



Music and Live Entertainment Insights

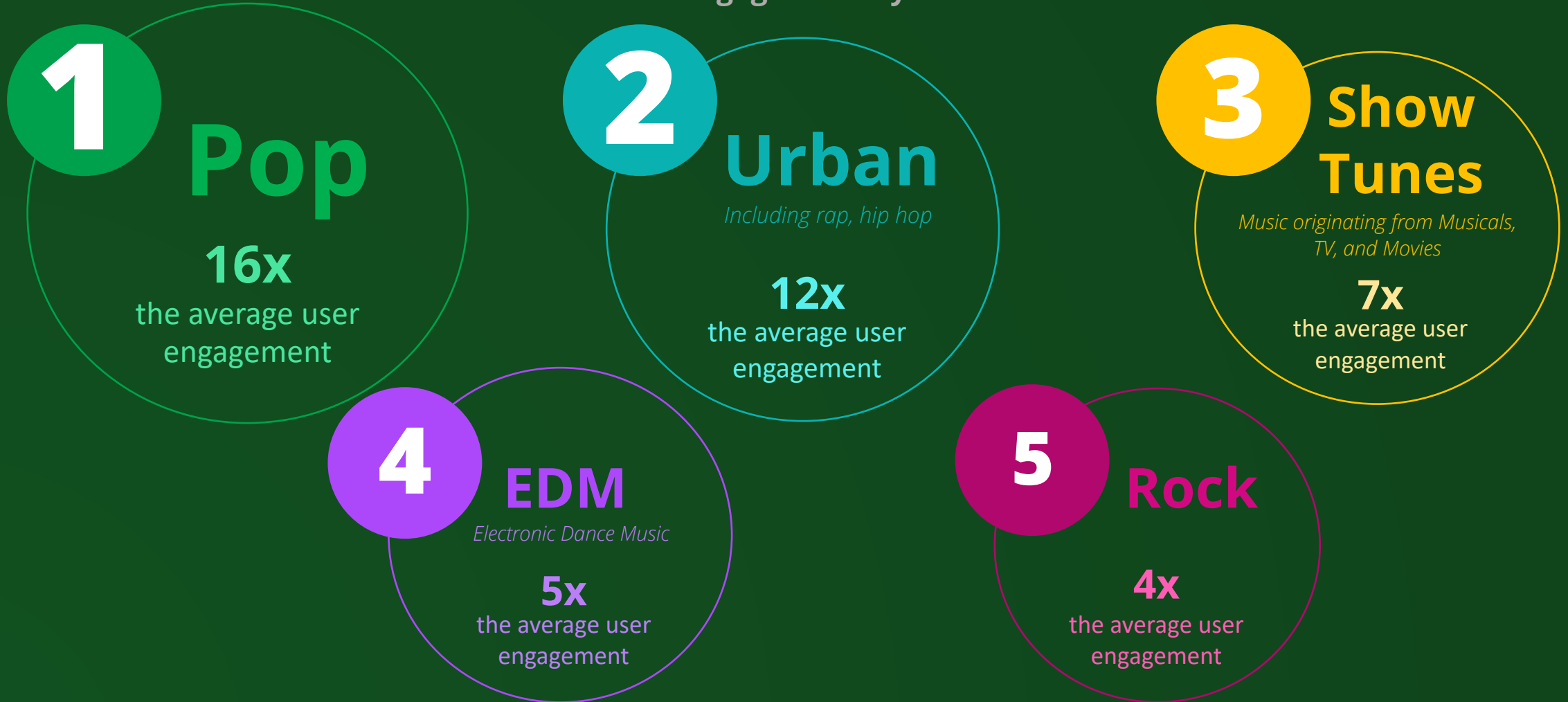
Geo: Global

Time Frame: 2020 - 2021

The World Runs on Pop

Online Engagement by a Global Music Audience

Global Engagement by Volume:



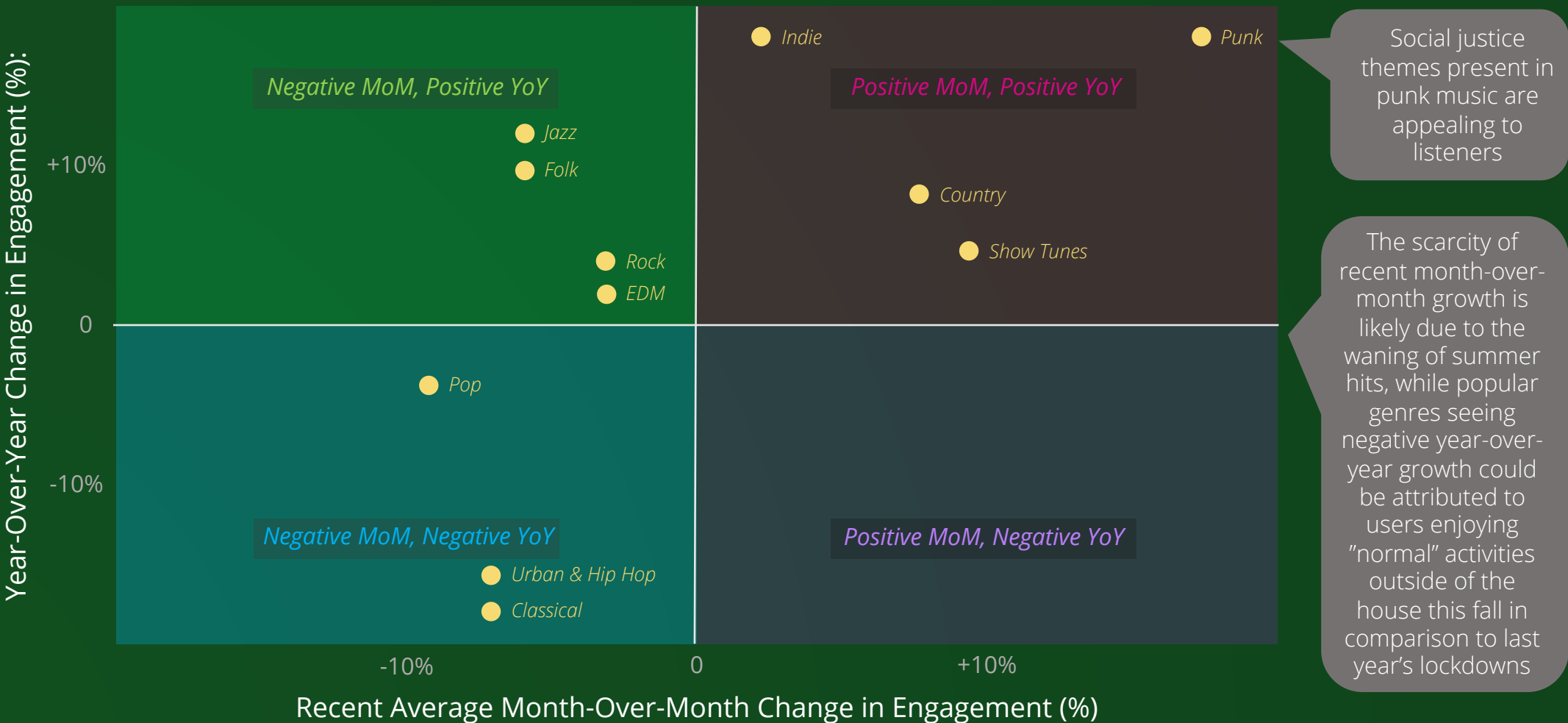
Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: April - October 2021



As Summer Anthems Fade Away, Lyric-Focused Music Rises

Music Genre Engagement by a Global Music Audience

Recent Month-Over-Month Engagement by Year-Over-Year Engagement (%):






Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: September 2020 - October 2021



Social Channel Usage Could Indicate Genres of Interest

Online Engagement by Global Social Media Channel Audiences

Indexes by Genre for Social Media Audiences:

			
Classical	0.6x	1.2x	1.1x
Country	1.5x	0.6x	1.3x
Indie & Folk	0.1x	2.5x	0.9x
Pop	1.7x	3.7x	5.4x
Punk & Rock	0.6x	2.9x	2.2x
Urban & Hip Hop	3.1x	3.3x	4.1x
Show Tunes	2.2x	4.2x	3.8x

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An index (i.e., 1.2x) indicates how much more likely a user is to be interested in a topic as compared to the average ShareThis user



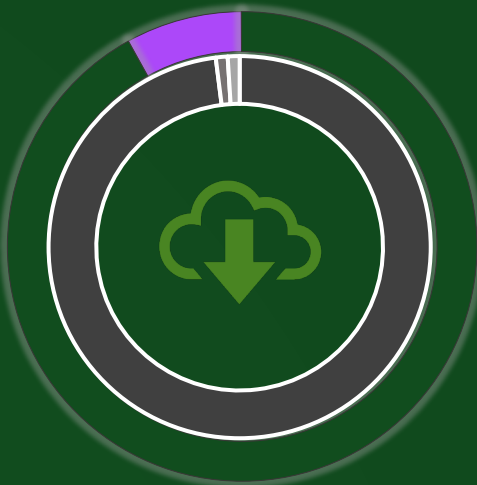
Searches for Streaming Dominate Playback Methods

Online Engagement by a Global Music Playback Audience

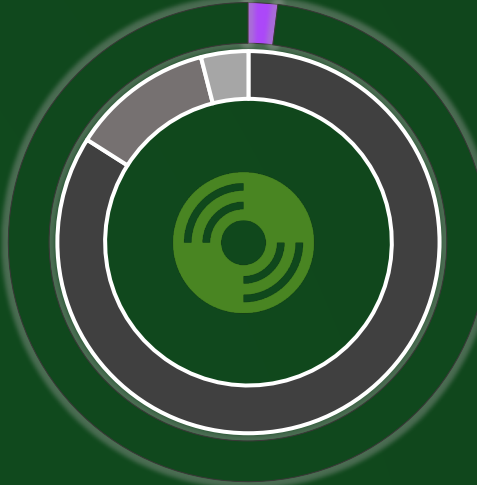
Playback Methods' Share of Engagement and Engagement Type (%):



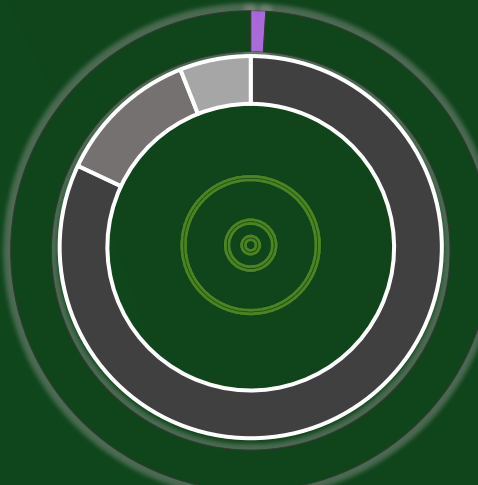
89%
Streaming



8%
Digital Download



2%
Vinyl Records



1%
CD's



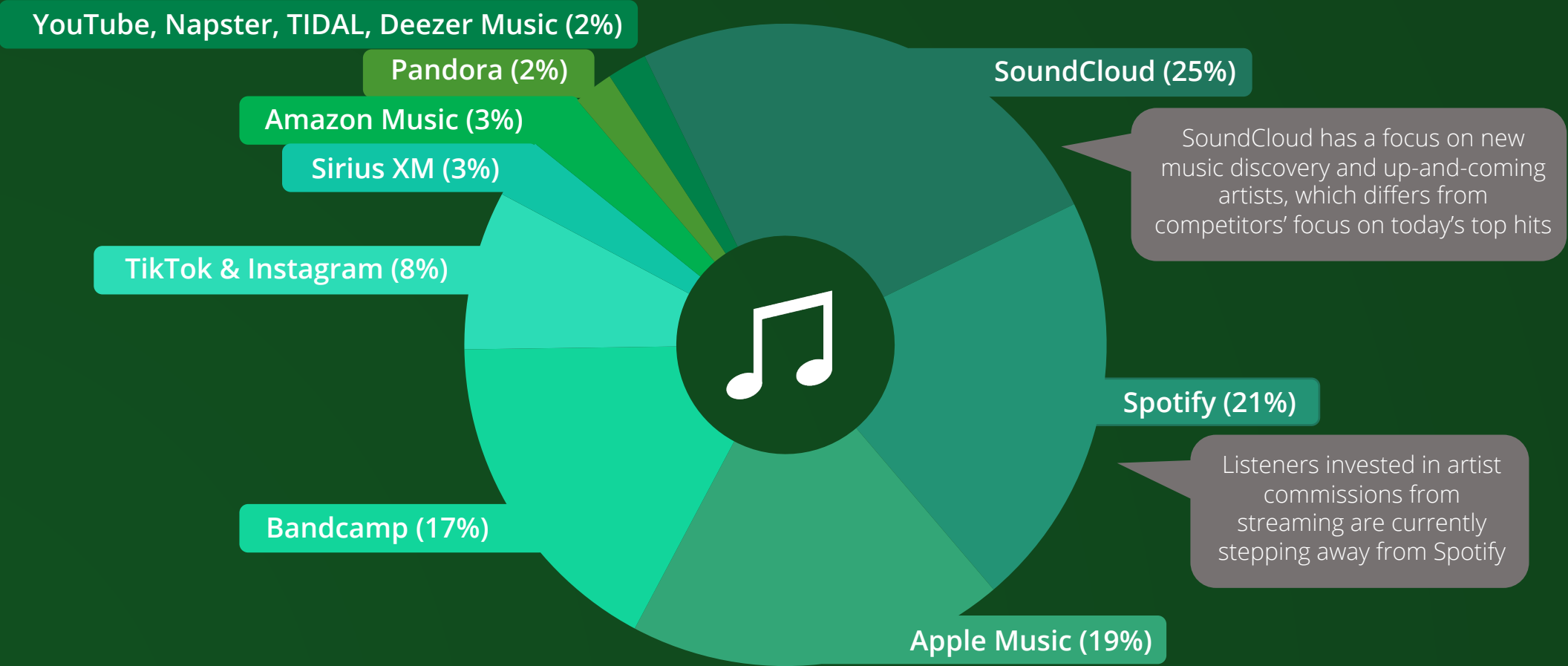
Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: January - October 2021



Music Discovery is Artist-Focused

Online Engagement by a Global Music Discovery Audience

Percent Share of Music Discovery Engagement (%):



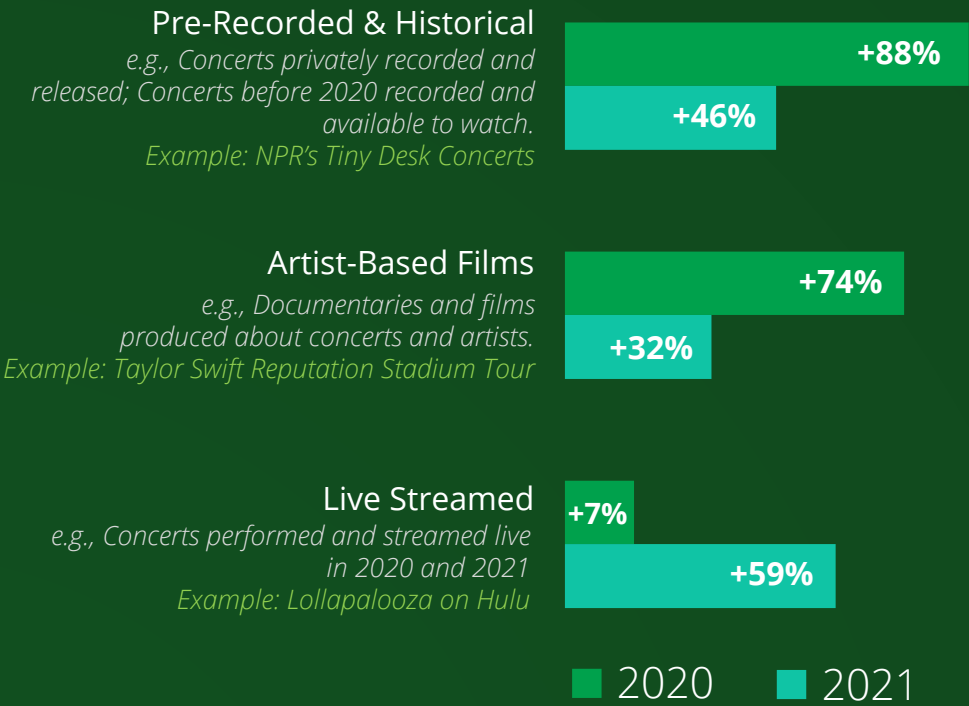
Online engagement is measured by searches, clicks, & shares | Geo: Global | Time Frame: April - October 2021



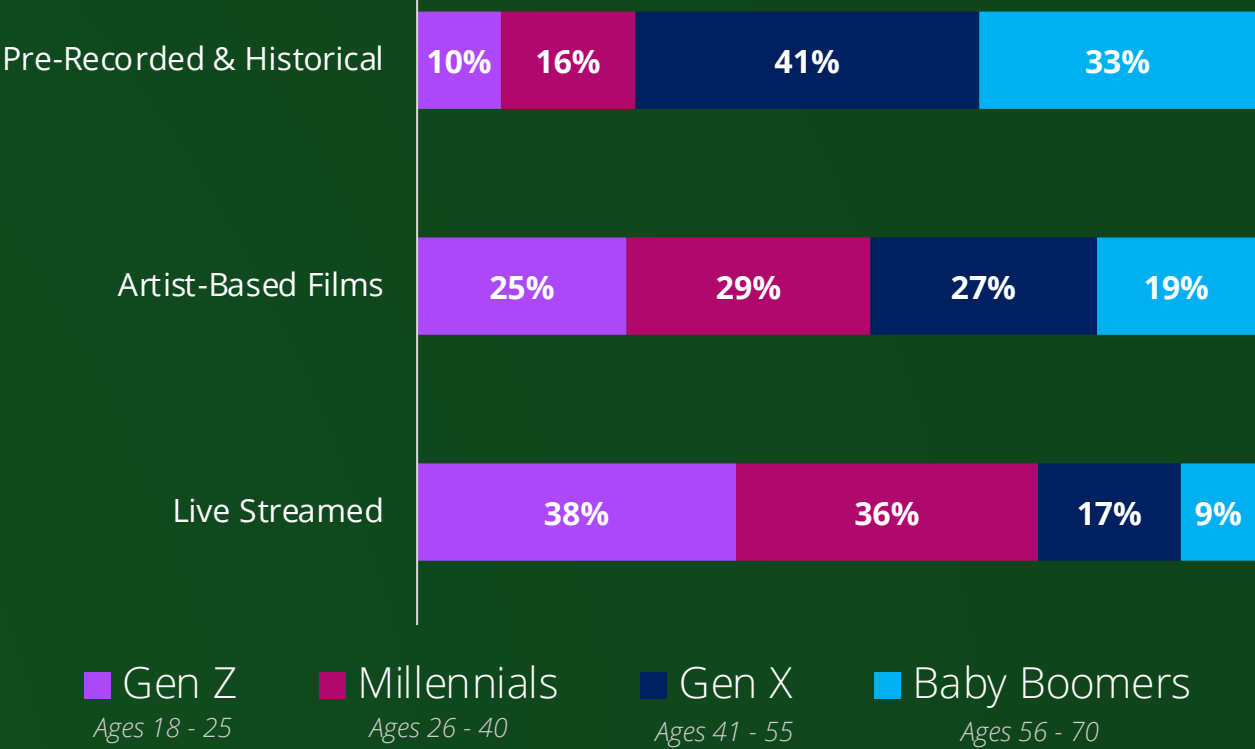
Gen X May Have Missed Concerts the Most

Online Engagement by a U.S. Concert Audience

Average Month-Over-Month Increase in Online Engagement by Concert Type (%):



2021 Age Demographic by Concert Type (%):



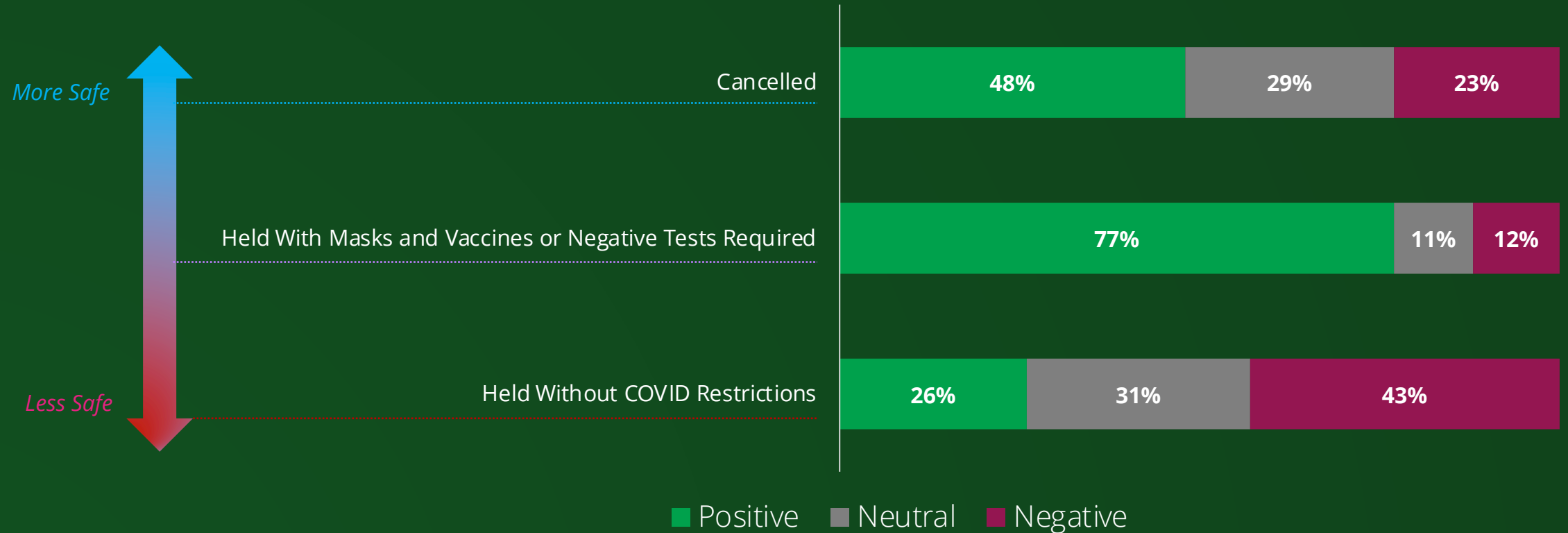
Pre-recorded concerts and concert films have seen the highest growth in engagement during the pandemic, and Gen X's combined share of engagement for these concert styles means they are likely watching this content the most.



Valuing Safety Outweighs Disappointment

Online Engagement by a U.S. Concert Audience

Sentiment for 2021 Concerts (%):



Although many may have experienced “anticippointment,” excitement for a concert only to see it cancelled, sentiment shows respect for safety restrictions.

Online engagement is measured by searches, clicks, & shares | Geo: U.S. | Time Frame: June - October 2021



Audiences to Activate

Tap into ShareThis audiences to create a well-rounded and holistic campaign. Consider the following segments in your activation strategy:

Relevant Categories

- Arts & Entertainment > Entertainment Industry > Recording Industry
- Arts & Entertainment > Events & Listings > Concerts & Music Festivals
- Arts & Entertainment > Events & Listings > Event Ticket Sales
- Arts & Entertainment > Music & Audio > CD & Audio Shopping
- Arts & Entertainment > Music & Audio > Classical Music
- Arts & Entertainment > Music & Audio > Country Music
- Arts & Entertainment > Music & Audio > Jazz & Blues
- Arts & Entertainment > Music & Audio > Music Streams & Downloads
- Arts & Entertainment > Music & Audio > Pop Music
- Arts & Entertainment > Music & Audio > Rock Music
- Arts & Entertainment > Music & Audio > Soundtracks & Show Tunes
- Arts & Entertainment > Music & Audio > Urban & Hip Hop

Custom

Craft your own custom audiences using relevant privacy compliant signals, such as music discovery, artist-based films, concert restrictions, and more.

Thank You

