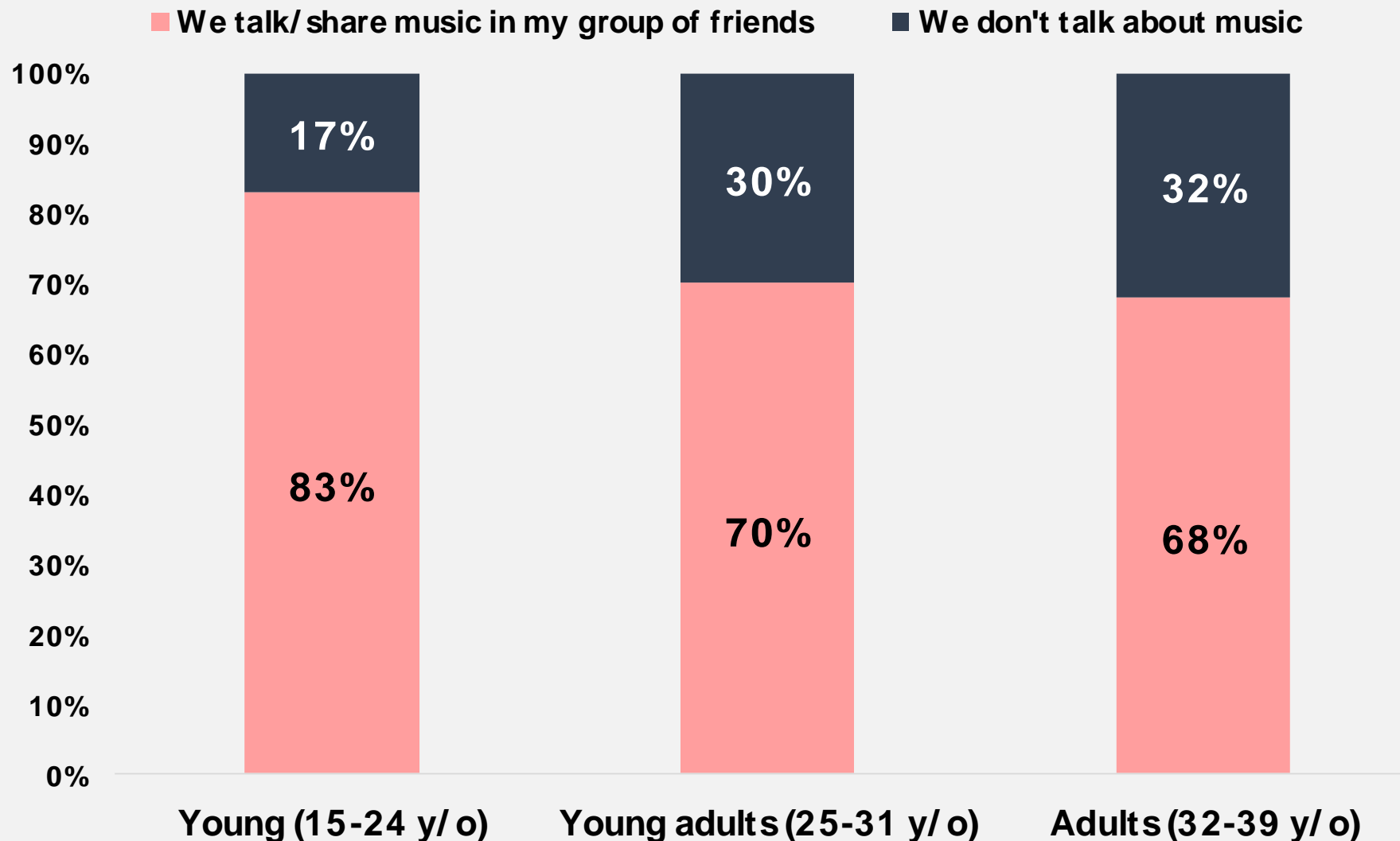
On a scale from 1 to 10. How important is music to you?

■ 1 – It doesn't mean anything for me to listen to music ■ 2 ■ 3 ■ 4 ■ 5 ■ 6 ■ 7 ■ 8 ■ 9 ■ 10 – It means a lot to listen to music



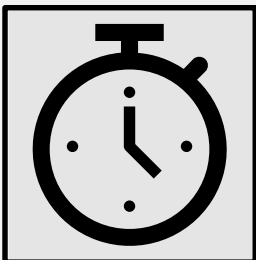
RELATIONS ARE MORE IMPORTANT TO YOUNG PEOPLE

Do you and your friends talk about music?

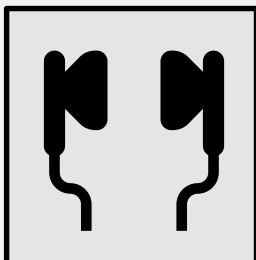




**HOW AND WHEN DO YOUNG PEOPLE
LISTEN TO MUSIC?**



- **94 % listened yesterday**
- **65 % spend +60 minutes listening to music**



- 1. Smartphone with earplugs**
- 2. External speakers (WiFi, Bluetooth etc.)**
- 3. Radio**



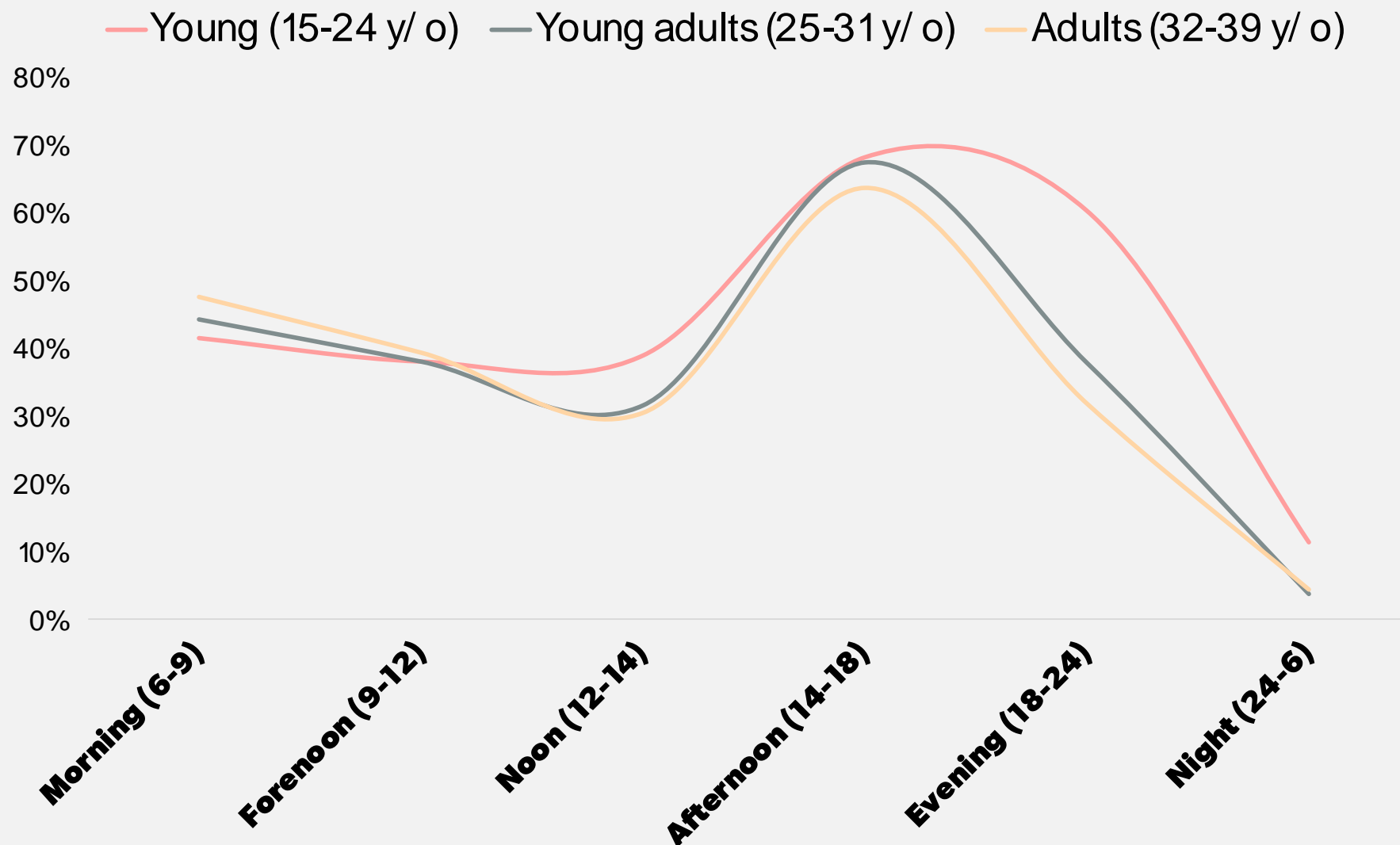
- 1. Transport**
- 2. Domestic chores**
- 3. Relaxing**



- **Music streaming on Spotify is primary use**

OPPORTUNITY KNOCKS: MUSIC IN THE EVENING FOR THE YOUNG?

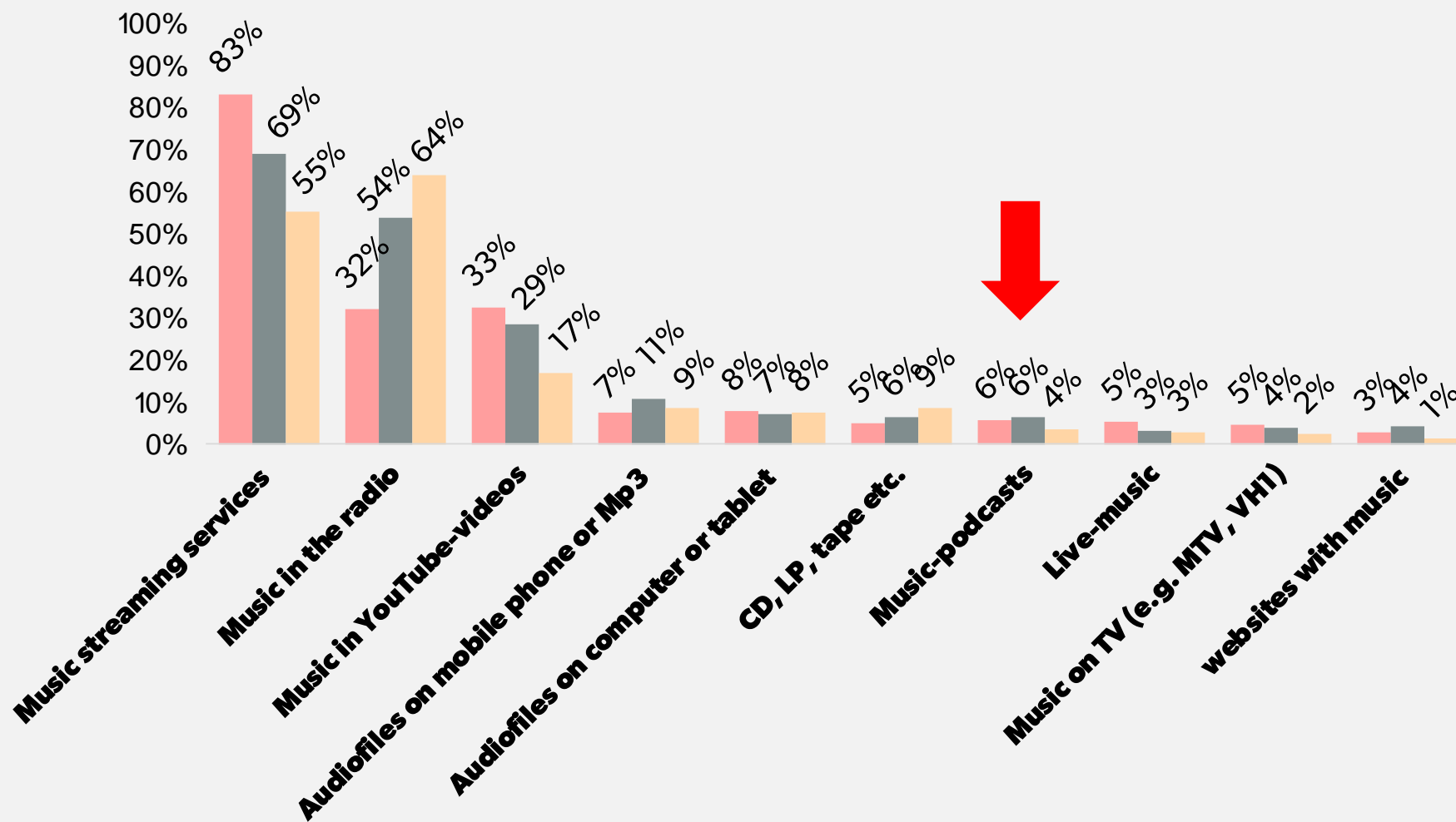
When did you listen to music yesterday?



STREAMING PRIMARY FOR YOUNG, RADIO FOR ADULTS

Tick all the ways you listened to music yesterday

■ Young (15-24 y/ o) ■ Young adults (25-31 y/ o) ■ Adults (32-39 y/ o)



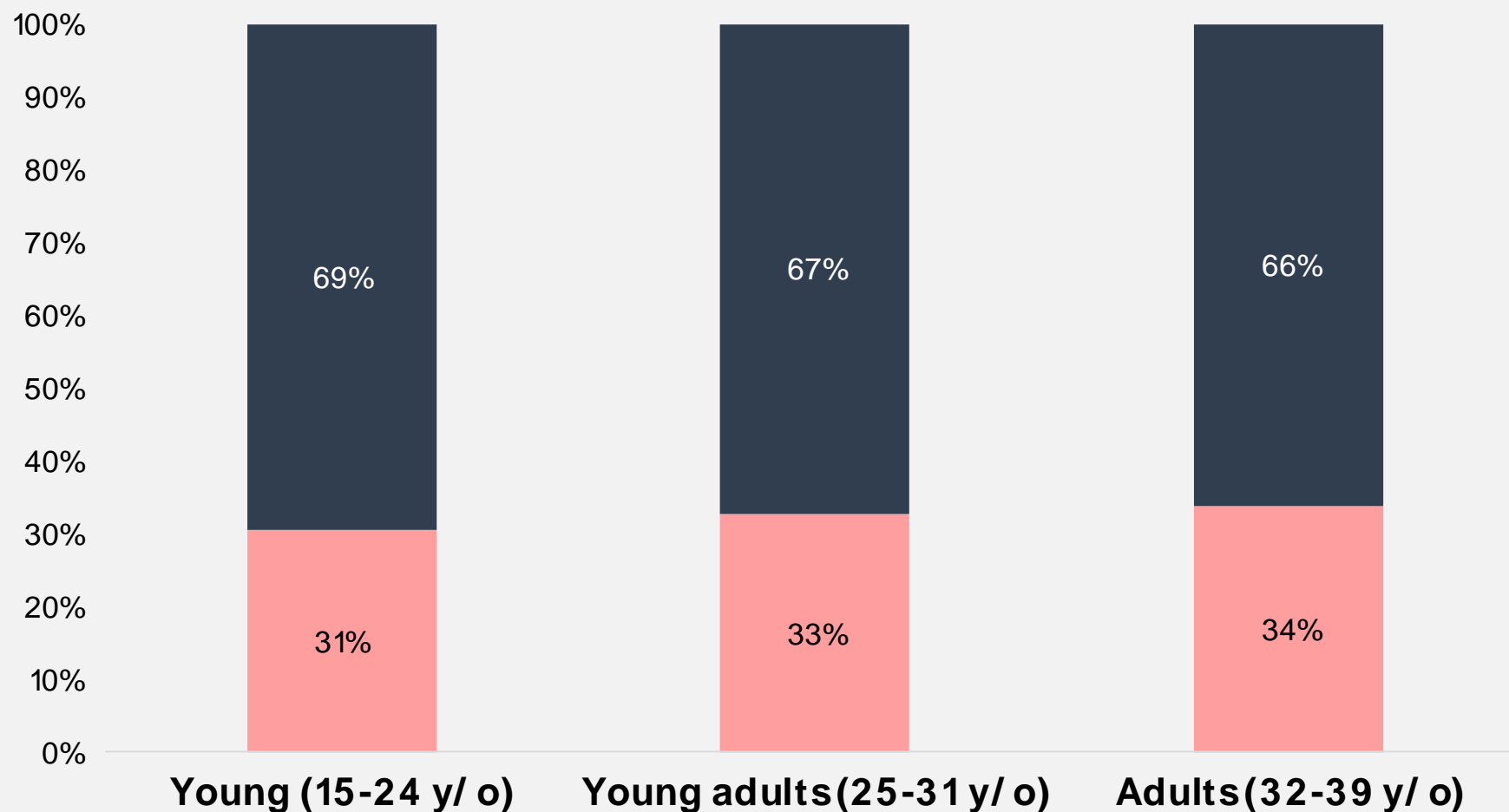
Big diff.
between
youth and
adults

1/3 of the
young
people
listened on
YouTube

YOUTUBE IS A MUSIC STREAMING SERVICE!

How do you primary listen to music on YouTube?

- I only listen to the music and do not watch the music videos
- I am actively watching the music videos while I listen to music

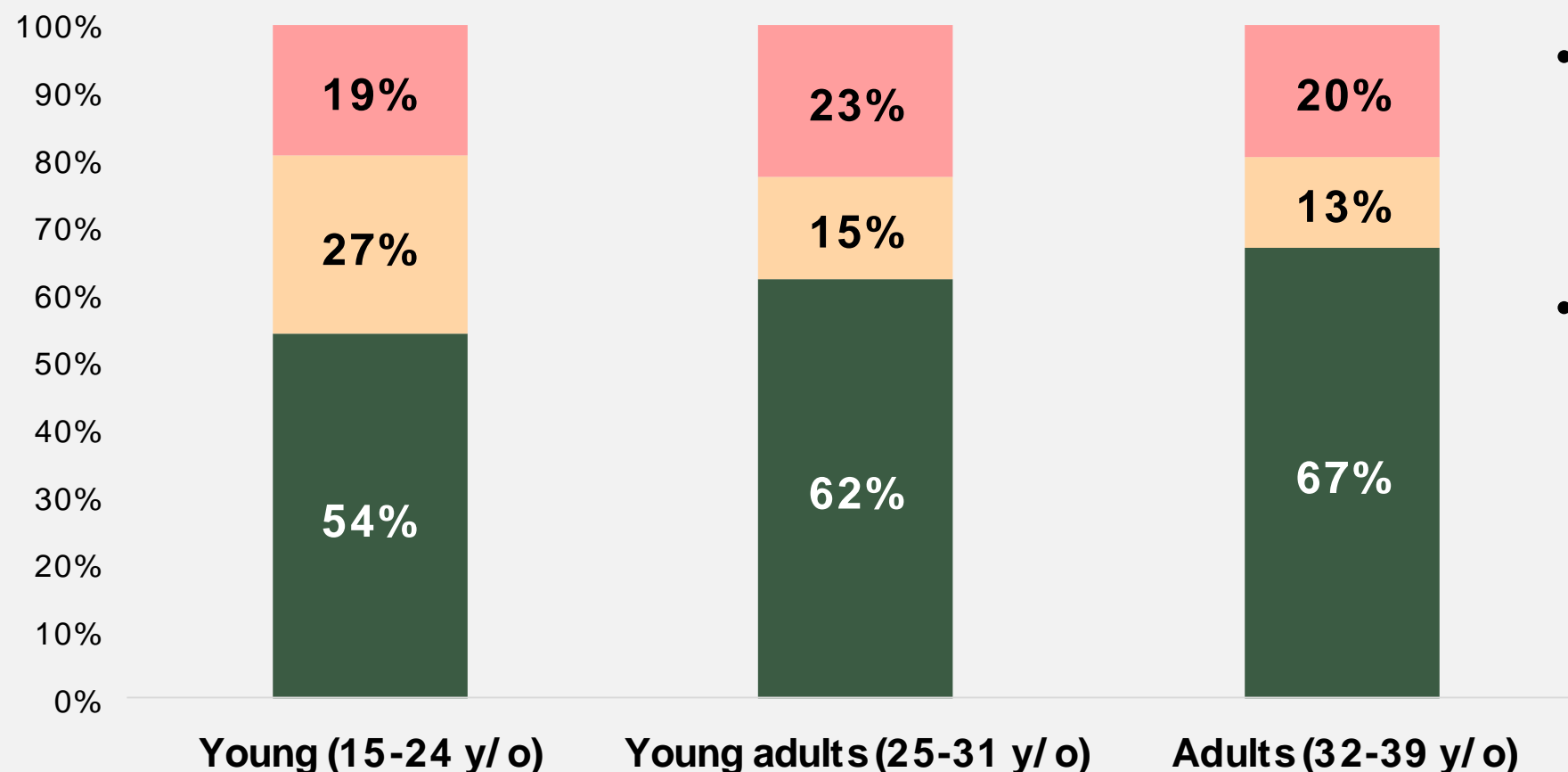


..... to all
ages

8 OUT OF 10 HAVE A PREMIUM ACCOUNT

Do you have a premium account on your primary streaming service?

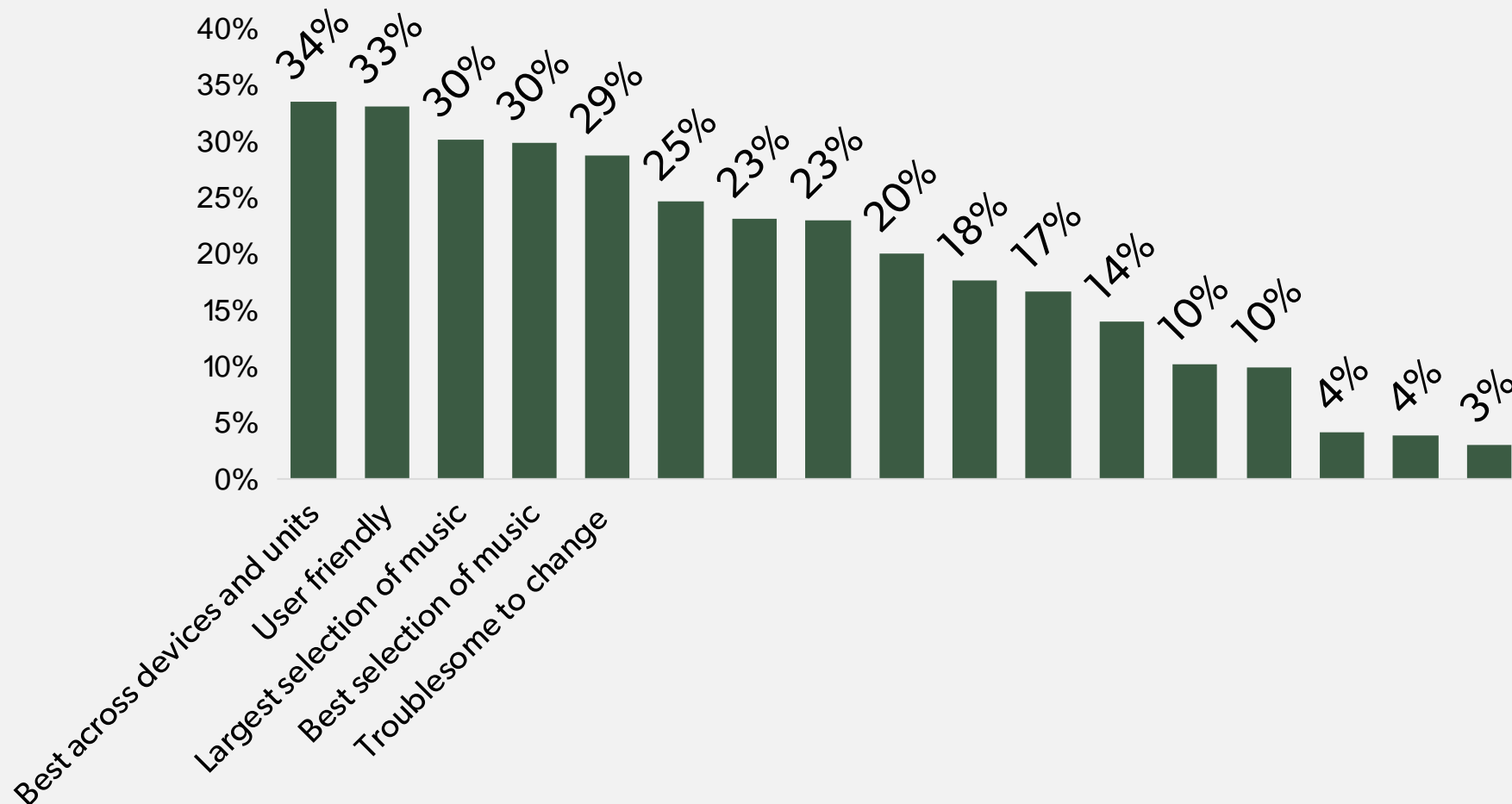
- No
- Yes, but someone else is paying
- Yes, I pay myself (telephone subscription included)



- Even the youngest have a premium account!
- Music must be:
 - Easy
 - Accesible
 - and is prioritized

CONVENIENCE RULES THE WORLD

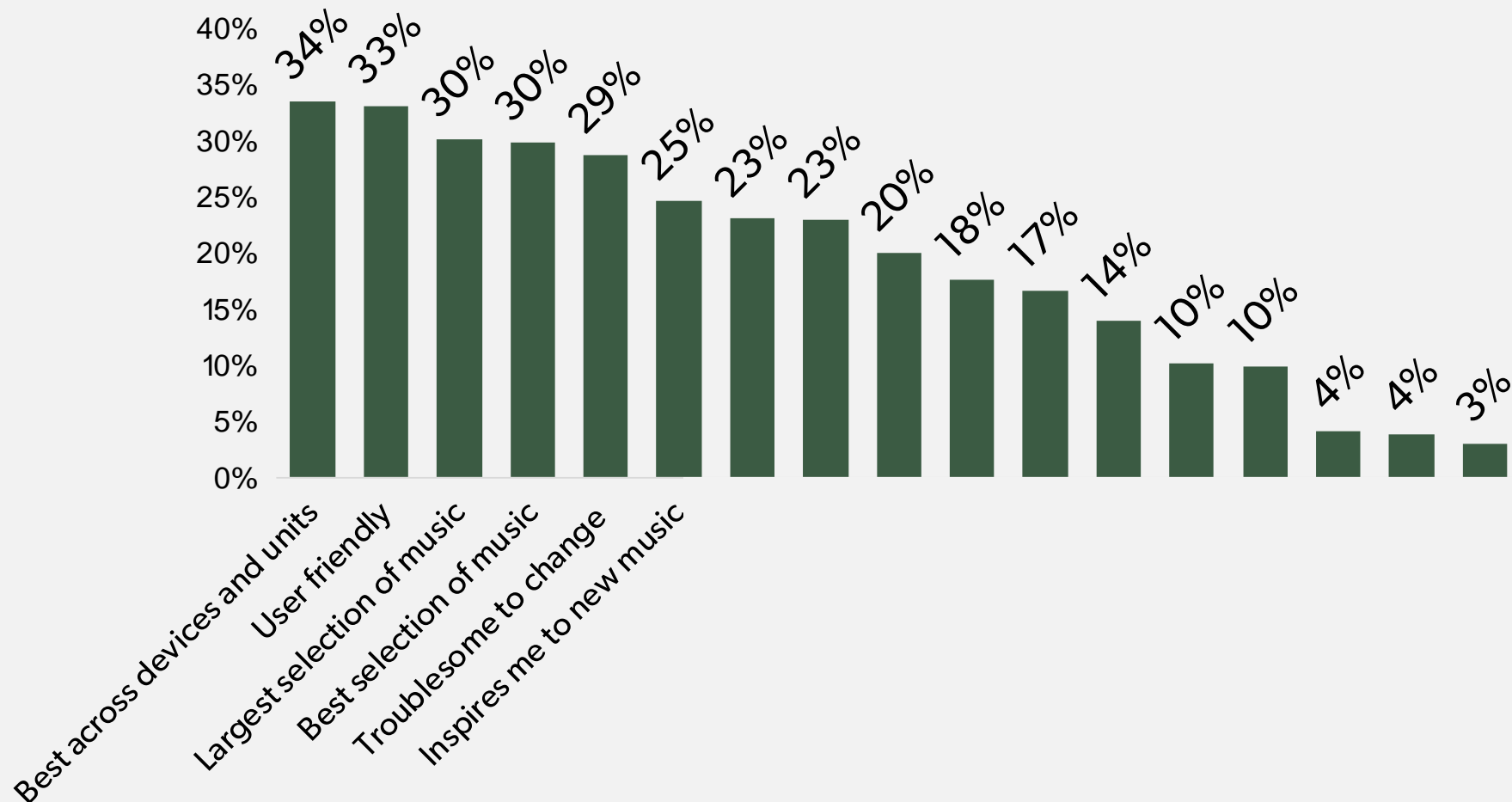
Why do you primarily use X compared to other music streaming services?



1-5 is
convenience

CONVENIENCE RULES THE WORLD

Why do you primary use X compared to other music streaming services?

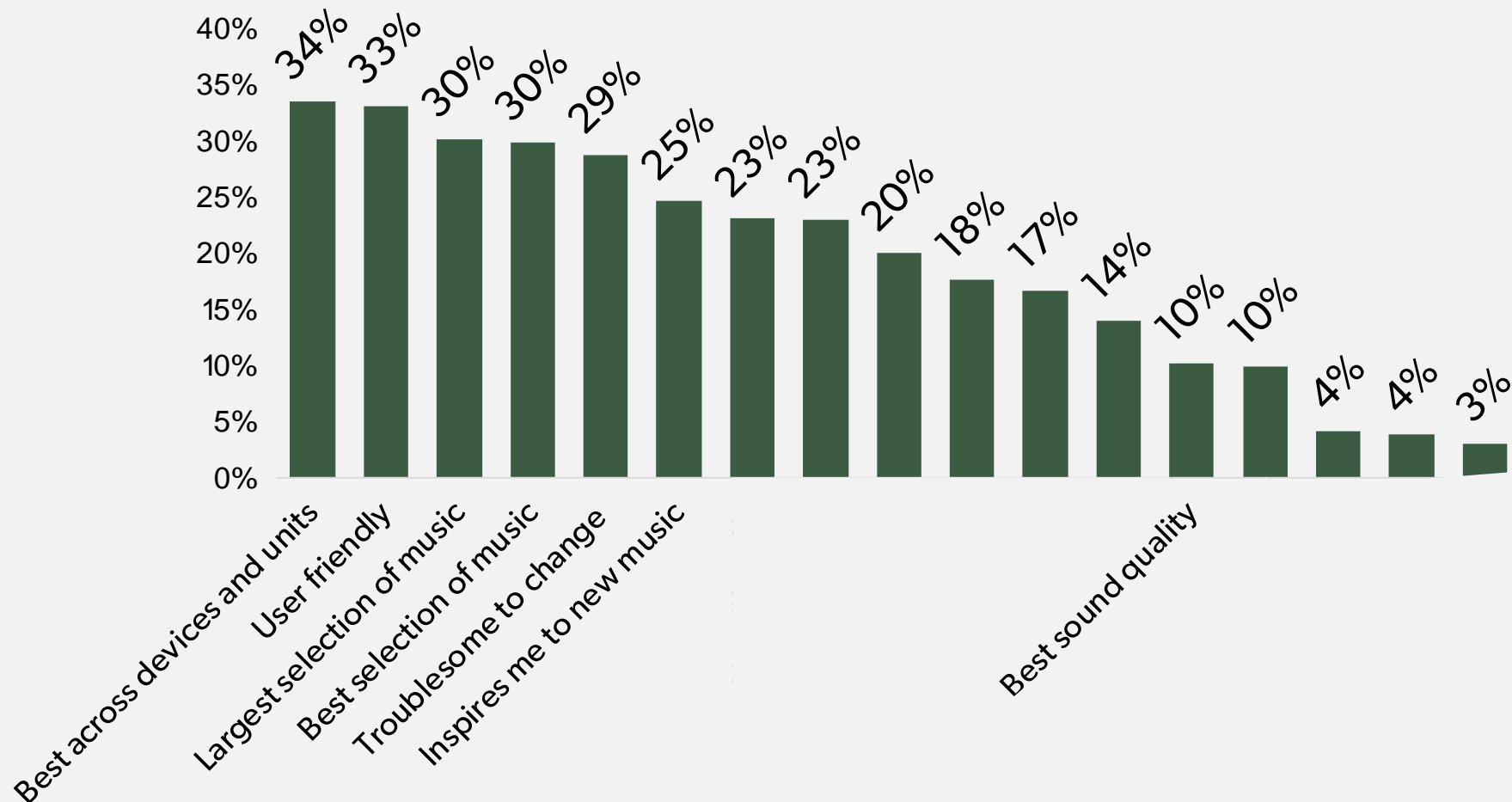


1-5 is
convenience

6th is
inspiration

CONVENIENCE RULES THE WORLD

Why do you primarily use X compared to other music streaming services?



1-5 is
convenience

6th is
inspiration

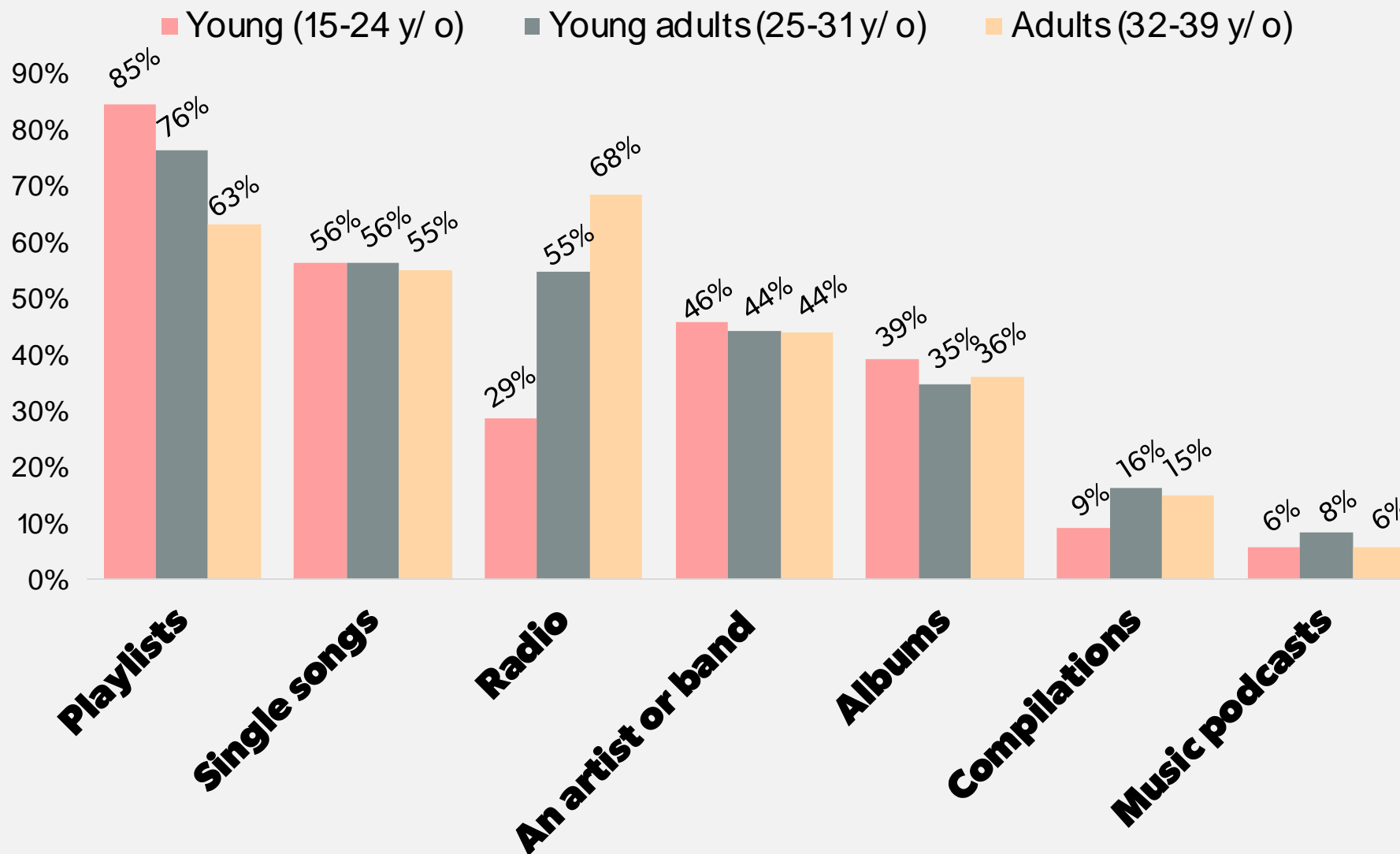
Sound quality



PLAYLISTS

EVERYBODY USES PLAYLISTS, ADULTS ALSO RADIO

When you listen to music, what do you listen to then?

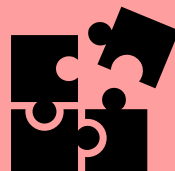


**2/3 never
listens to
albums**

4 IMPORTANT FINDINGS ABOUT PLAYLISTS

You put together your own playlists

....and go hunting for inspiration on others' lists



The young are playlist experts

...and can easily juggle around 10+ playlists a week



Durability is the back bone of lists

You love every song and can play it over and over again



They are constructed around mood

The concept of a mood?

....also genre



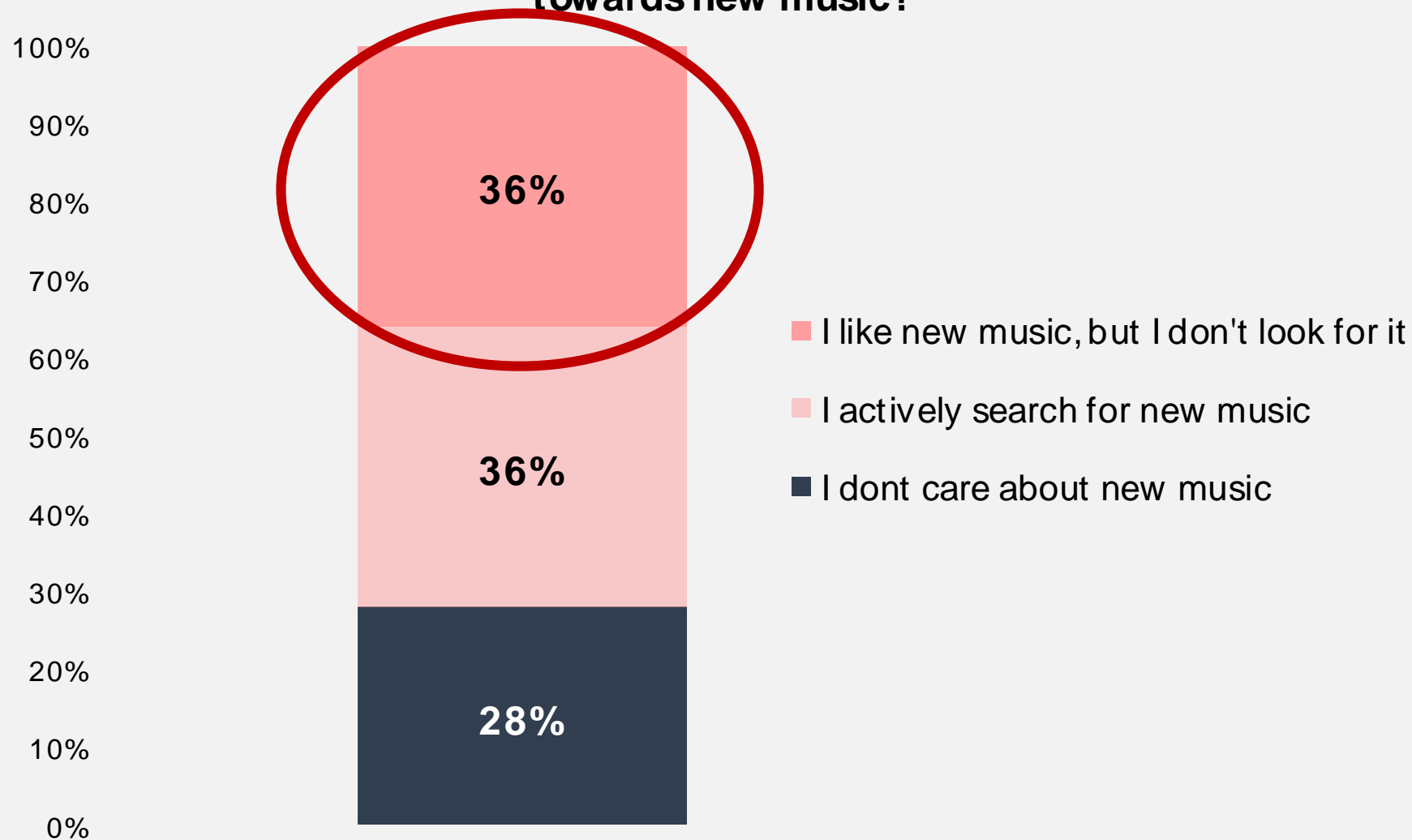
Illustration by Tiago

MUSIC DISCOVERY



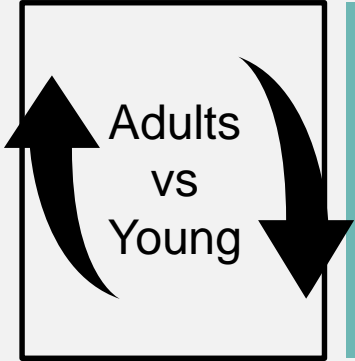
72 % LIKE TO LISTEN TO NEW MUSIC

Which of the following statements describes your attitude towards new music?



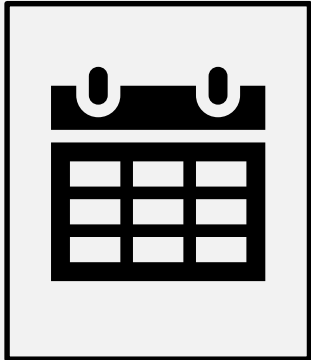
The youth
more
proactive
than adults

3 IMPORTANT FINDINGS ABOUT MUSIC DISCOVERY



Four main ways to music discovery

1. Radio
2. Streaming services
3. Friends/relations
4. Playlists



A broad definition of new music

- Music you haven't listened to before
- Not only about release date



Facts/background/experts is not important

- Play music, more than talking about it
- Who you are, not what you know

MUSIC DISCOVERY IS EVERYWHERE

- **From:** Music discovery in a certain time and place ex. Magazines, radio shows, record stores
- **To:** Music discovery are everywhere and all the time from a number of different sources:
Shazam, Netflix, gaming, social media, streaming services, radio, relations



CONCLUSIONS

HOW IMPORTANT IS MUSIC TO YOUNG DANES?

- Music is perceived as essential
- Music is prioritized : 80 % have a premium-account
- New music is new music for the listener, not release date
- Music discovery is everywhere and all the time
- Music curation is more about *who you are*, than *what you know*

WHAT IS THE INFRASTRUCTURE OF USAGE?

- Music streaming = Spotify
- Radio is young adults and adults
- Convenience is top priority
- YouTube is a music streaming service
- Smart phone with earplugs is the most used music device
- Music podcasts is used on a very limited scale
- You use own mood-based playlists

THINK NEW



Young

STILL IN THE GAME



Young
adults

Adults

WHAT NOW?

TAKEAWAYS

- 1. Music is key if we want to reach young people**
- 2. Expand our position of strength within music discovery**
- 3. We must supplement radio with streaming and playlists**
 - BBC Sounds?**

TAKEAWAYS

- 4. Our music curation must support mood management**
- 5. Expand our understanding of "new" music**
- 6. We must be more convenient in order to reach the young**
- 7. There is an opportunity to reach young people in the afternoon/evening with specialized music offerings**



THANKS!

petn@dr.dk

raki@dr.dk

DR Audience Research