



Music Business Association Opens Member-Exclusive Data Portal 'Music Biz Consumer Insights,' Powered by LOOP

June 23, 2016 – The Music Business Association (Music Biz) has officially launched Music Biz Consumer Insights, powered by LOOP (Lots of Online People). Previously announced at Music Biz 2016, the service is now available exclusively to Association members via the newly redesigned www.musicbiz.org website.

Music Biz Consumer Insights provides regularly updated data on U.S. music consumption, with interactive, graphic-based research summaries currently available on topics such as Consumption, Discovery, Digital Natives, Devices, and Streaming, with many more to come. These summaries were drawn from a May 2016 survey of 3,014 U.S. residents conducted by LOOP.

Music Biz and LOOP will also host a webinar on July 12th from 2 to 3 p.m. ET, where LOOP representatives will show attendees how to get the most out of the portal and answer any questions they may have. For more info or to sign up for the webinar, visit <https://musicbizconsumerinsights-webinar.eventbrite.com>.

"We are thrilled to open this high-value new member benefit to our Music Biz community," said James Donio, President of Music Biz. "Music Biz Consumer Insights is bursting with actionable data that will help our members better understand U.S. consumers. We look forward to working with LOOP to ensure that this portal will always provide the most accurate and up-to-date market intelligence for our members."

"Music Biz has been a great partner in bringing Music Biz Consumer Insights to life, and we're proud to make it available to all of their members," said David Lewis, Co-Founder of LOOP. "This powerful resource has the potential to make a massive impact on the U.S. music industry, which is becoming more and more data-centric each year. We hope it will soon be a crucial part of each Music Biz member's data arsenal."

Music Biz Consumer Insights' reports are drawn from nationally representative research panels conducted by LOOP, which maintains a database of more than 250 million U.S. citizens. Through a combination of on and offline contact, these reports' findings can be modelled through the wider database to allow direct marketing with pinpoint accuracy.

A number of in-depth market intelligence reports drilling down into issues such as Music and Millennials, In-Car Music, and Audio Hardware will be available at a substantially discounted rate for Music Biz members.

Music Biz members can access Music Biz Consumer Insights by visiting <https://musicbiz.org/resources/tools/music-biz-consumer-insights/consumer-insights-portal/>. Other members-only benefits include the Music Biz Product Platform, Event & UPC Matching Service, Job Center, various discounts, and much more. To become a member, visit www.musicbiz.org/about/join-music-biz.

About the Music Business Association

The Music Business Association (Music Biz) is a membership organization that advances and promotes music commerce — a community committed to the full spectrum of monetization models in the industry. It provides common ground by offering thought leadership, resources and unparalleled networking opportunities, all geared to the specific needs of its membership. Music Biz brings a unique perspective and valuable insight into the trends and changes that innovation brings. Today, we put our collective experience to work across all delivery models: physical, digital, mobile, and more. Music Biz and its members are committed to building the future of music commerce — together.

Music Biz Media Contact

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