

LISTEN UP:

**ASIAN-AMERICANS
AND MUSIC**

nielsen
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AN UNCOMMON SENSE
OF THE CONSUMER™

ASIAN- AMERICANS AND MUSIC

The Asian-American community is one of the most diverse communities in the U.S. encompassing numerous languages, lands of origin, and some of the country's most recent immigrants. Music is important to Asian-Americans, creating a bond to each other, culture, and to the broader U.S. community.

Asian-Americans access music through a combination of platforms, including traditional sources such as radio, as well as current digital and mobile technologies. At 19 million strong, Asian-Americans represent about six percent of the total U.S. population, up 59 percent since 2000. Asian-Americans are only slightly younger than the total U.S. population, with 47 percent younger than 34, compared to 45 percent of the total market. The main sub-groups in the Asian-American community include Chinese, Asian Indian, Filipino, Korean and Japanese.

SPENDING TRENDS



LIVE MUSIC

\$44

At an average of \$44 per person, Asian-Americans spend more on **concerts** than any other multicultural segment.

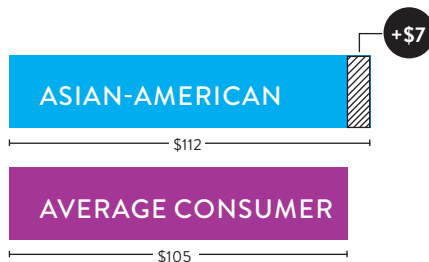


CDs

\$19

Averaging \$19 per year on CD purchases, Asian-Americans spend \$6 more than the average consumer.

Source: Nielsen Music 360 Report



ASIAN-AMERICANS SPEND AN AVERAGE OF **\$112** PER YEAR ON MUSIC, ABOUT **\$7** PER YEAR MORE THAN THE AVERAGE CONSUMER.

ASIAN AMERICANS BELIEVE IN SHARING THE GIFT OF MUSIC WITH OTHERS, **BUYING \$20 WORTH OF MUSIC GIFT CARDS PER YEAR, DOUBLE THE RATE OF THE AVERAGE CONSUMER.**

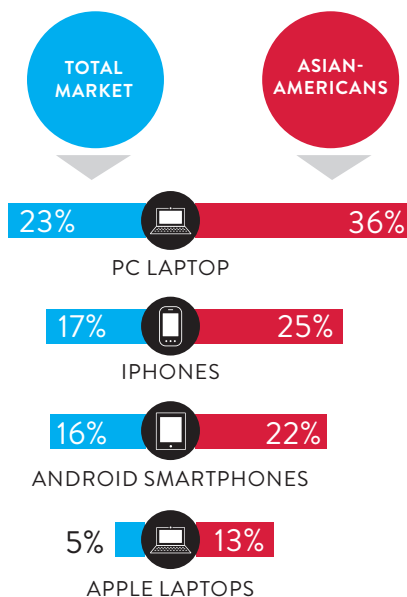


DIGITAL

Online digital music is increasingly popular with Asian-Americans. When it comes to streaming music, Asian-Americans tend to use services specific to their native languages as well as mainstream sources. Spotify, is almost twice as popular with Asian-Americans as it is with the total market, by a margin of 14.4 percent to 7.6 percent.¹ In general, because music produced in Asian countries is not widely distributed on U.S. media, Asian-Americans use alternative media to access cultural content, including music streaming services specific to their country of origin. Popular services for Chinese music include Baidu, QQ.com, Xiami, and Kugou. Over a million Asian Indians are actively streaming Bollywood and other Indian music on Saavn.com and Saavn's mobile apps. Melon.com is also popular among Koreans and RecoChoku was recently launched for Japanese music streaming.

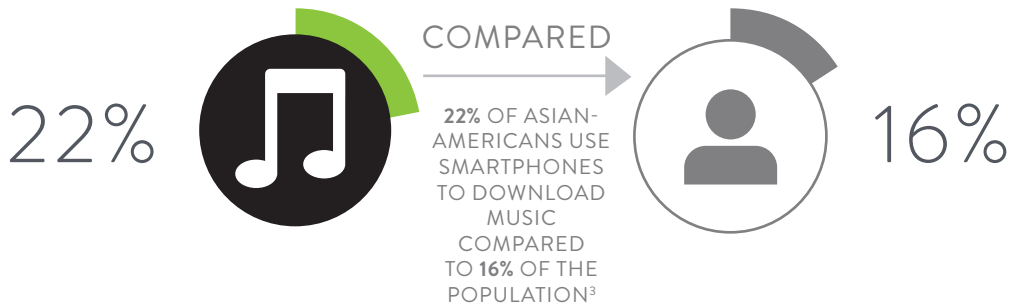
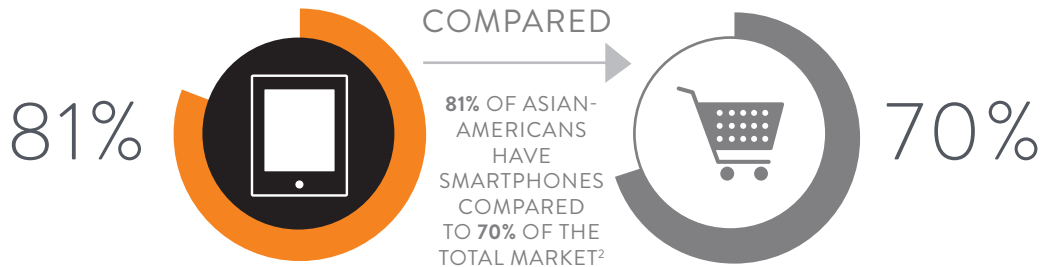
¹Source: Nielsen Music 360 Report

DEVICES USED TO LISTEN TO MUSIC



MOBILE

From teenagers to seniors, smartphone penetration is higher among Asian-Americans than the overall population.



 54%

OF ASIAN SMARTPHONE USERS LISTEN TO MUSIC ON THEIR IPHONES⁴

²Source: Cross Platform Report Q4 2013

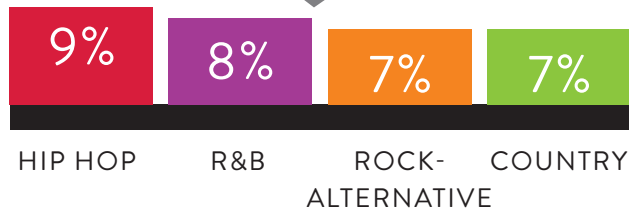
³Source: Nielsen Music 360

⁴Source: Nielsen Music 360

MUSICAL PREFERENCES

When looking at traditional US genres, Asian-American's taste in music is more likely to mirror the market as a whole than other multicultural segments.

THE MOST POPULAR GENRE IS POP/TOP 40, WITH **23%** OF ASIAN-AMERICANS CITING IT AS THEIR FAVORITE, FOLLOWED BY



Emerging trends have expanded the music landscape here in the US driven largely by Asian consumers. The popularity of K-Pop (Korean pop music) with artists like Psy, Girls' Generation, 2NE1, and Big Bang has seen significant growth since 2012. Additionally, several mainstream artists like Akon, Kylie Minogue, and T-Pain have embraced opportunities to engage with Asian Indian consumers by collaborating with Bollywood films. With Asian music lovers spending significant amounts of money on live music events, brands looking to engage this affluent segment should explore supporting major music festivals specific to these emerging genres.

Source: Nielsen Music 360

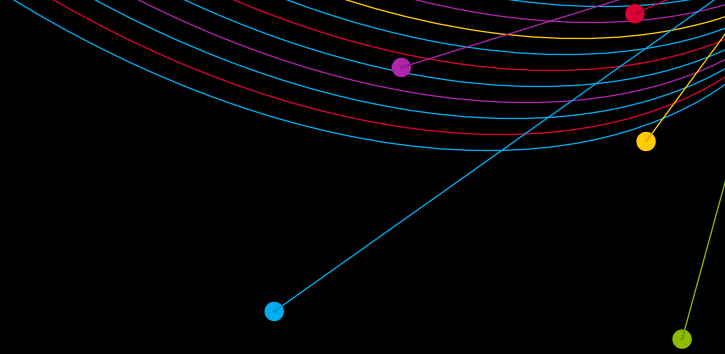
CONCLUSION

Asian-Americans are very passionate about music, and have a dual interest in both in-language music as well as mainstream American genres. For native language content, there are not many mainstream choices with which to listen to music and the audience is materially underserved. As a result, many Asian-Americans embrace traditional media such as radio and new streaming/download services on the desktop Web and smart mobile devices.

Given that Asian-American segments are nationally dispersed and regionally concentrated, new opportunities in digital/mobile will be among the strongest means for brand marketers to efficiently reach and engage these communities through music. Additionally, with the crossover appeal of Asian music (i.e., K-Pop, Bollywood, etc.) there is an opportunity for brands to use these genres to connect with other consumers beyond the Asian-American community itself.

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