



Polaris Nordic

Digital Music in the Nordics

October 2018

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YouGov[®]



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Background



Purpose of study

Polaris Nordic (a collaboration between the three Nordic collecting societies Koda, TONO and Teosto) needs knowledge about the use of digital music services in the Nordic region and has conducted a survey in collaboration with YouGov.

The study has previously been conducted in 2015 and 2017. In 2018, the data from 2017 will be included to show the development of on-demand music streaming in the Nordics.

This report covers the following topics:

- The market for digital music services
- Behavior and attitude on music streaming
- TV/movie streaming

Methodology



Sample

National representative sample in DK, NO, SE og FI
Men/women aged 15-65
Children aged 12-14



Methodology

The data collection was carried out online using the Nordic YouGov Panel

2+2=

Interviews

DK: 1.013 interviews
SE: 1.013 interviews
NO: 1.025 interviews
FI: 1.012 interviews



Field Period

September 14th -
September 23rd 2018

Comparison to 2017

For questions comparable to the 2017 study, t-test has been applied to test for statistical significance.

Results that are significantly higher in 2018 than in 2017 are marked with a green arrow. ↑

Results that are significantly lower in 2018 than in 2017 are marked with a red arrow. ↓

Display of results

Flags are used to show the result for a given country. The results on a Nordic level are displayed by use of all four Nordic flags pooled together.



Nordic results



Danish results



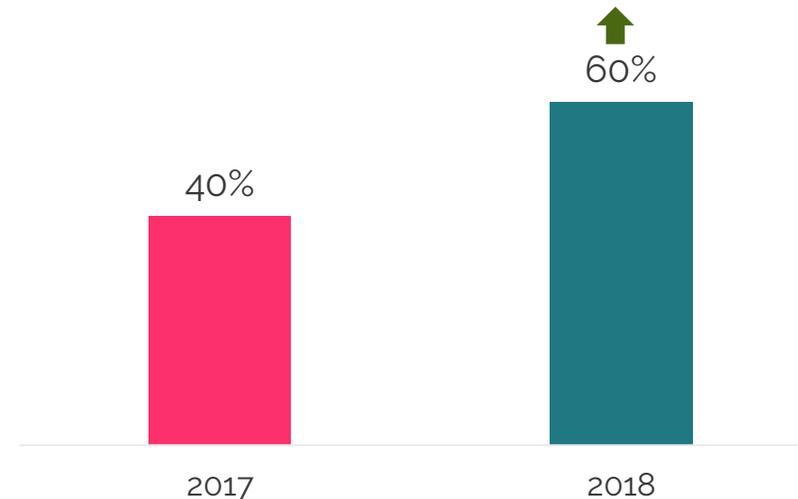
Swedish results



Norwegian results



Finnish results





Results

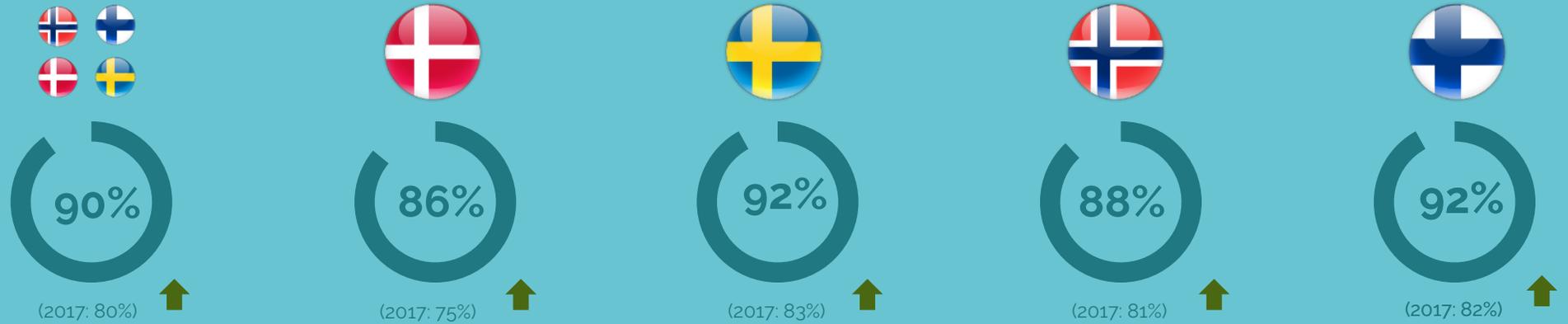


Streaming

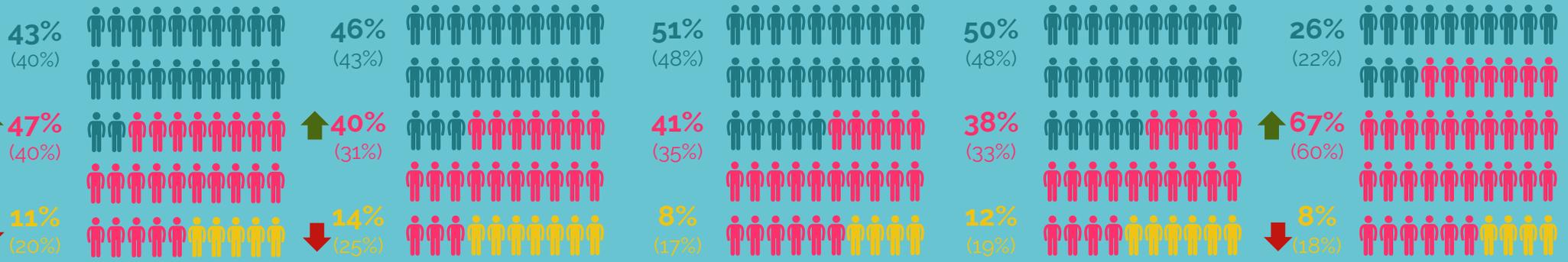
Music consumption – Nordic and countries overview

Across the Nordics, 9 in 10 stream music. Around half of the population in Sweden, Norway and Denmark have a paid subscription to a music streaming service

Music streamers



Premium subscribers/
bundlers



Only use free/trial versions
(do not have any paid subscription)

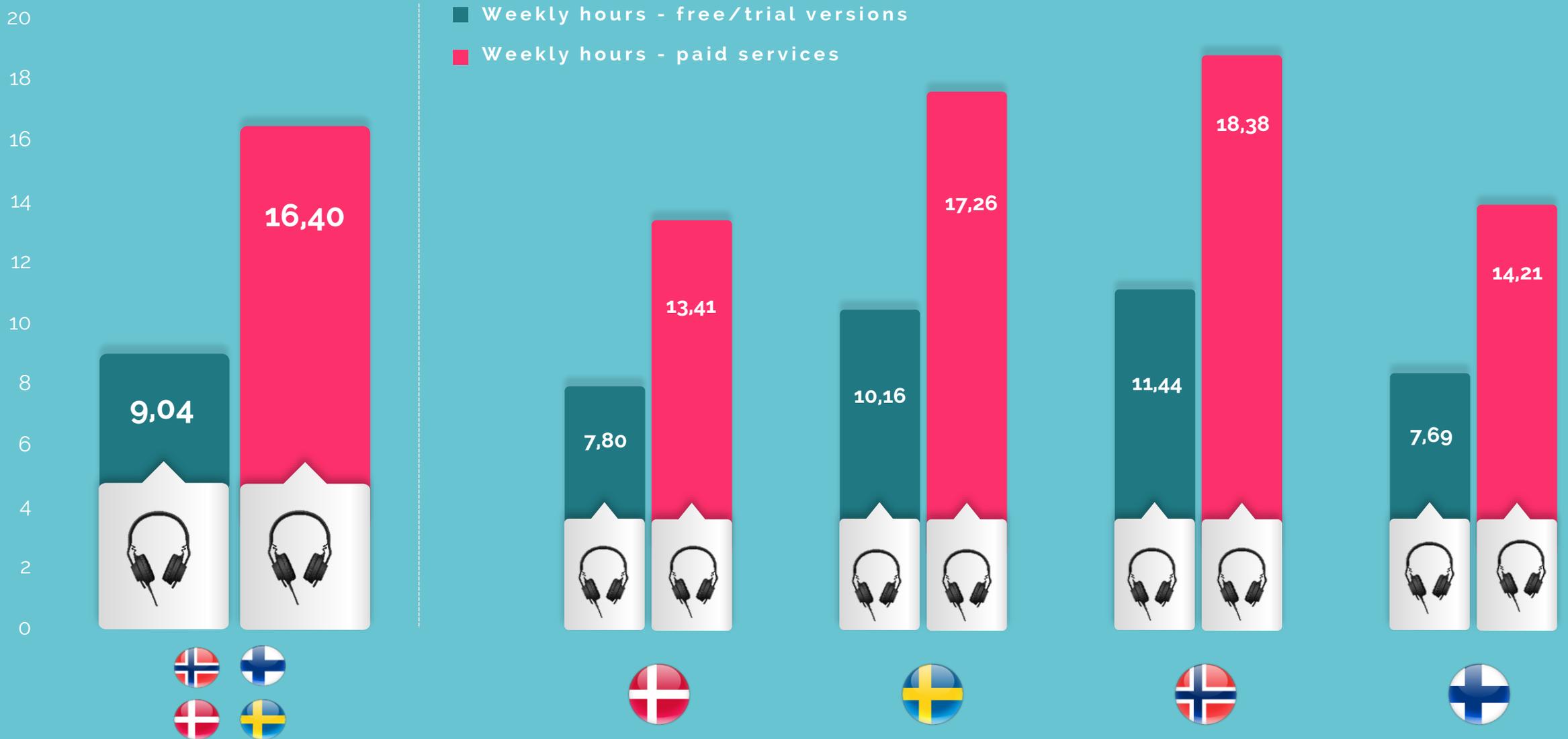
Non streamers

Average music streaming time per week (among streamers)



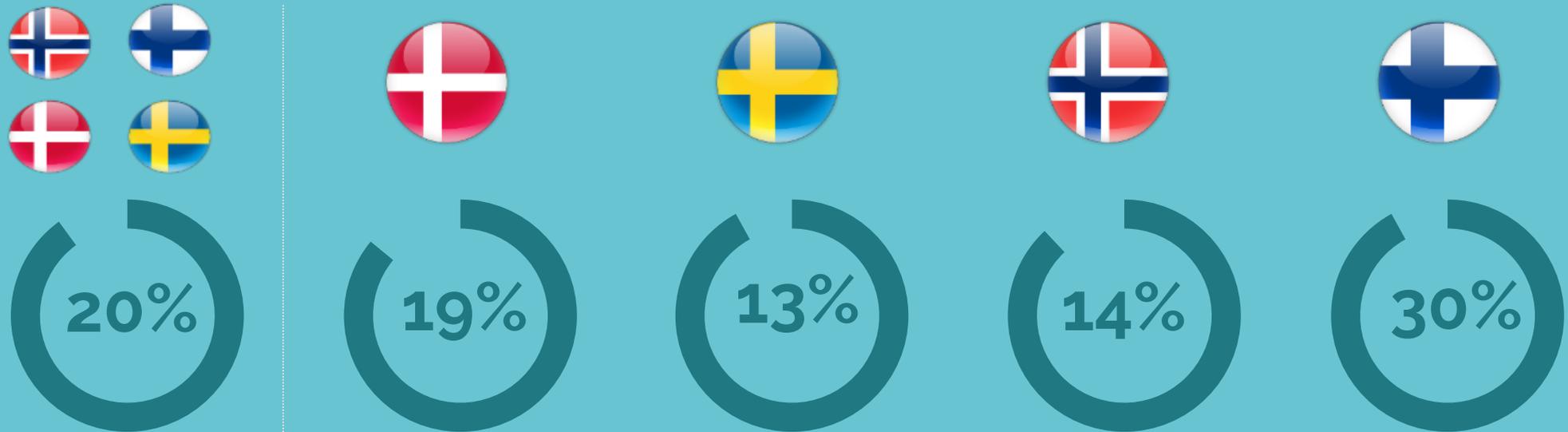
Weekly hours used on streaming paid and free/trial digital audio streaming services - Nordic and countries

On a weekly basis almost twice as many hours are spend on streaming of music on paid services than on free/trial versions. Weekly, Norwegians and Swedes spend more hours on paid audio streaming than Danes and Finns



Only stream music on YouTube and SoMe – Nordic and countries

Across the Nordics, 1 in 5 only stream music on services like YouTube and SoMe. In Finland the share is the highest with 30%



The percentages represent the share of people who do not use digital music services and only stream music on services as YouTube and SoMe

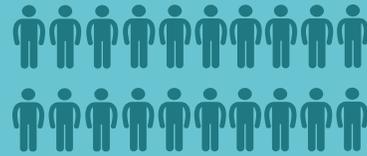


Nordic profile of people with a paid audio streaming service

(in comparison to the general population)

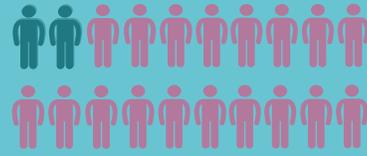
Premium subscribers/bundlers

43%



Only use free/trial versions
(do not have any paid subscription)

47%



Non streamers

11%



43%



- ✓ No gender differences
- ✓ 18-29 year olds and to a lesser degree 30-39 year olds
- ✓ Yearly household income of more than 700.000 DKK/SEK/NOK
- ✓ More frequent concert goers
- ✓ Favorite music genres are: Rap/Hip-Hop, Alternative & Indie, RnB/Urban, Pop, Dance & Electronic
- ✓ Much more frequent subscribers of TV/movie streaming services
- ✓ More who agree that YouTube should pay musicians for their work displayed on the digital service
- ✓ More who agree that the price for having access to all music through a paid subscription service is fair

Nordic profile of people who only use free/trial versions of audio streaming services

(in comparison to people with a paid audio streaming service)

Premium subscribers/bundlers

43%



Only use free/trial versions

(do not have any paid subscription)

47%



Non streamers

11%



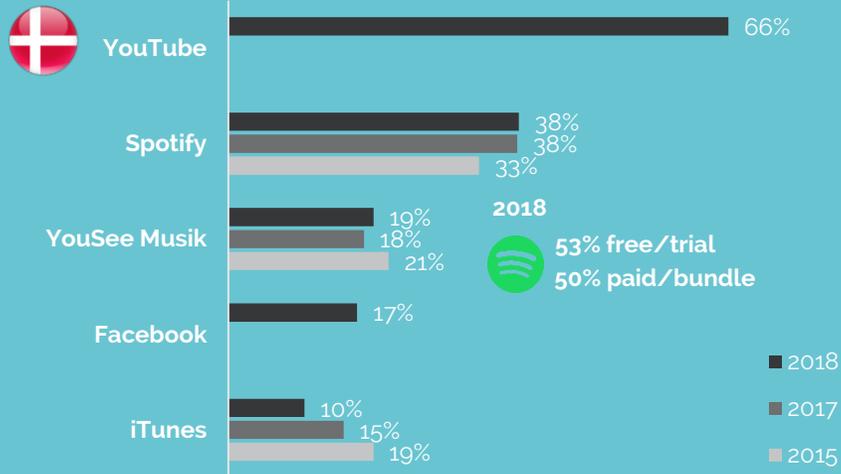
47%



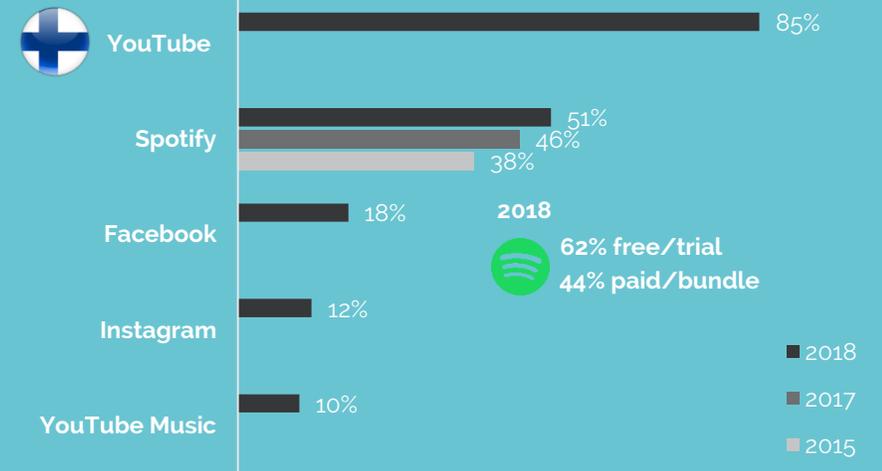
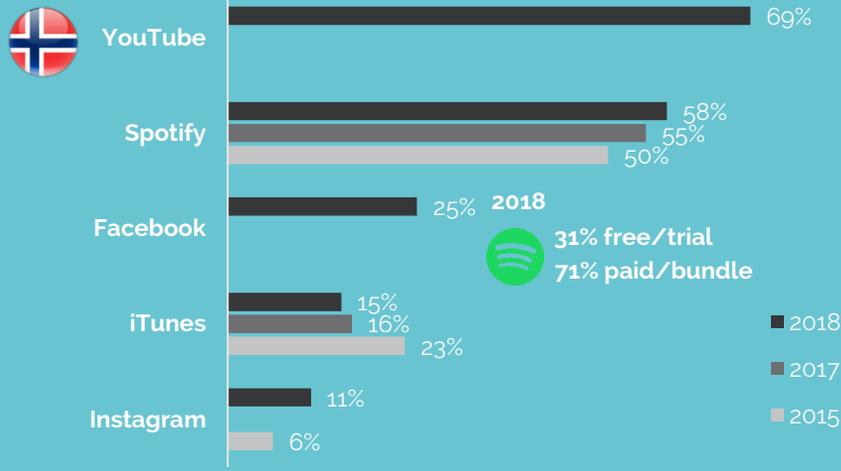
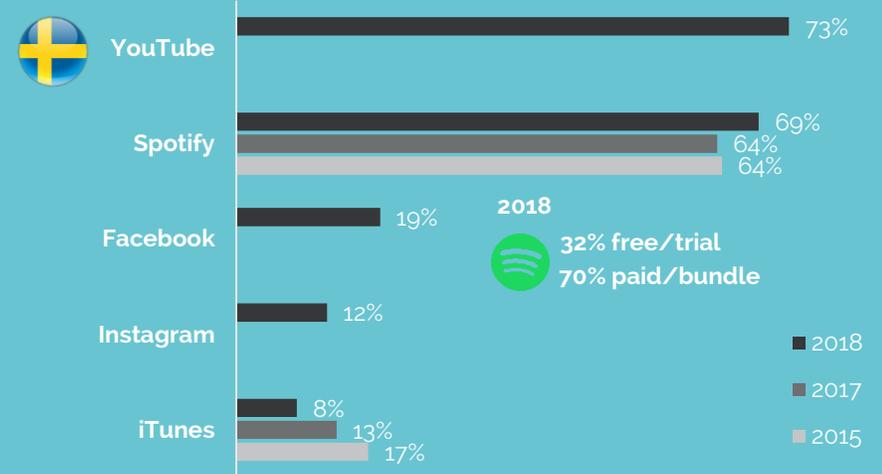
- ✓ No gender differences
- ✓ More aged 50-65 and fewer aged 18-29 and 30-39
- ✓ More in the lowest and less in the highest income groups
- ✓ More Finns than Danes, Norwegians, and Swedes
- ✓ Less frequent concert goers
- ✓ Favorite music genres are: Pop, Rock, 80s music, 90s music, and Classic Rock.
- ✓ More have purchased CD's in the past 12 months
- ✓ More listen to and watch music on YouTube. More discovers new favorite songs on YouTube and on TV. More users of YouTube Music
- ✓ Spend much more listening to music on Spotify (the free/trial version)
- ✓ When choosing a music service for listening to music, many more find it important that it is free
- ✓ Fewer have a paid subscription to video streaming services. Netflix, HBO Nordic, and ViaPlay especially
- ✓ More often find and music on social media

Top 5 audio and video services used for streaming of music

Across all four Nordic countries, YouTube is the digital service most used for streaming of music. Spotify comes in second. Both Facebook and Instagram are in top 5 in most countries



Spotify usage
Note that the question (Q9a) was multiple hence the percentages do not sum to 100%



2018
43% free/trial
61% paid/bundle

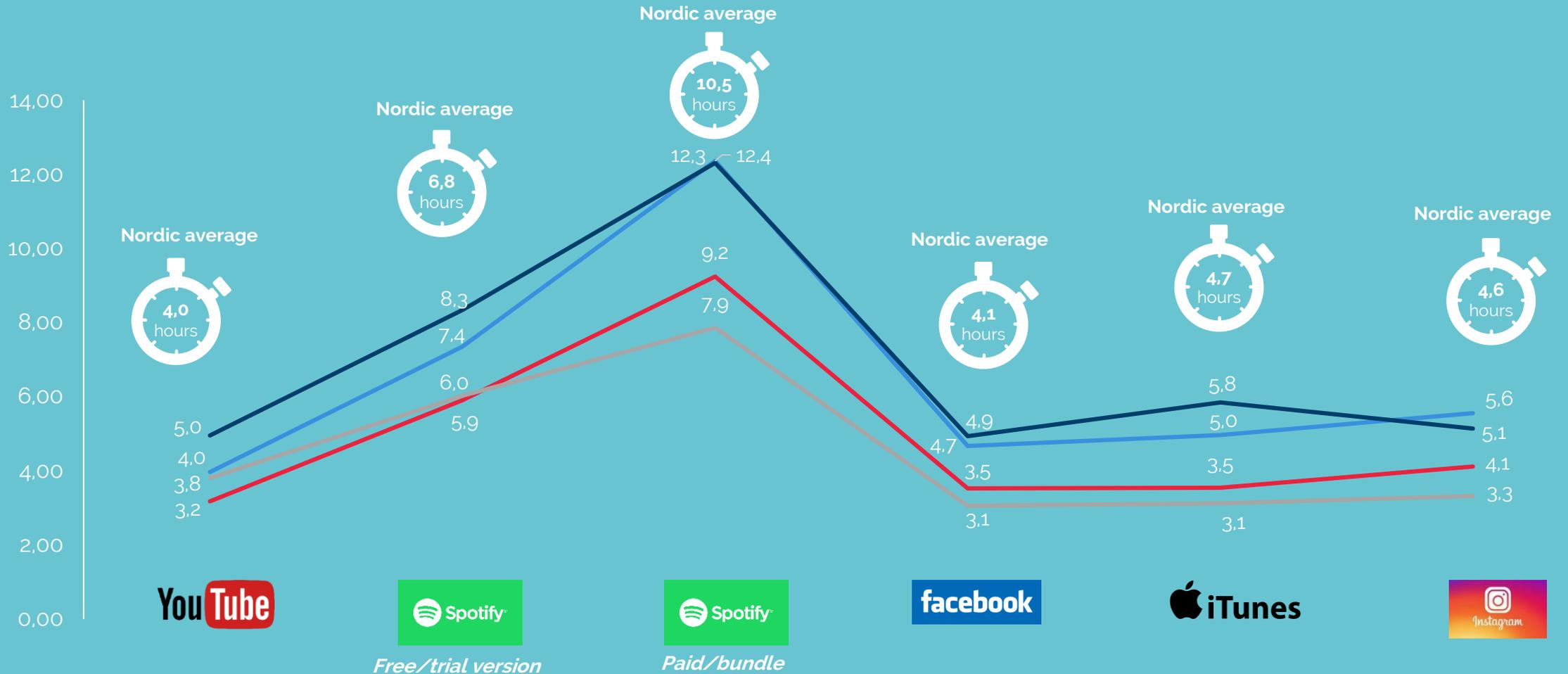
Q7a Which of the following digital music services do you use when listening to music?
Base: All

Q7b Which of the following digital services/social media do you use to watch or listen to music or music videos?
Base: All

Q9a Which version of Spotify have you used within the last 12 months?
Base: Users of Spotify

Weekly time spend on the top 5 audio and video services used for streaming of music

Out of the top 5 digital services used for streaming, the most time is spend on Spotify and on paid/bundle Spotify subscriptions in particular. In general, Swedes and Norwegians have a larger time consumption on the services in top 5



Q8a In a typical week, how many hours do you spend listening to music or watching music videos on the following digital services?

Base: Use digital service to listen to music





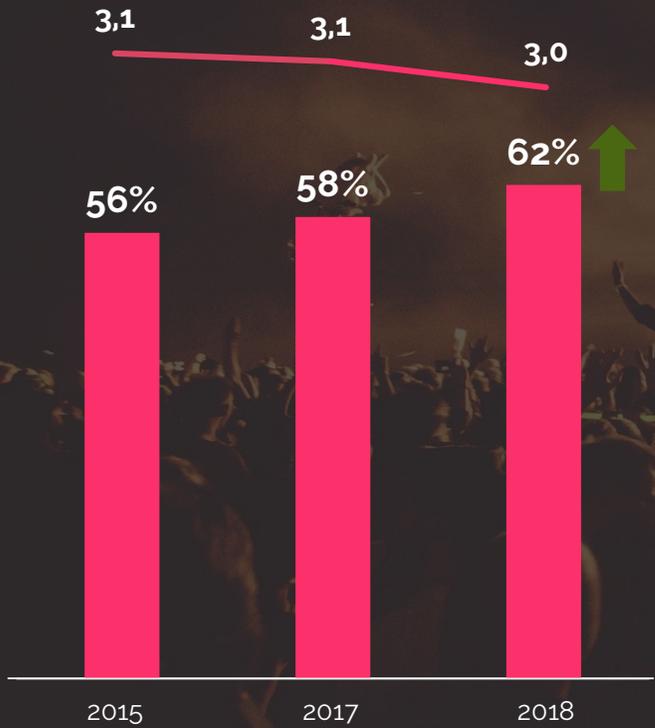
Behavior

Concerts – Nordic and countries

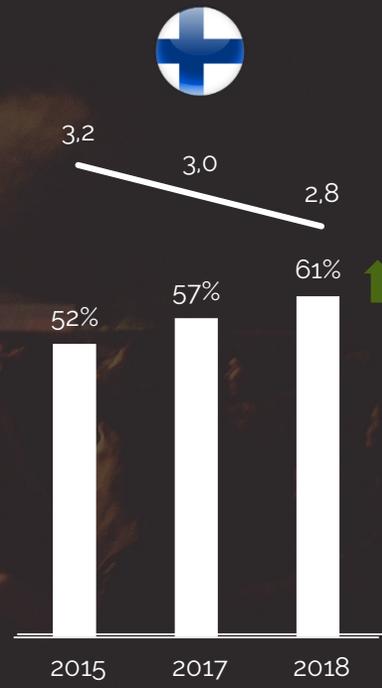
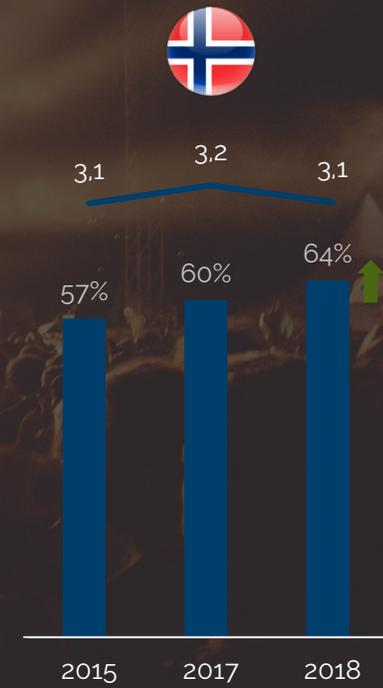
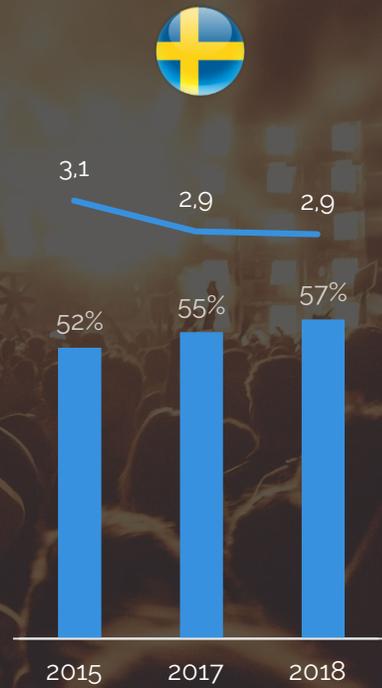
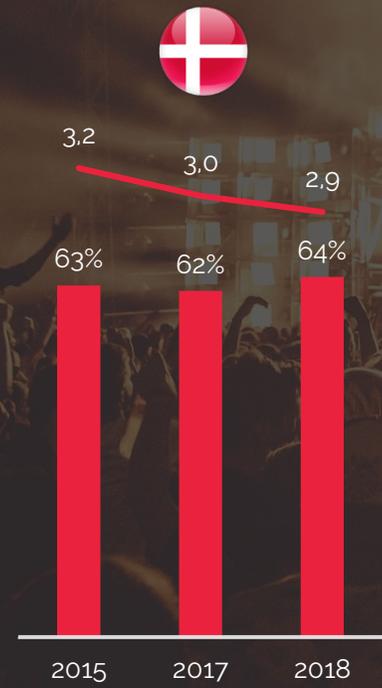
In the Nordics, 2 in 3 annually attend a concert. Those who go to concerts on average attend 3 concerts a year



Significant changes from 2017 to 2018  



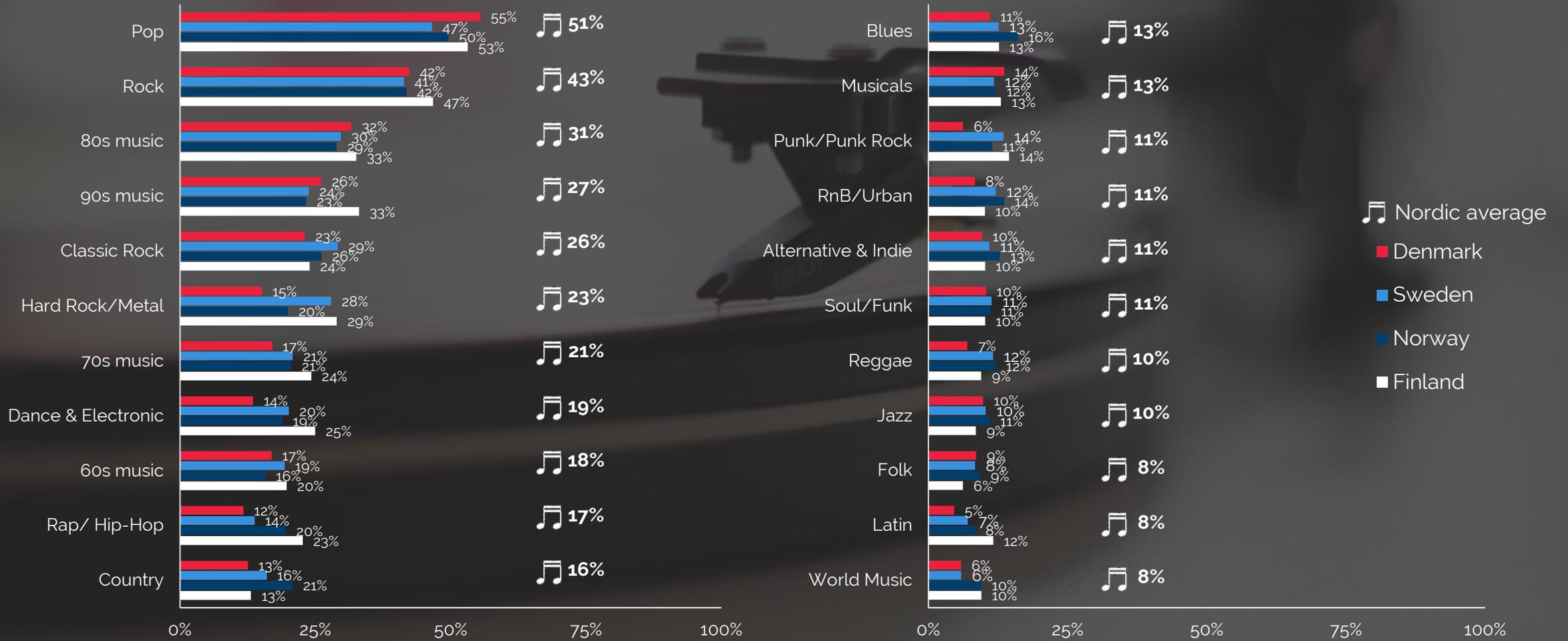
Q3 In the past 12 months, have you been to a concert, music festival or other live music event or musical performance?
Base: All



Q4 How many concerts, festivals or other live music events have you been to during the past 12 months? (Average)
Base: Have been to a concert past 12 months

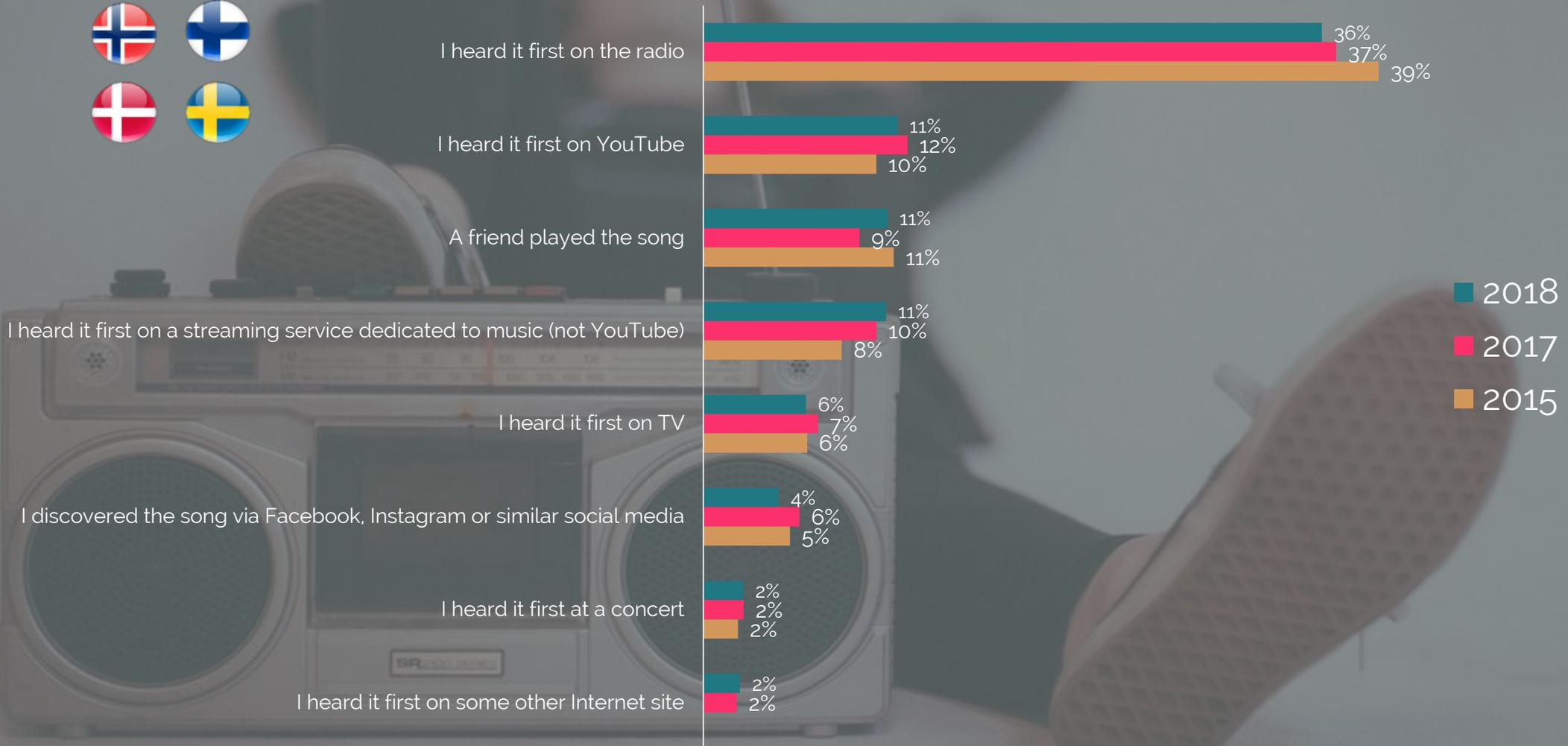
Favorite music genres – Nordic and countries

Pop & rock are the most favored genres across the Nordics but there are some national variations across the different genres



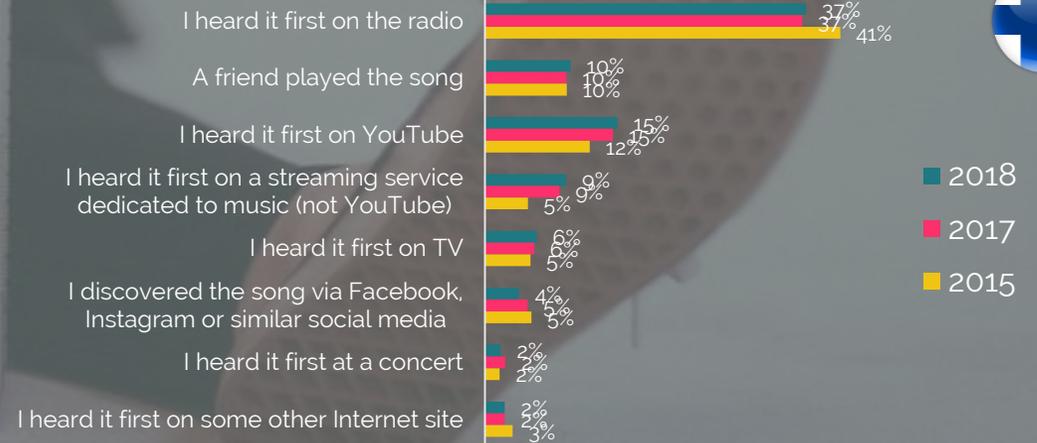
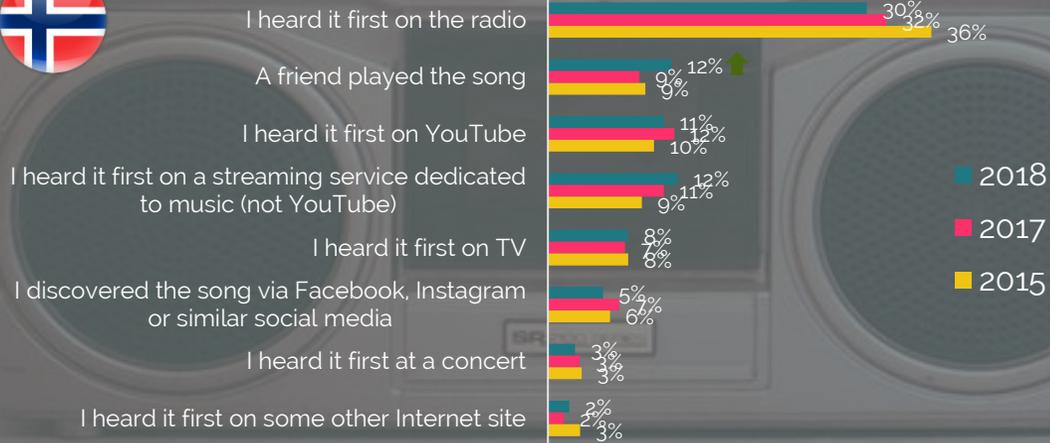
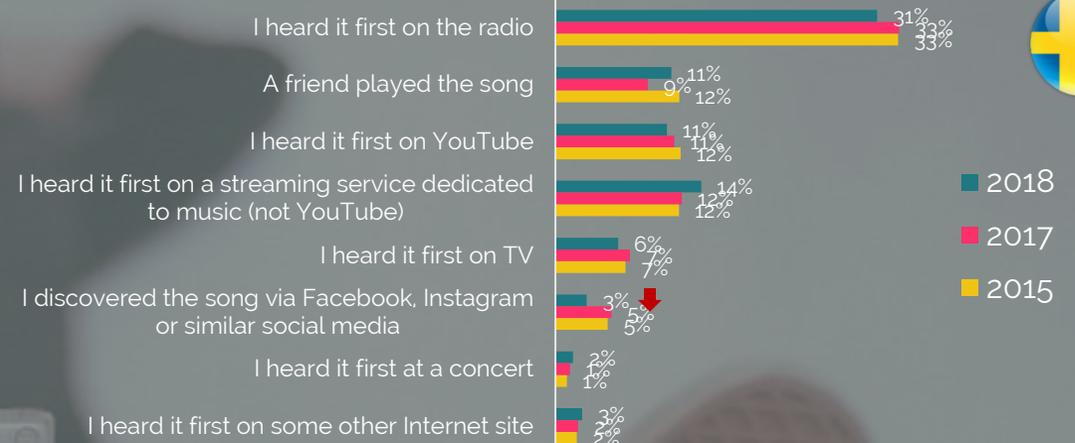
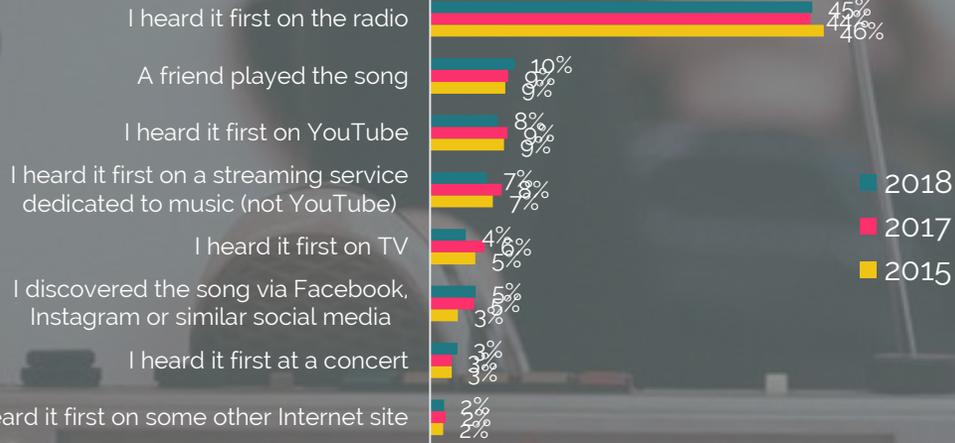
Channels where a new song was discovered – Nordic

Radio is still the main channel for discovering new songs



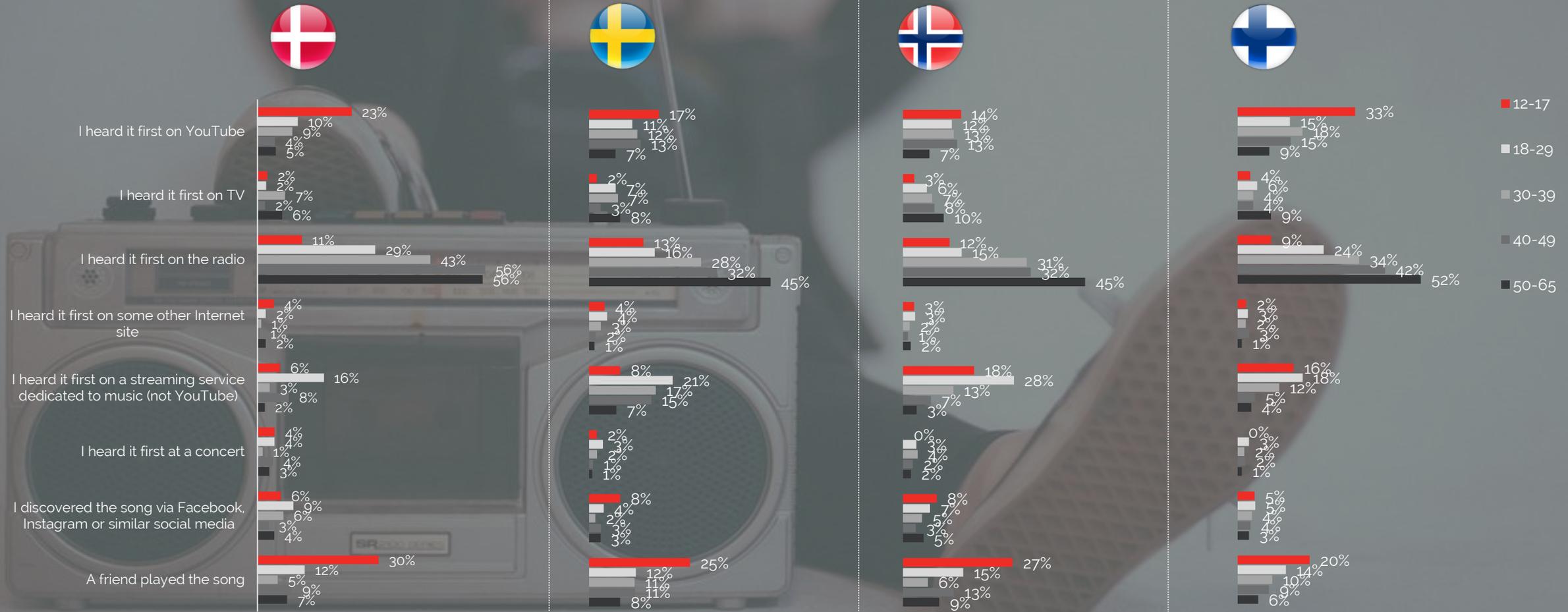
Radio is still the main channel for discovering new songs

Significant changes from 2017 to 2018 



Channels where a new song was discovered - by age

Radio is primarily used to discover new music by people over 40 years old. Young people primarily discover new music through friends and YouTube



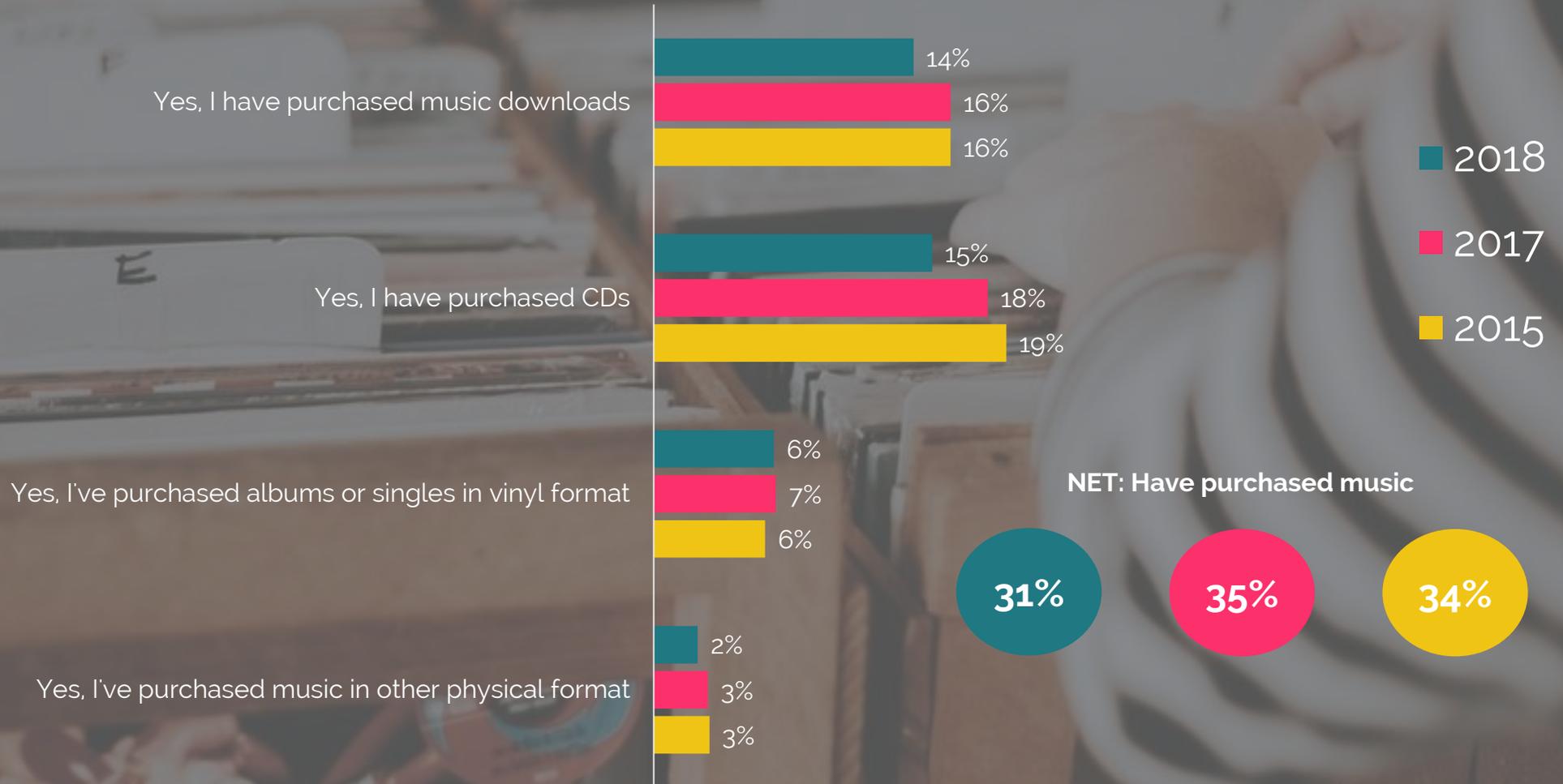
Q21 Think back to the last time you discovered a new song/piece of music you really liked: How did you discover it?
Base: All

Purchase of music - Nordic

The number of people who purchase music has declined across the Nordics. It is primarily caused by fewer people purchasing CD's



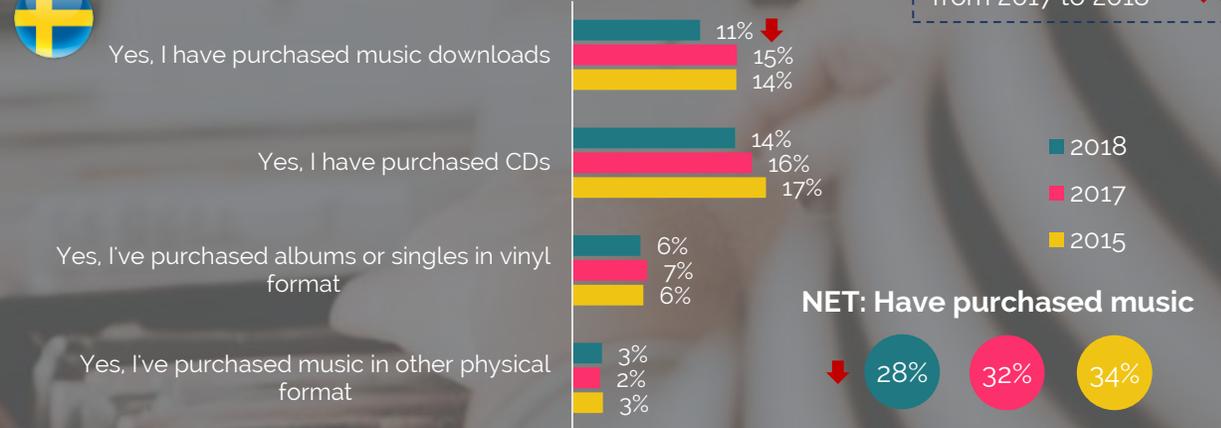
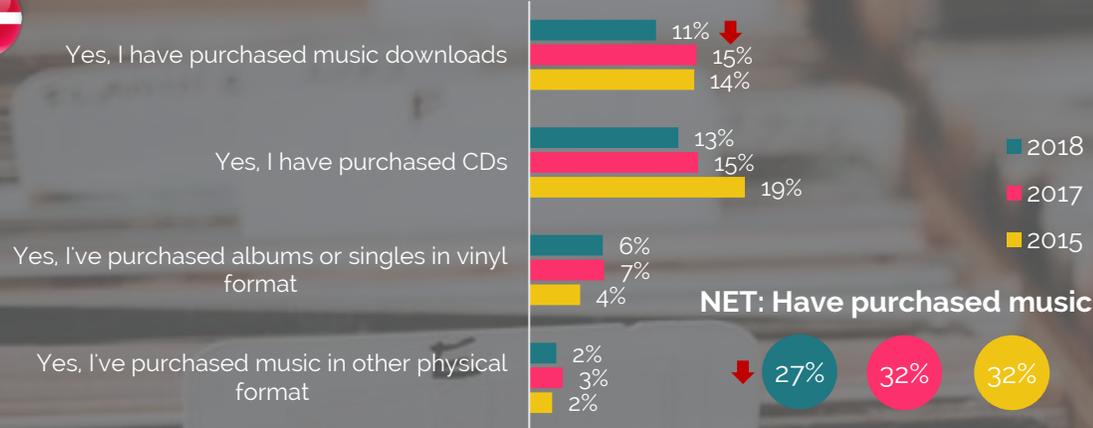
Significant changes from 2017 to 2018



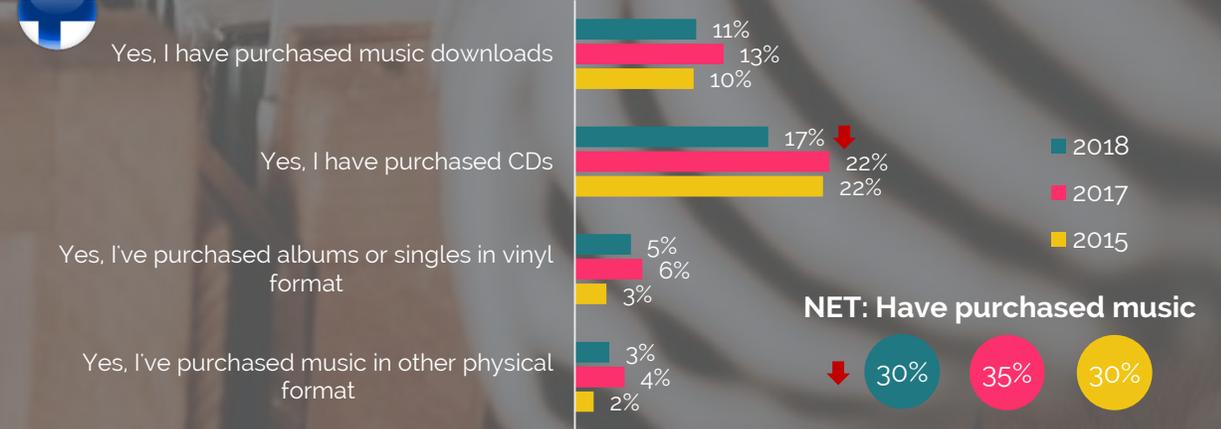
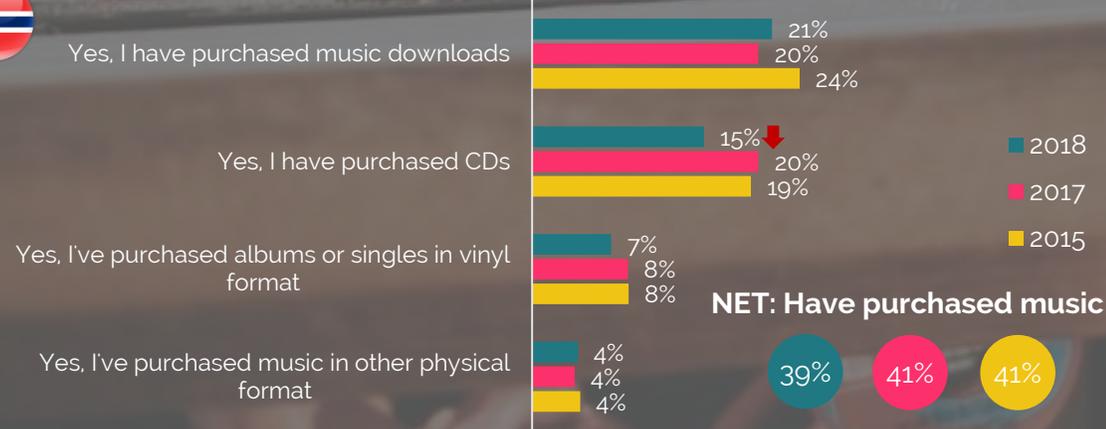
Q6 In the past 12 months, have you purchased music downloads, or music in a physical format, such as CDs or vinyl albums?
Base: All

Purchase of music - Countries

The number of people who purchase music has declined significantly in Denmark, Sweden, and Finland



Significant changes from 2017 to 2018 ↓↑

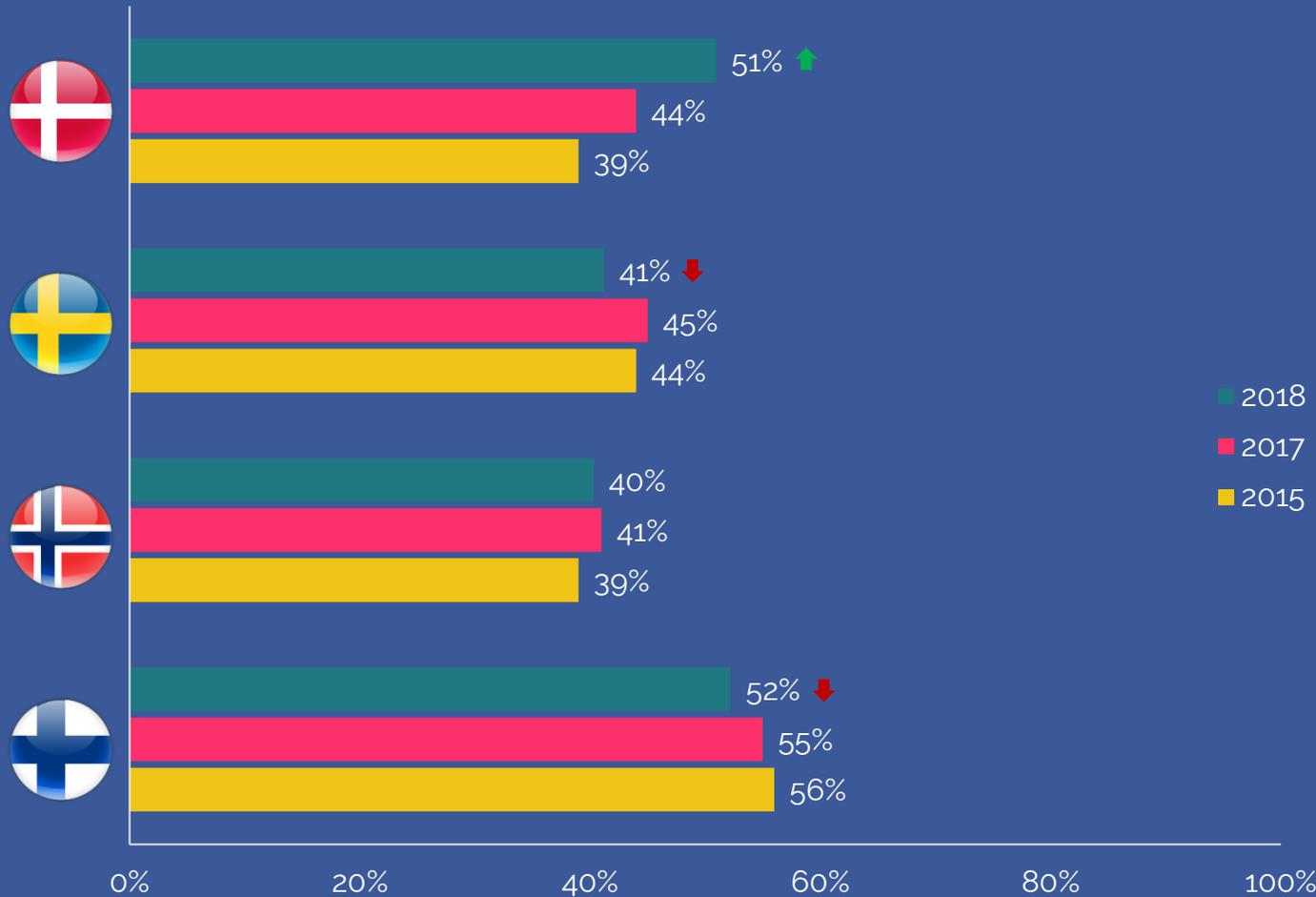


A vintage, silver-colored microphone with a ribbed grille is the central focus, mounted on a stand. The background is a blurred recording studio environment with acoustic panels and another microphone visible in the lower right. A semi-transparent white rectangular box is overlaid on the left side of the image, containing the word "Attitudes".

Attitudes

Should Facebook pay for use of music? Nordic and countries

Nearly half in the Nordics find it fair for Facebook to pay some of their revenue to music artists for music used on the social media. Fewer Swedes and Norwegians agree with the statement while an increasing number of Danes agree



Significant changes from 2017 to 2018

Results shown for Topbox (Agree/Strongly agree)



It would be fair if Facebook paid some of their revenue to the songwriters and performers of the music you can find on Facebook.

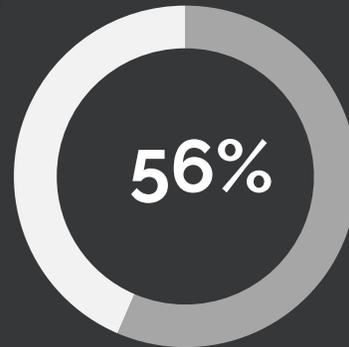
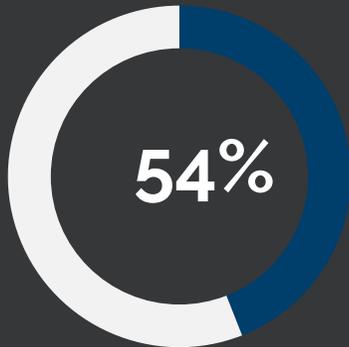
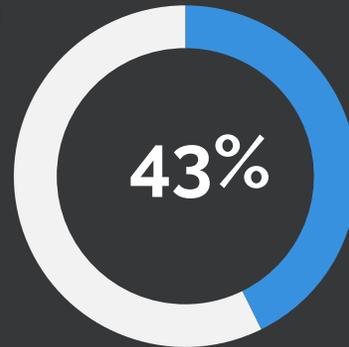
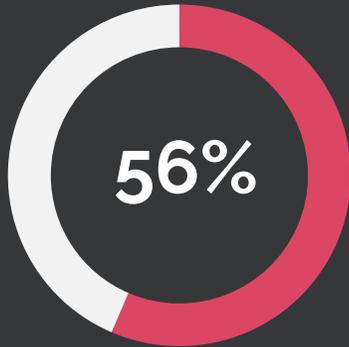


Nordic average 2018:
46%

Q16 Do you agree or disagree with this statement?
It would be fair if Facebook paid some of their revenue to the songwriters and performers of the music you can find on Facebook
Base: All

Should YouTube pay for use of music? Nordic and countries

Compared to Facebook, slightly more agree that it would be fair for YouTube to pay some of their revenue to songwriters and performers of the music you can find on YouTube. Significantly less Swedes agree in comparison to the other Nordic countries

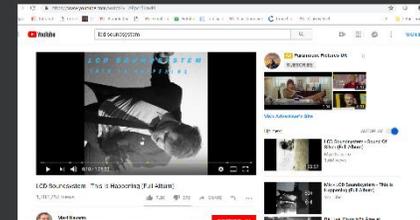


Significant changes from 2017 to 2018

Results shown for Topbox [Agree/Strongly agree]



It would be fair if YouTube paid some of their revenue to the songwriters and performers of the music you can find on YouTube.

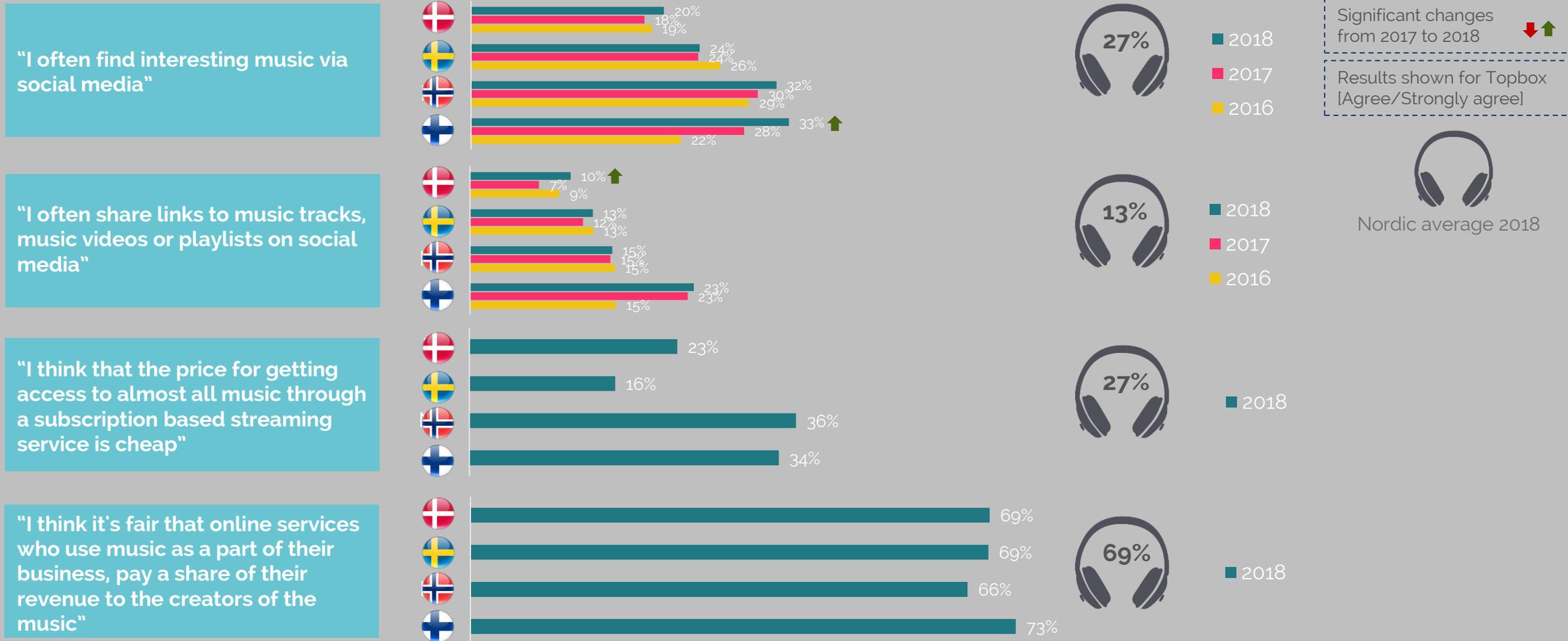


Nordic average 2018:
49%

Q16b Do you agree or disagree with this statement?
It would be fair if YouTube paid some of their revenue to the songwriters and performers of the music you can find on YouTube
Base: All

Attitudes towards music and rights - Nordic and countries

Across the Nordics, 7 in 10 agree that it is fair that online services who use music, pay a share of their revenue to the creators of the music. Compared to Sweden and Denmark, significantly more Norwegians and Finns think that the price for getting access to almost all music through a subscriptions based streaming service is cheap



Q24 Do you agree or disagree with each of the following statements?

Base: All



TV/movie streaming

Streaming of TV/movie content – an overview of the Nordic markets

Nordic total

Has at least one TV/movie content streaming service

62%

 **61%**

 **63%**

 **66%**

 **58%**

12 hours

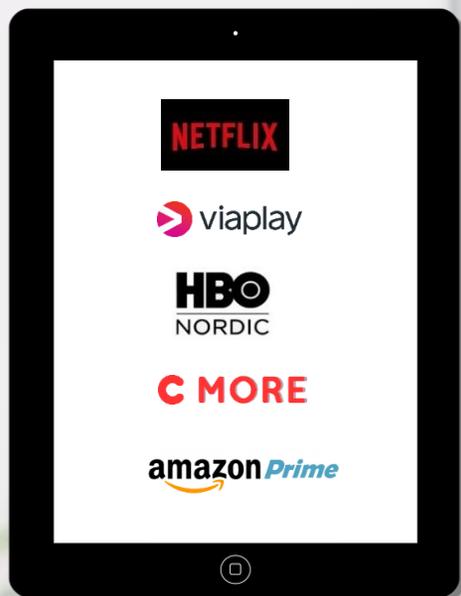
**Average streaming time per week
(among TV/movie streamers)**

 **11,1 hours**

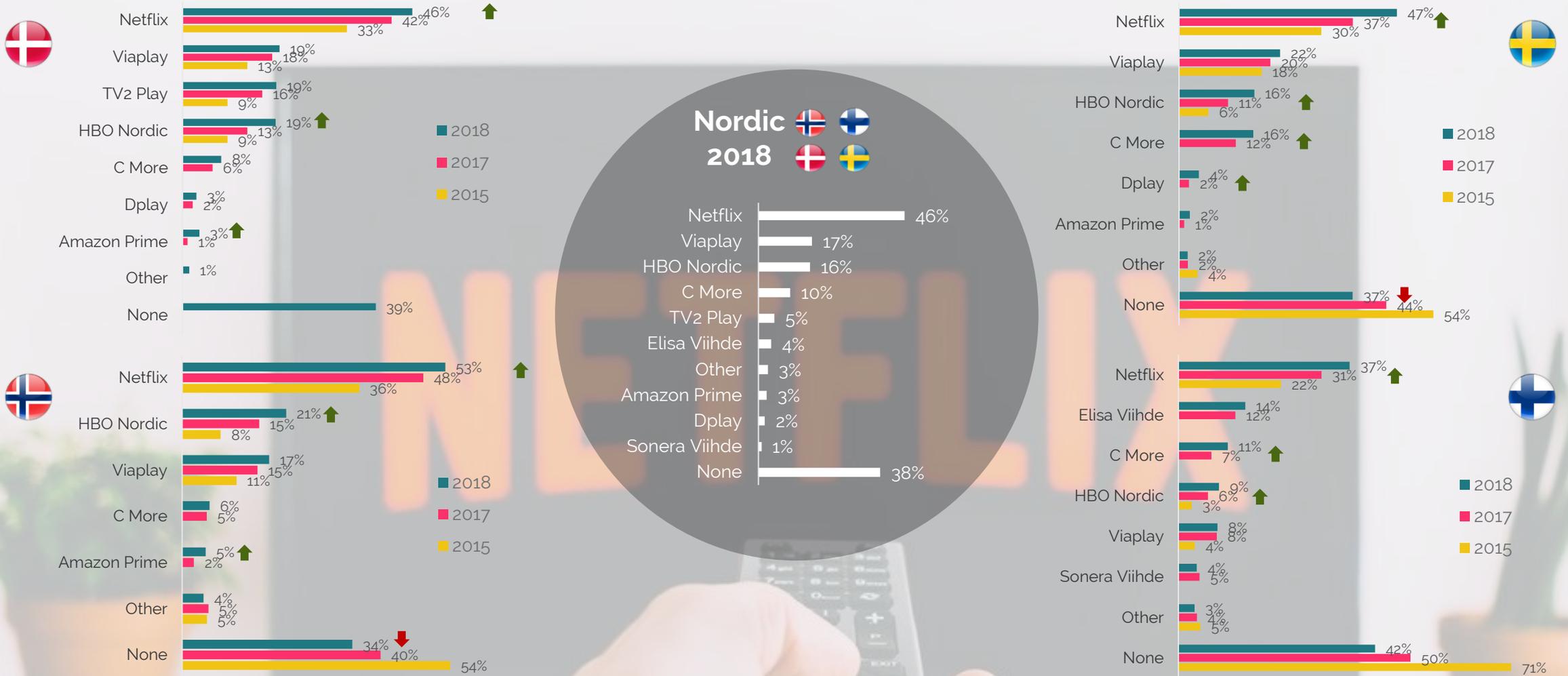
 **12,7 hours**

 **12,4 hours**

 **11,6 hours**

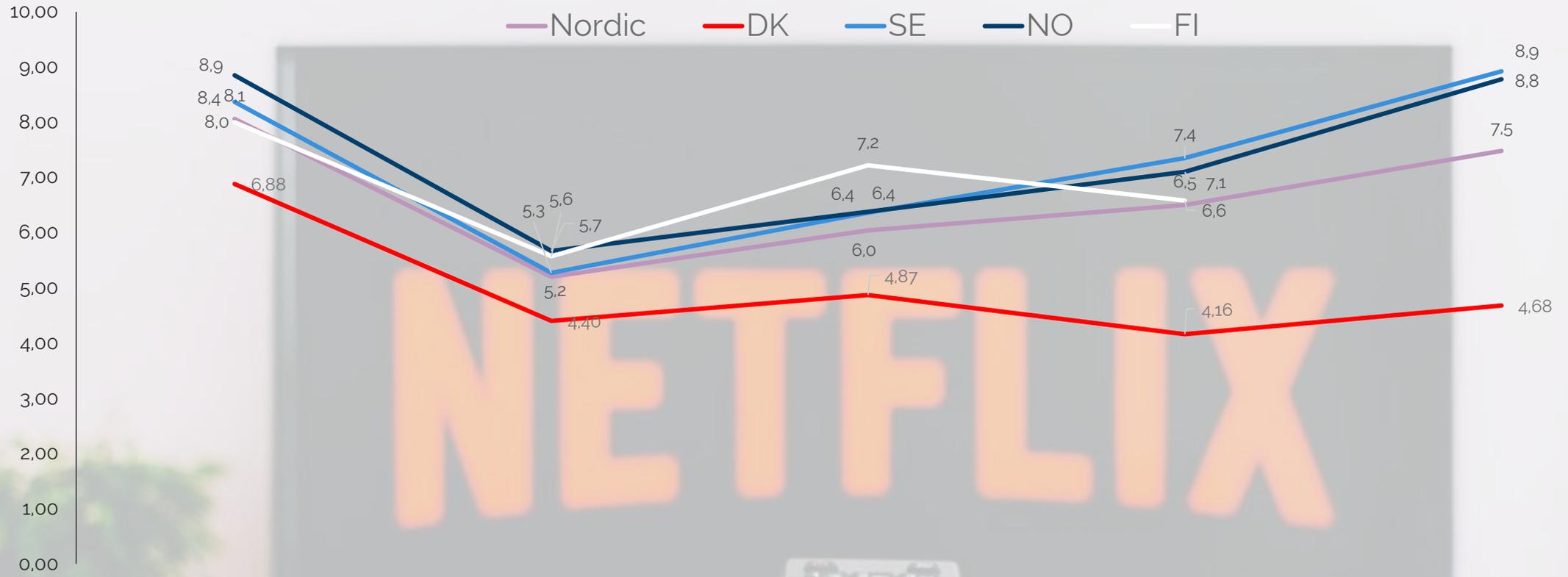


Across all four Nordic countries, there are significant increases in the number of people who subscribe to video streaming services, Netflix and HBO Nordic especially



Weekly time spend on streaming TV/movie content - Nordic and countries

Across the Nordics, subscribers spend the most time per week on watching Netflix. Looking at Amazon Prime in Sweden and Norway, the time usage is equal to that of Netflix. Danes in general have a lower weekly time usage on video streaming service than the other Nordic residents



Q12b In a typical week, how many hours do you spend on watching TV/video content from the following services?
Base: Subscribers of the video streaming service



YouGov[®]

What the world thinks

YouGov panels

With 30 offices in 20 countries and panels in 38 countries, YouGov's international market analysis reach is one the world's 10 greatest.

38

Countries

-  YouGov Paneles
-  YouGov Partner Paneles



YouGov by the numbers

5,000,000



NUMBER OF PEOPLE WHO PARTICIPATE IN YOUNGOV PANELS

2000 YOUNGOV FOUNDED IN UK

20 MILLION



NUMBER OF SURVEYS COMPLETED IN FISCAL YEAR 2017

30



NUMBER OF YOUNGOV OFFICES WORLDWIDE

#1

MOST ACCURATE ONLINE MARKET RESEARCH FIRM



#1



YOUNGOV IS NAMED THE MOST QUOTED SOURCES

>2500



NUMBER OF POLITICAL, CULTURAL, COMMERCIAL CLIENTS SERVED IN FY17

38



NUMBER OF YOUNGOV PANELS WORLDWIDE

21



YOUNGOV GLOBAL RANKING IN AMA GOLD REPORT

The YouGov Cube



Demography



Politics



Brand usage & perception



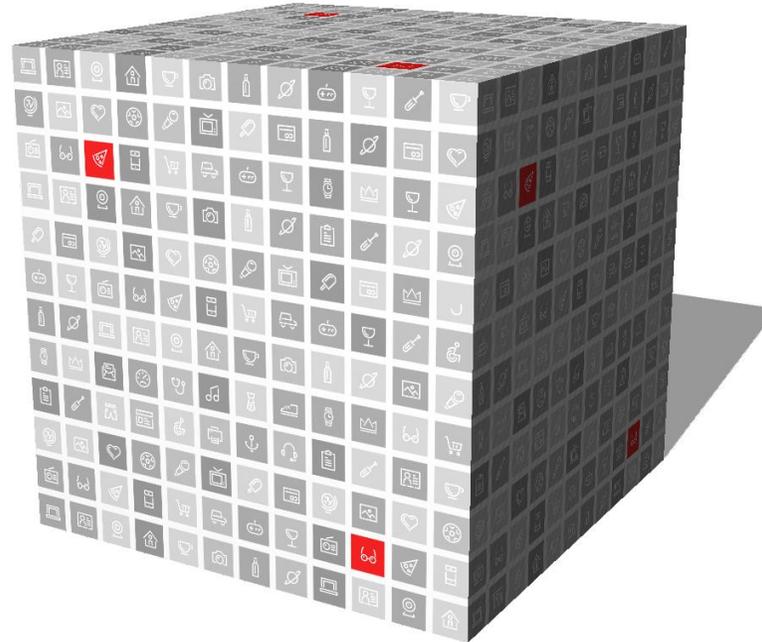
Media usage



Consumer and lifestyle



Personality and health



On a daily basis, we collect and connect data from more than 4 million panelists worldwide.

The result is the world's most comprehensive database with the possibility of connecting anything from demographic information over personal attitudes, to media usage, brand usage and much more.

The YouGov cube is therefore the core of how we analyze consumer behavior.

Meet your team



Nikolaj Harlis Poulsen

Account Manager

Nikolaj is primarily focusing on developing business relationships with clients, especially within the retailer- and media industry. He has several years of experience with market research and analysis in general. Nikolaj holds a Master's degree in Sociology from Aalborg University.

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Simon Bugge Jensen

Insights Consultant

Simon has worked within market research since 2014 and joined YouGov in 2016. Simon is responsible for conducting quantitative research projects and is and handles the entire research process from developing the questionnaire to presentation of the results. Simon is experienced with handling all sorts of research projects on behalf of clients representing a wide array of sectors such as FMCG, Retail, Entertainment and NGO's. Simon holds an MSc. from Copenhagen Business School.

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