



NIELSEN MUSIC

**INDIA
MUSIC 360
2018** 

EXCLUSIVE
25% OFF

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INDIA IS A UNIQUE MARKET IN TODAY'S GLOBAL MUSIC INDUSTRY.

Not only is music a ubiquitous part of the country's culture (94% of the Indian online population surveyed listens to music), its links to film and video are exceptionally powerful. Bollywood music and other Indian film music rank as the country's two most-preferred genres, which coincides with the fact respondents spend 21.6% of their listening time consuming music videos.

With a massive, diverse population of more than 1.2 billion citizens who speak a variety of languages, India has embraced a wide array of Western genres, including Pop and Rock. As Indian music consumption behavior grows and changes, Nielsen can help you navigate the current consumer landscape.



GAIN ACCESS TO THE FULL 2018 NIELSEN INDIA MUSIC 360 REPORT TO:

- Dive deeper into the Indian consumer
- Learn how consumers engage with streaming and video
- Discover how live music in India is different to the U.S.
- Find out where brands can engage with these audiences

For more information, contact Helena.Kosinski@nielsen.com

NO. 1 FOR EVERYDAY ENGAGEMENT

Music outranks all other interests/hobbies as an important/very important part of Online Consumers' lives, more than Sports (67%) and Cooking & Food (66%). In total, 94% of Online Consumers listen to music throughout the year.



of Online Consumers consider Music an important/very important part of their lives



listen to music (either primary listening, in the background, or at live music events throughout the year)



average time spent listening to music either as a primary activity or in the background while doing other activities



U.S. COMPARISON*

90%

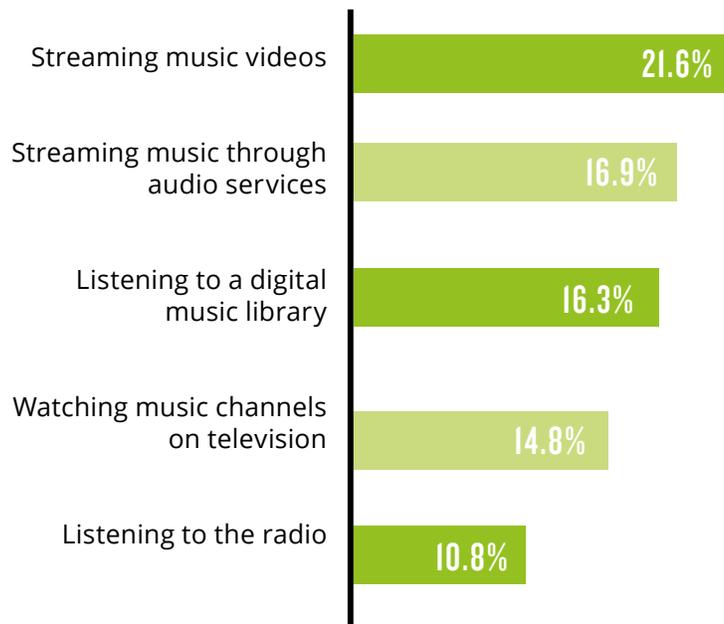
OF GEN POP
LISTEN TO MUSIC

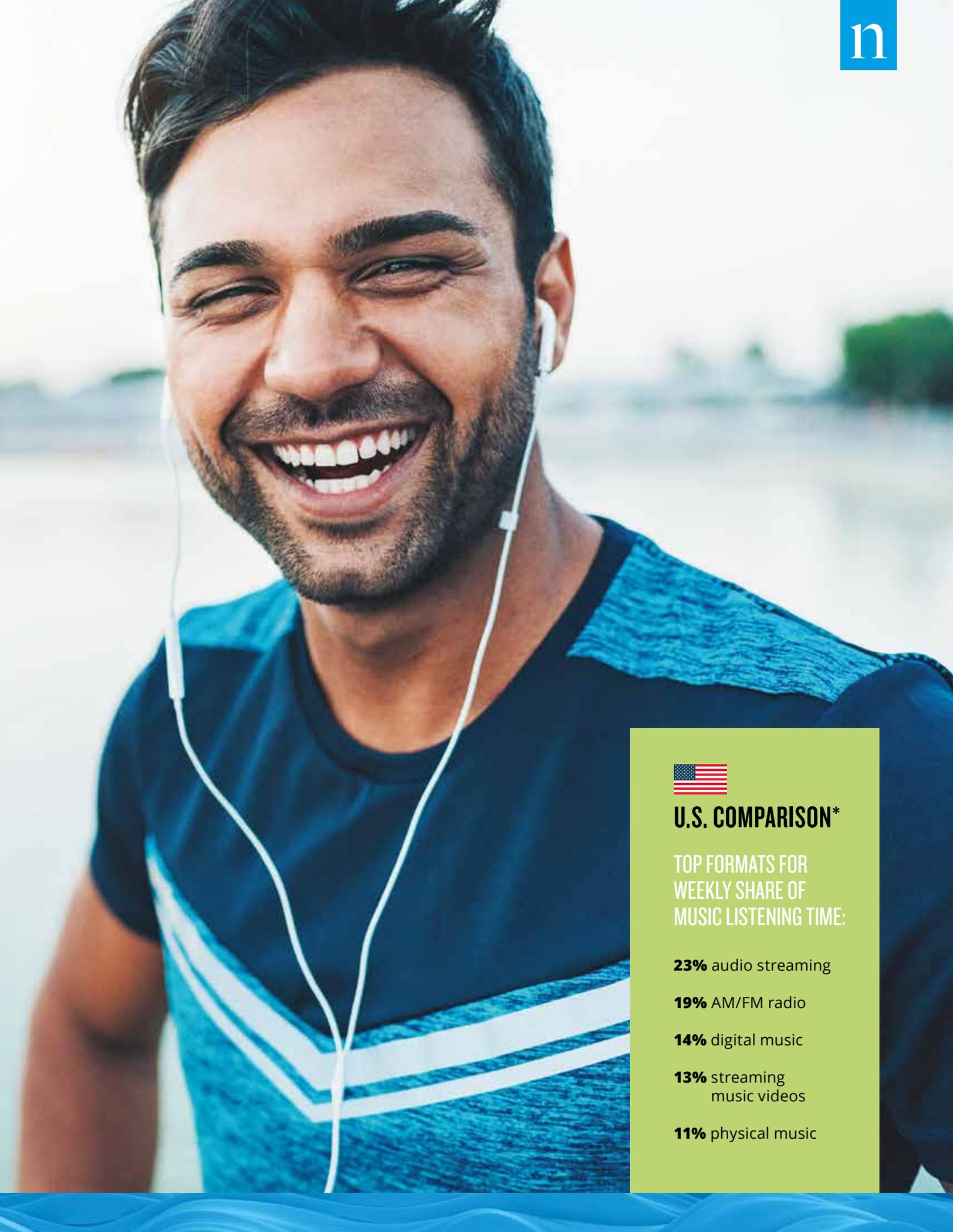
32 HOURS
A WEEK

TOTAL AVERAGE TIME
GEN POP SPENDS
WITH MUSIC

HOW THEY LISTEN

At an average of 20 hours a week, online consumers spend time with music through:





U.S. COMPARISON*

TOP FORMATS FOR
WEEKLY SHARE OF
MUSIC LISTENING TIME:

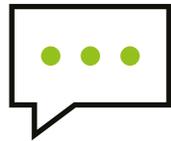
23% audio streaming

19% AM/FM radio

14% digital music

13% streaming
music videos

11% physical music



SOCIAL MEDIA IS MUSIC'S GO-TO SOURCE

Among weekly social media users, 77% use
different platforms to consume music content:

1. MUSICAL.LY*



2. FACEBOOK



3. INSTAGRAM



* Respondents were surveyed prior to the news that
Musical.ly would be rebranding as Tik Tok



FAVORITE GENRES: BOLLYWOOD & BEYOND

Bollywood is still the most-preferred music genre, followed closely by other Indian film music. But Western genres are increasingly popular among local music in terms of frequent or occasional listenership.

TOP 5 GENRES:

- 1 Bollywood
- 2 Other Indian Film Music
- 3 Indian Pop
- 4 Indian Regional Folk
- 5 Western Pop

U.S. COMPARISON*

- #1 **Classic Rock**
- 2 Oldies
- 3 Pop/Top 40



U.S. COMPARISON*

#1 YouTube

2 Pandora

3 Spotify



HOW THEY STREAM

Passion for video ranks YouTube ahead of its audio-only peers in the top 3 most-used music streaming services of the past 12 months (among those aware of the service)

1. YOUTUBE 

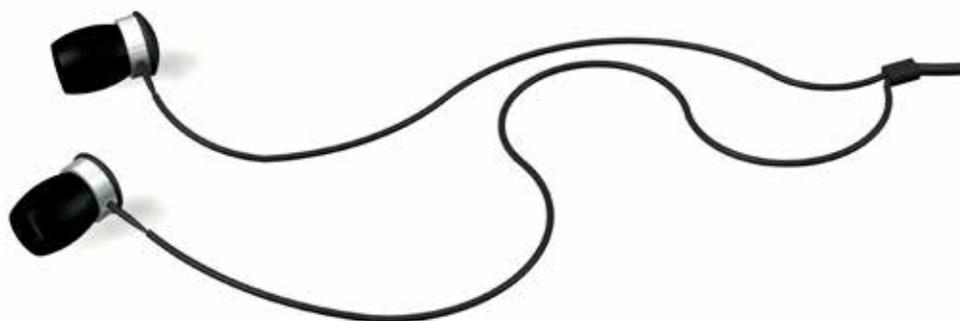
2. JIO MUSIC 

3. GOOGLE PLAY 



Among the 95% of music streamers who engaged with some type of playlist in the past 12 months, the top playlist types include:

1. Playlist created by user
2. Playlist shared by friends/family
3. Public playlists based on popularity
4. Playlists generated based on user's listening habits



U.S. COMPARISON* PLAYLIST TYPES

#1 Playlist created by user

2 Public playlist based on genres or moods

3 Public playlists based on popularity



LIVE: INTIMACY IS KEY

How Indian music fans prefer live music

47%

Small venue events such as bar or coffee shop

41%

Free local community music event

36%

Large-scale music concerts



U.S. COMPARISON*

33% music concerts

24% small live music sessions

18% festivals

METHODOLOGY

Music 360 India 2018

The Nielsen Music 360: India Study is an online study of consumer interaction with music in India. Data for this study was collected June 14th-July 4th, 2018, via online surveys using third-party panels. A total of 1,570 interviews were conducted among “Online Consumers” 16-45 years old from the A/B socioeconomic segments.

This is a syndicated report, containing highlights about consumer behavior related to music. There are opportunities for additional analyses for custom audiences (ie: specific genre, live event attendees, non-paying music streamers, etc.).

MUSIC 360 U.S. 2017*

The Nielsen Music 360 Study is a comprehensive, in-depth study of consumer interaction with music in the United States. Data for this study was collected August 18th to September 8th, 2017, via online surveys using third-party panels. Interviews were conducted among 2,500 Gen Pop consumers (13+ years of age). Plus, additional interviews were conducted among Millennials (18-34 years), Teens (13-17 years), and Hispanic Americans (with the option to complete the survey in either English or Spanish).



CONTENT SUMMARY

MUSIC LANDSCAPE

- Importance of hobbies/interests
- Money spent on music categories
- Devices used for music listening in a typical week
- Time with music - primary activity and in the background
- % of weekly music listening by format (streaming audio, radio, etc.)
- Location of music listening
- Genre listenership (including Indian and Western/Global genres)
- Listenership of artists from North American
- Music discovery sources

STREAMING AWARENESS

- Streaming service awareness
- Streaming service usage
- Paid subscription services - usage, past usage, free trials
- Likelihood of paying for streaming subscription
- Playlist engagement and frequency by type of playlist (e.g. self-created, based on mood, etc.)
- Actions taken after liking a song on a playlist
- Features important when deciding on a streaming service

SOCIAL MEDIA

- Social media weekly usage across platforms
- Social media platform usage for music content

BRANDED ACTIVATIONS

- Favorability toward brand activations/partnerships
- Products purchased in the past 3 months or intend to purchase (beer, beauty, etc.)
- Services/activities done in past 6 months or intent to do (travel, open bank account, etc.)

LIVE MUSIC EVENTS

- Events attended over the past year (including live music)
- Types of live music events attended
- How soon after ticket are released, purchase tickets
- Top festival awareness
- Top festival attendance/plan to attend/social following
- Sources of live music event discovery
- Actions taken at live music events (social media, visit artist web, etc.)
- Top awards show awareness
- Top awards show past viewership/intent to watch/social following

ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit www.nielsen.com.



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