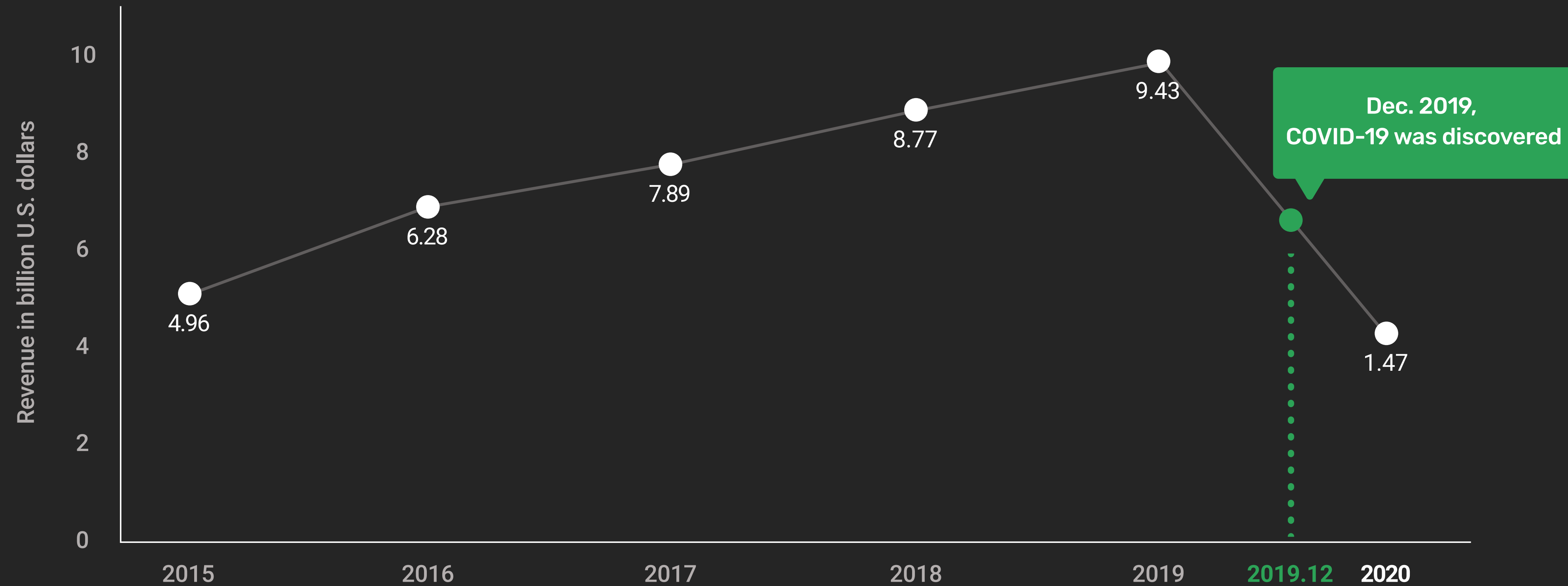


# Music Industry Research

I tried to find a way to cope with the current difficult situation by investigating the macroscopic perspectives of the music industry and changes in people's attitudes.

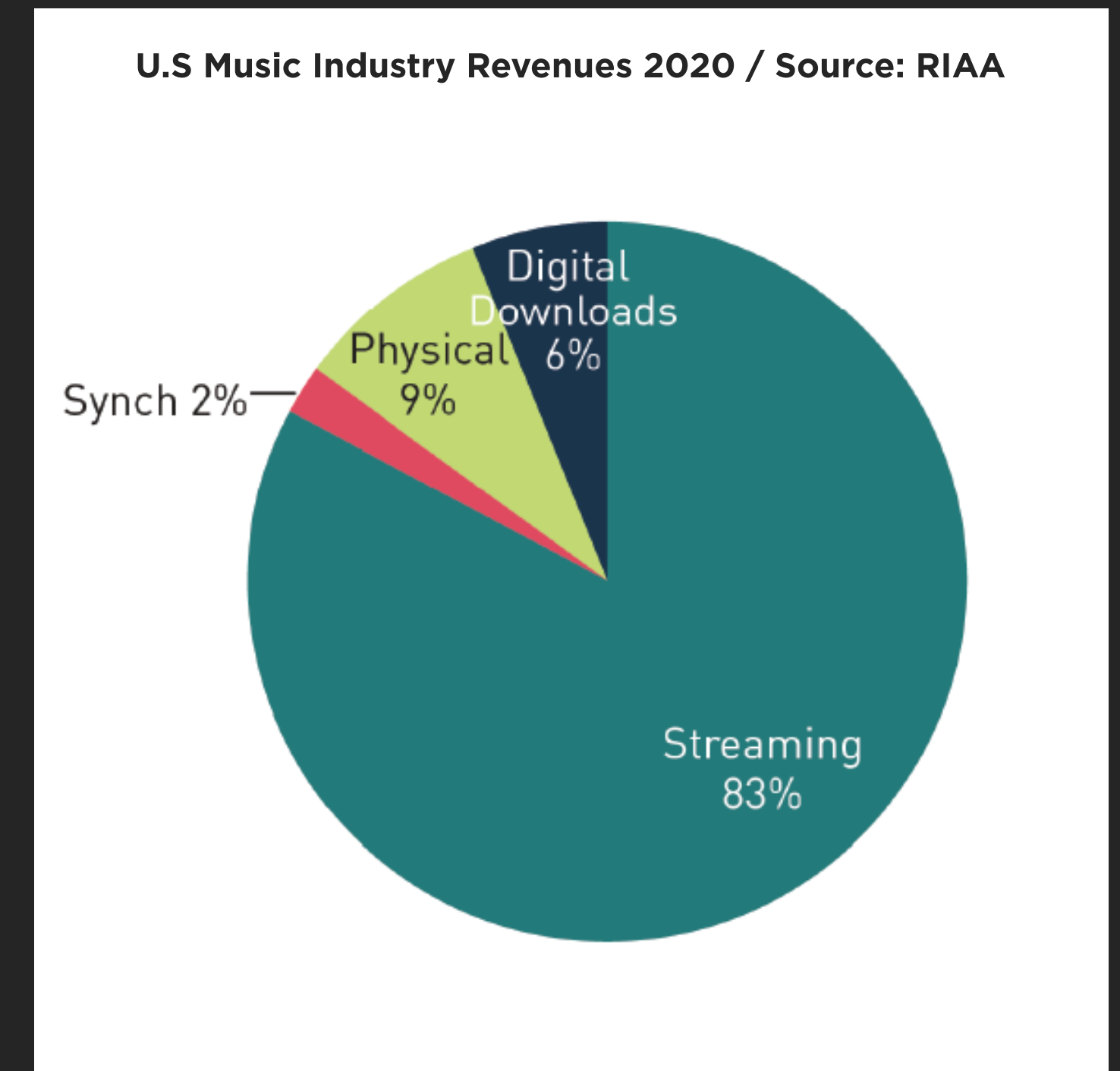
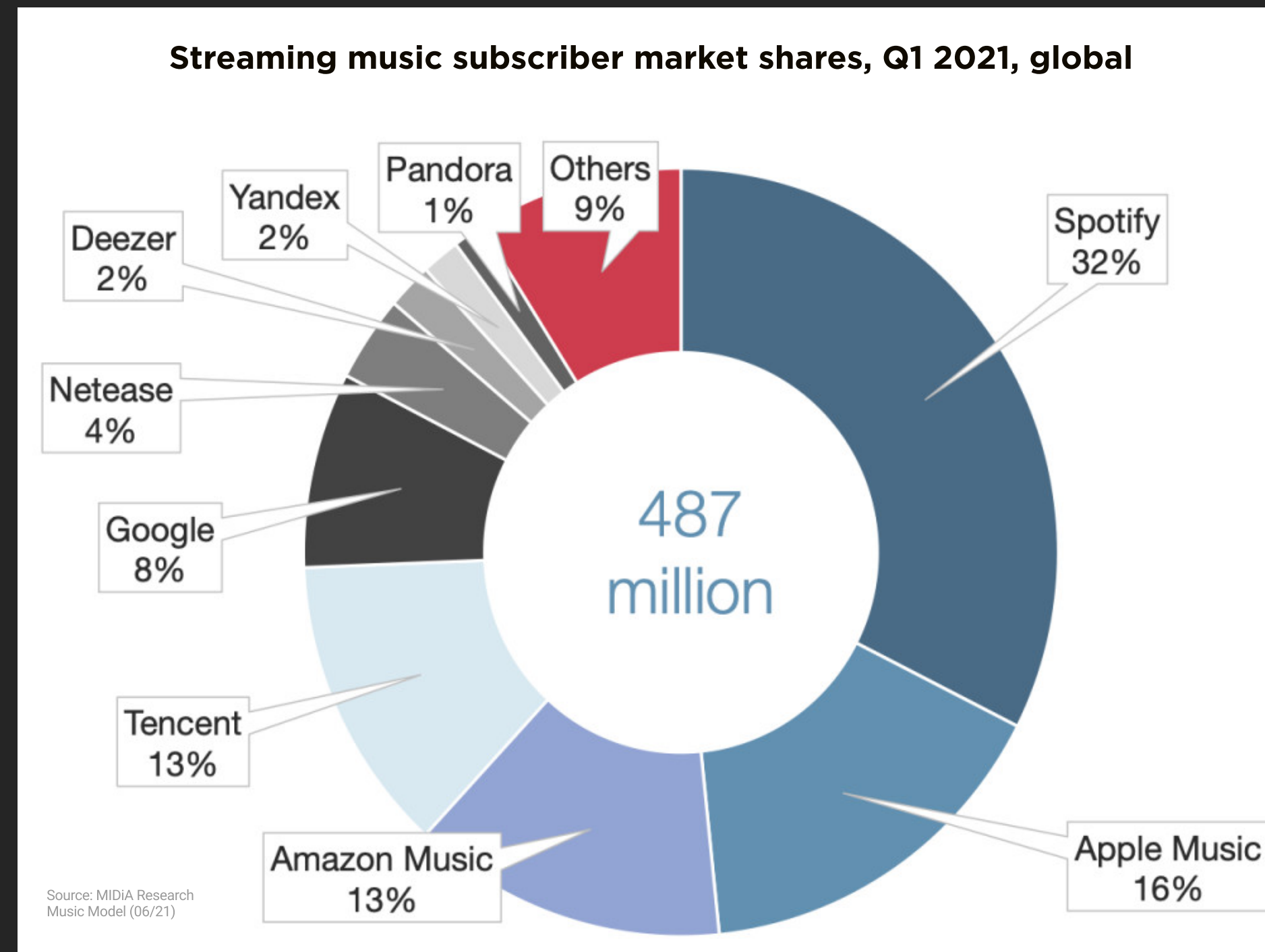
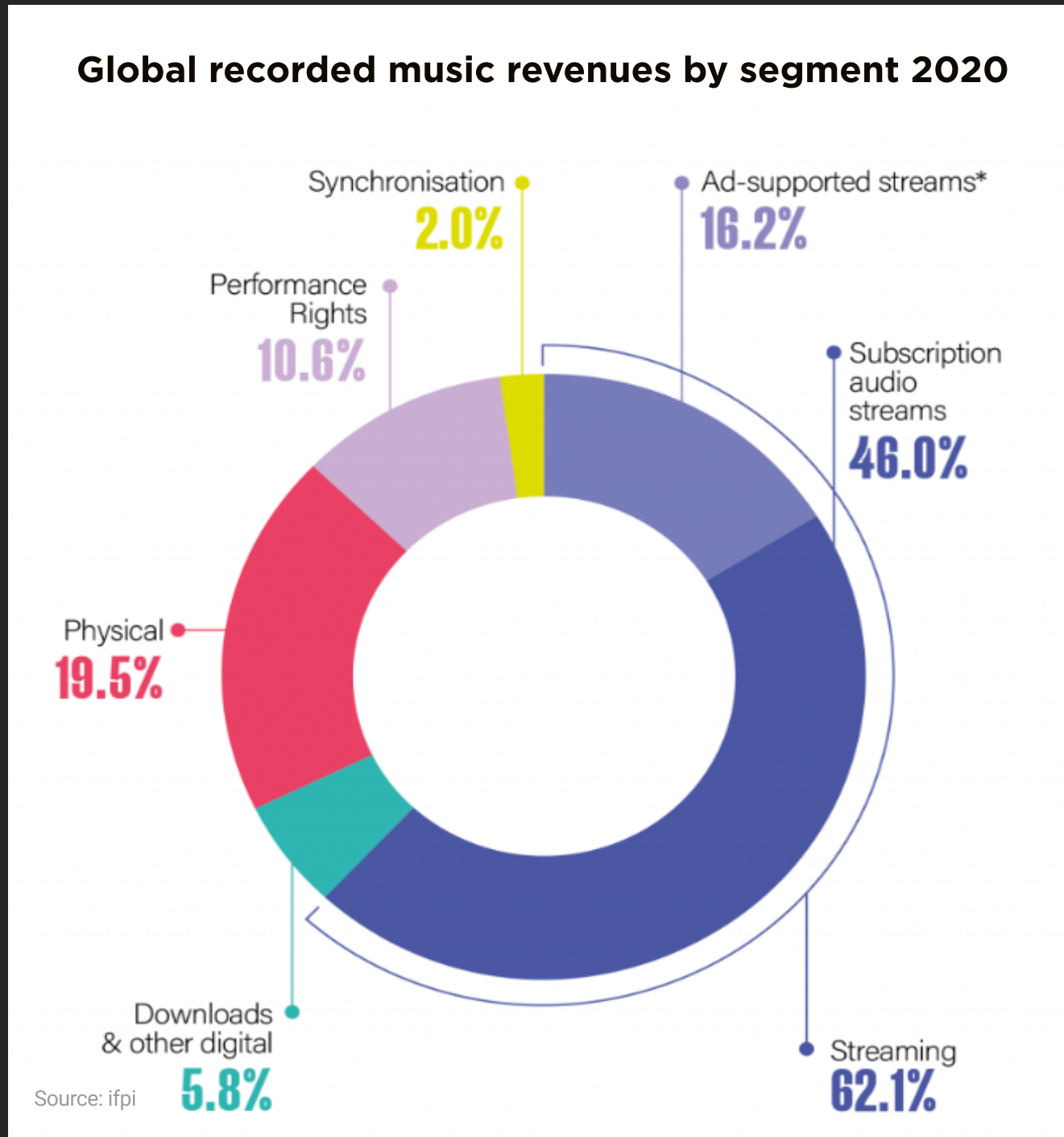
### Live Nation Entertainment's concert revenue from 2015 to 2020 (in Billion U.S. dollars)

From Live Nation, Statista 2021



In December 2019, COVID-19 significantly reduced all live music concerts, bringing about a major recession in the music industry.

## How did COVID-19 affect the music market?



It is notable that the music market is changing around **music streaming**, and profits from streaming are **on the rise**. Platforms such as **Spotify** and Apple Music are leading the market, where you can find the possibility of **opportunities to revitalize** the music industry.

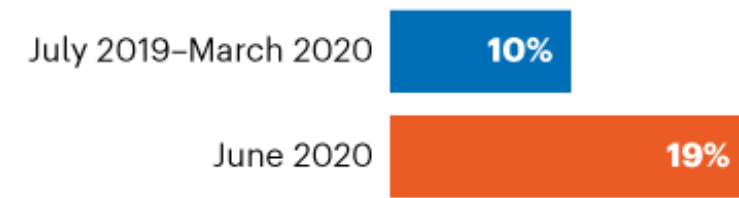
**Then, how did people's music listening attitudes change after COVID-19?**

### COVID'S MENTAL STRESS

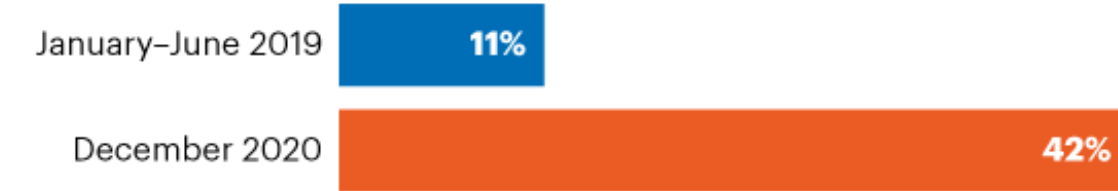
The percentage of people experiencing symptoms of depression and anxiety has surged amid the COVID-19 pandemic, data from nationally representative surveys show.

■ Before pandemic ■ During pandemic

#### UK adults reporting symptoms of depression



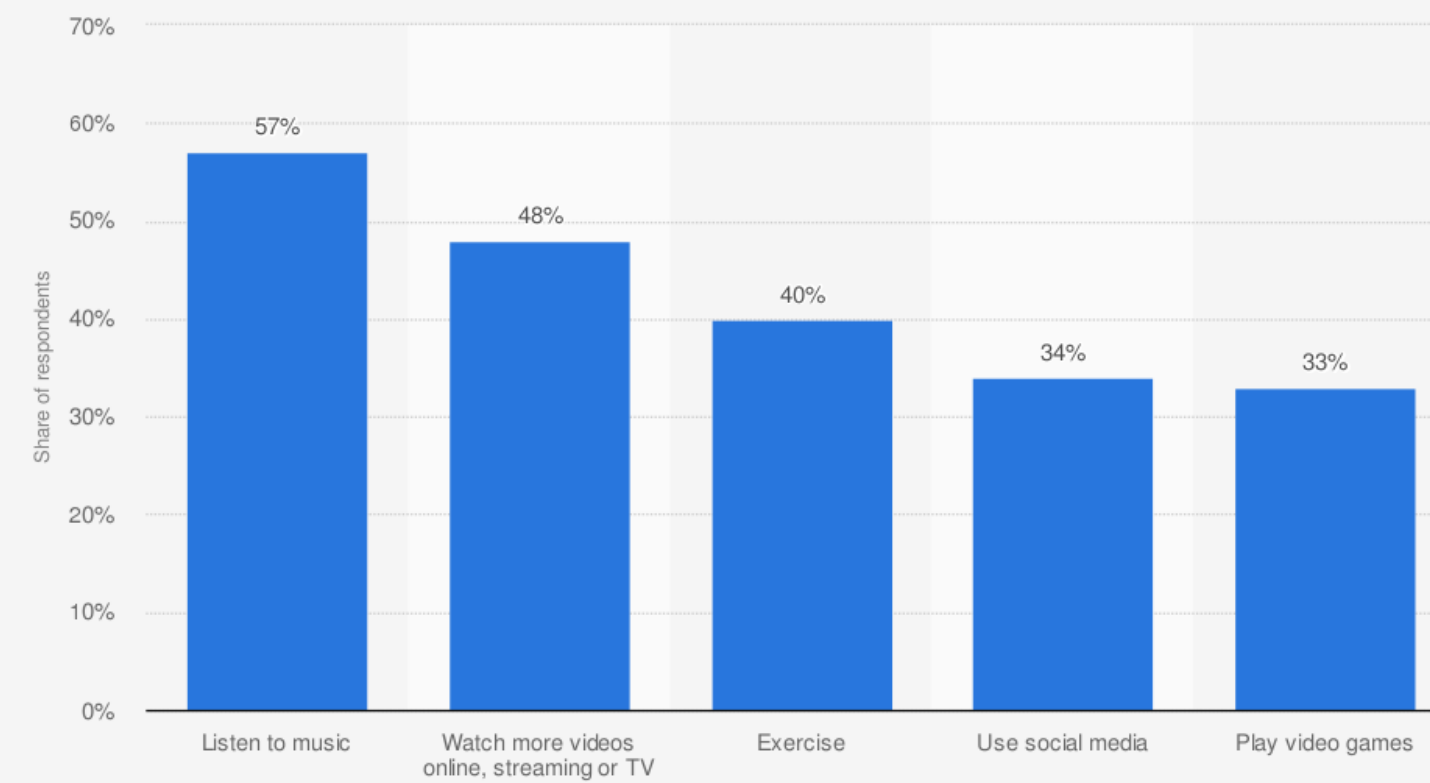
#### US adults reporting symptoms of anxiety or depression



©nature

Source: Office for National Statistics (UK data); Centers for Disease Control and Prevention (US data).

### Most popular media activities for managing stressful situations in the United States as of September 2020



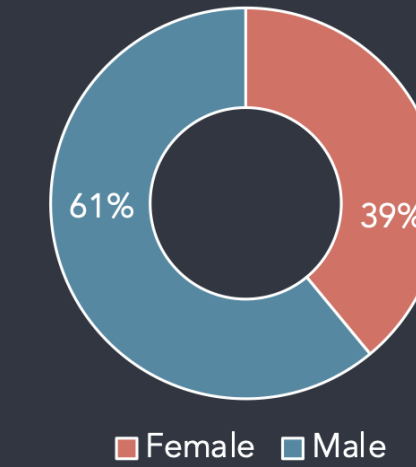
Source: Ipsos © Statista 2021

Additional Information: United States; August 31, 2020 to September 14, 2020; 3,453 respondents; 14 years and older

### THE MUSIC LIVESTREAMING MARKET



Gender split of livestreamed concert attendees



**\$0.6 billion**

Livestream ticketing revenue in 2020

**135,000**

Paid attendees of Niall Horan livestream

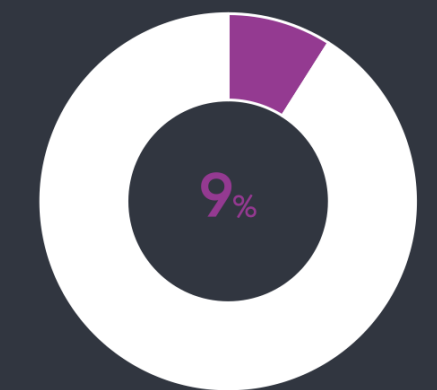
**5 million**

Total attendees of Dua Lipa livestream

% Bandsintown livestream listings that were ticketed



% consumers that attend livestreamed concerts

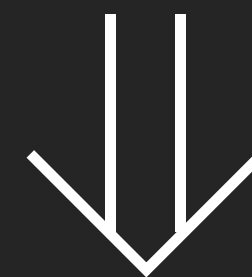


Data taken from the MIDI A report 'Virtual concerts: A new video format'. For the full report including revenue forecasts and vendor mapping, visit <http://midiaresearch.com>

Most people have experienced **negative emotions** as a result of COVID-19, and spend more time listening to **music** to overcome these emotions. In addition, people **participate in** online live streaming shows to cheer for their favorite musicians, looking for more ways to support to them.

**What are the implications that can be obtained based on desk research?**

Key word	Insight
<b>Lift up the mood</b>	People need their happiness and relief.
<b>Communicate with loved ones</b>	People need more interaction with those who truly care.
<b>Engage with activities</b>	People need more fun things to do.



**People want more enjoyable experiences in their daily lives through music during this challenging time.**