

June 4, 2018

WHAT SPOTIFY KNOWS ABOUT THE STREAMING GEN

MILLENNIALS HAVE CHANGED THE MUSIC INDUSTRY IRREVOCABLY, AND THEIR STREAMING BEHAVIOR HAS CREATED NEW WAYS FOR BRANDS TO REACH THEM. YPULSE'S RESEARCH WITH SPOTIFY DUG INTO THE ROLE IT PLAYS IN THEIR LIVES, AND WHAT THAT MEANS FOR MARKETERS...

Music rules Millennials' worlds. [Three in five of young consumers tell Ypulse](#) that they listen to music in their free time, more than those who say they watch TV, movies, or use social media. But because their phones are being used as a main music source, with [71% listening to music on their phones daily](#), their music library is always with them, making music not just a pastime, but an important ongoing part of their daily lives. Gone are the days of appointment listening, and music access in limited time frames. This has created a new landscape that marketers need to understand to reach young consumers through one of their biggest passions. Streaming is the way they consume music today—and Spotify is their top streaming source.

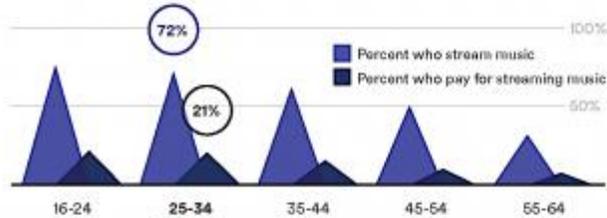
In 2017, Spotify commissioned Ypulse to survey 7,000 and qualitatively interview 600 Millennials across the United States, the United Kingdom, and Australia. Our research with Spotify uncovered the importance of streaming for this generation, who rely on streaming services more than any other group because of the role that music plays in their lives: it is a 24/7 soundtrack. Millennials are listening to music all the time, using it to enhance their days and soundtrack their lives. And because they are the [Genreless Generation](#)—less tied to one particular genre and more open to discovering new artists and songs—brands can no longer target these young consumers by categorizing them into niche interest groups. Instead, it's the moments that they are listening to music, and the mood that accompanies those moments, that offer the biggest opportunities to reach them. From workdays to cleaning sessions to partying with friends, Millennials are turning to different kinds of tracks and music experiences to complement their activities. Ypulse's research with Spotify identified the role music is playing for these young consumers, what those moments look like, and how marketers can best utilize these times to connect with Millennials. The infographic below showcases some of what we found, which can be explored further [here on SpotifyforBrands.com](#).

UNDERSTANDING PEOPLE THROUGH MUSIC:

Millennial Edition

Millennials in the US, UK, and Australia have a voracious appetite for music, with music streaming and Spotify as their preferred platform.

Streaming Music Audiences by Age Groups¹



62% of Spotify audience are millennials²

Five fast facts on millennials and music

Music sustains them through all of the moments in their lives: big, small, happy, sad, alone and together.



Music is their #1 passion, trailed by food, fitness, fashion, sports and gaming.³

Streaming enhances and regulates all of those moments. Moments change, but their reliance on Spotify is constant.



Spotify is their #1 platform for discovery, variety of music and recommendations.⁴

Streaming is a continuous soundtrack to their lives. Even when they engage with other media, it is always on.



Nearly half browse social media while streaming music.⁵

Forget the music tribes of generations past. They explore and embrace all genres—K-pop one moment, crunk the next.



85% say their music taste doesn't fall into one specific genre or category.⁶

The only musical label that matters to them is "first." Social currency is earned discovering what's next and sharing with friends.



Over half say they like being the first of their friends to discover a new artist/group.⁷

Go to Spotifyforbrands.com/millennials to discover more about how millennials stream on Spotify and what it means for marketers.

¹ GlobalW44444 Q4 2017. ² Spotify First Party Data, March 2018. ³ Ypulse (unpublished) research of millennials in the U.S. ⁴ Spotify & Ypulse (unpublished) research, 2018.

Terms & Conditions: Use of this content must adhere to the Terms & Conditions, published at <http://www.ypulse.com/about-ypulse/terms>