



## **Audiencenet/LOOP to Reveal In-Depth Data About Voice-Controlled Speaker Users and Live Music Attendees on November 16**

November 15, 2017 – Audiencenet/LOOP will be providing new data from in-depth research on live music attendees and voice-controlled speaker users via a live Music Business Association (Music Biz) [webinar](#) on Thursday, November 16. Insights will also be added to Music Biz Consumer Insights, the interactive, member-exclusive research portal hosted on [www.musicbiz.org](http://www.musicbiz.org). The “Voice-Controlled Speaker Users” infographic and “Who Are Live Music Attendees?” top-line report will both be available to Music Biz members following the webinar. The findings are based on a June 2017 survey of a nationally representative sample of 3,006 U.S. respondents (aged 16+).

The “Voice-Controlled Speaker Users” infographic shows that music is a major part of the way Amazon Echo and Google Home owners interact with their devices. More than half of each product’s owners used them to play music daily, including 52% of Amazon Echo users and 54% of Google Home users. Furthermore, 26% of the Echo’s daily listeners requested music multiple times per day along with 20% of the Home’s daily listeners. These numbers show that voice-controlled speakers are gaining on the smartphone, the most regularly used device for listening to music with 60% daily use and 44% of those listening more than once a day. The Home and Echo placed second and third, respectively. Finally, both the Echo and Home are making strides in overall ownership, with 10% of the U.S. population owning an Echo and 3% owning a Home.

Meanwhile, the “Who Are Live Music Attendees?” top-line report shows that concert tickets drive higher spending than any other music-related product examined in the survey, with 84% of concert-goers spending over \$40 on tickets and 54% of those spending over \$100. Similarly, 73% of festival attendees spent at least \$40 on tickets and 42% of those spent over \$100. In addition, live music fans are willing to travel long distances to see their favorite performers or attend festivals, with 40% of concert ticket-buyers saying they would travel over 1,000 miles for a show and 50% saying the same for festivals. Overall, 17% of the U.S. population bought a concert ticket in the last six months, while 7% bought a ticket to a music festival over the same time frame. Younger respondents were more likely to attend in both cases.

Robert Delmonte, Audiencenet/LOOP’s Music & Entertainment Insight Lead, will provide an in-depth discussion of both sets of findings during the webinar [“Your Questions Answered: Who Are Live Music Attendees & Voice-Controlled Speaker Users?”](#) on Thursday, November 16, at 1 p.m. ET. To register, [click here](#). Following the webinar, Music Biz members will receive the full top-line report and infographic

free of charge. Non-members who want more information about joining Music Biz and obtaining the report may contact Nicole Hennessey, Music Biz's VP of Communications, at [nicole.hennessey@musicbiz.org](mailto:nicole.hennessey@musicbiz.org).

"Following our release of AudienceNet/LOOP's 'Music Consumption: The Overall Landscape 2017' report back in September, we've been asking our members what they wanted to learn more about. The resounding response was to get insightful data about live music attendees and voice-controlled speaker users," said James Donio, President of Music Biz. "We've listened to their feedback, and Audiencenet/LOOP has done a tremendous job digging into their data to produce two important documents that will be crucial to understanding these particular music consumers as they continue to gain prominence. We are thrilled to share this information with our members."

"This top-line report and infographic illustrate key truths that should prove useful to the music industry, namely that live concert and festival tickets are a major source of revenue that needs to be nurtured and that voice-controlled speakers are growing tremendously with music at the center of their appeal," said David Lewis, CEO of AudienceNet/LOOP. "We hope these reports will be helpful for Music Biz members as they navigate the shifting realities of the business."

#### **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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