

NIELSEN MUSIC

CANADA MUSIC 360

THE INDUSTRY'S MOST IMPORTANT FAN DATA & INSIGHTS REPORT

Gain valuable insights into the latest consumer trends in an evolving market landscape with Nielsen's 2019 Canada Music 360 Report. From understanding key audiences and how their music consumption habits are shifting to identifying the best touch points to reach fans for your artist, service or brand, the fifth annual Canada Music 360 Report surfaces critical information to help you make smarter business decisions.

Nielsen's Canada Music 360 Report is the most comprehensive report available covering Canadian music consumer behaviour & insights. Purchase now to:

- ▶ **Access the data behind the report**
to customise, filter and segment based on specific business needs.
- ▶ **Leverage Canadian music subject matter expert consultations** to ensure a full understanding of how the data can be applied to help drive your business forward.
- ▶ **Understand the live event attendees' journey** inclusive of data around discovery, ticket purchases, and attendance to help inform future activations and investments

To purchase the report, contact Paul.Shaver@nielsen.com

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OBTAIN DEEP DATA ON LIVE MUSIC EVENTS

- Live music attendance and discovery
- Actions taken while at live music events
- Localised music festivals and award shows
- Consumer perceptions, favourability towards brand partnerships and activations

GAIN INSIGHT INTO ONLINE MUSIC

- Streaming service awareness, usage and frequency
- Streaming service subscription status (paid subscriptions, free trials, free platforms)
- Social media usage for music content
- Playlisting preferences, engagement and frequency of use
- Importance of streaming service features and functionalities



UNDERSTAND MUSIC BEHAVIOURS

- Entertainment interests (including sports, music, games, and esports)
- Money spent on entertainment activities
- Weekly time spent listening to music and preferred formats (e.g. streaming, radio)
- Genre listenership and preferences
- Device ownership, usage, and frequency of music listening
- Rise of voice-controlled devices and their role in music
- Sources of music/new artist discovery
- Radio penetration, listenership, and habits



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For more than two decades, Nielsen has been the music industry's trusted source for understanding how fans interact with music across physical and digital platforms and services. From streaming and digital downloads to physical purchases and live events, Nielsen's data-driven music products and world class research provide deep insights into the trends impacting the industry, providing music business leaders and artists a full picture of market performance.

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