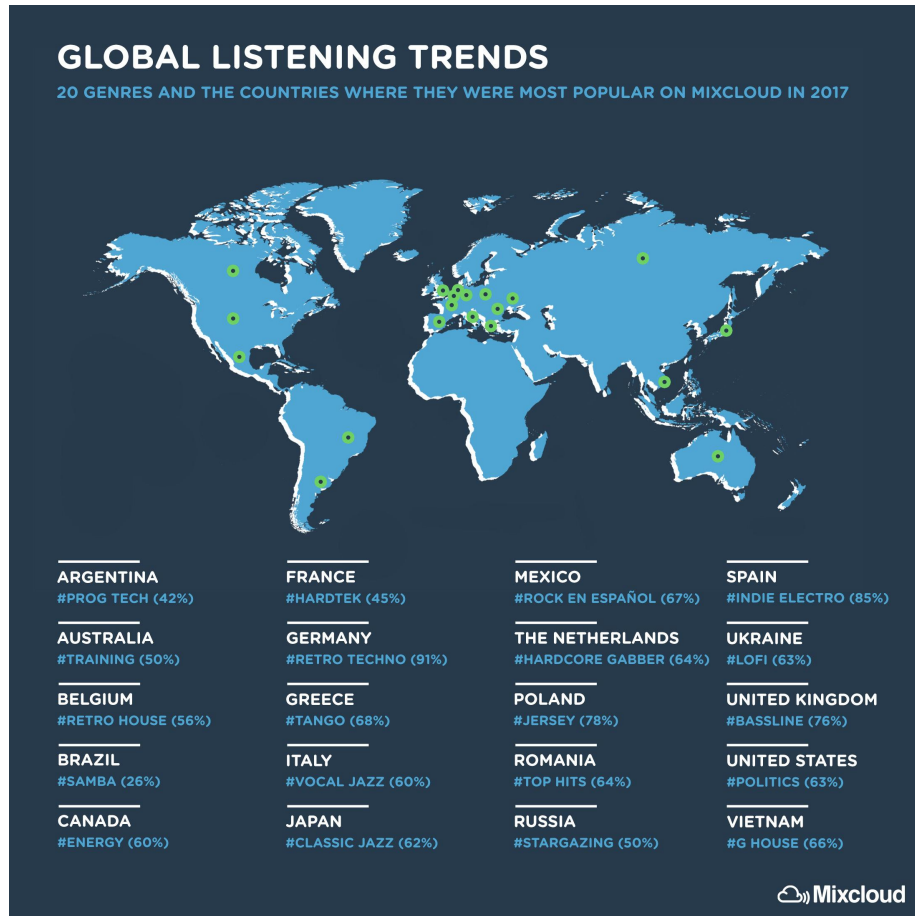# Mixcloud

State-By-State Listening Habits, Global Streaming Stats Revealed In New Mixcloud Year-End Data

Data on everything from Afrobeats and tango to politics and workout mixes serves as snapshot of music and culture in 2017

London, December 12, 2017 – Mixcloud, the digital audio streaming platform that's re-thinking radio for listeners and audio creators, has released a trove of year-end data, highlighting state-by-state listening habits, worldwide trends, and other insightful ways listeners engaged with the platform's 1.2 million Creators and 12 million DJ sets, radio shows, and Podcasts throughout 2017.

GLOBAL LISTENING TRENDS
20 GENRES AND THE COUNTRIES WHERE THEY WERE MOST POPULAR ON MIXCLOUD IN 2017

ARGENTINA
#PROG TECH (42%)

FRANCE
#HARDTEK (45%)

MEXICO
#ROCK EN ESPAÑOL (67%)

SPAIN
#INDIE ELECTRO (85%)

AUSTRALIA
#TRAINING (50%)

GERMANY
#RETRO TECHNO (91%)

THE NETHERLANDS
#HARDCORE GABBER (64%)

UKRAINE
#LOFI (63%)

BELGIUM
#RETRO HOUSE (56%)

GREECE
#TANGO (68%)

POLAND
#JERSEY (78%)

UNITED KINGDOM
#BASSLINE (76%)

BRAZIL
#SAMBA (26%)

ITALY
#VOCAL JAZZ (60%)

ROMANIA
#TOP HITS (64%)

UNITED STATES
#POLITICS (63%)

CANADA
#ENERGY (60%)

JAPAN
#CLASSIC JAZZ (62%)

RUSSIA
#STARGAZING (50%)

VIETNAM
#G HOUSE (66%)

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The wide-ranging data includes fascinating nuggets like:

- **California Jammin':** California listeners are more interested in discovering reggae music than any other genre on Mixcloud, while Massachusetts listeners are most interested in discovering R&B music
- **The Rise of Afrobeats:** Afrobeats was one of the fastest-rising genres on Mixcloud in 2017, with the Top 5 countries in listening minutes being the U.K., United States, Kenya, Canada, and Germany, respectively
- **The Fall of Jazz:** On the other hand, jazz has fallen from the 7th most-listened-to genre in 2015 to 12th in 2017
- **State of the Union:** With Trump dominating the headlines, 63% of all listens to politics-related shows come from the United States
- **Pumping Iron in Australia:** 50% of all minutes spent listening to workout/training shows on Mixcloud come from Australia
- **Tango in Greece:** 68% of all Mixcloud listening to tango shows come from Greece

More notable data on Mixcloud programs, stations and episodes:

- **Most listened-to radio station:** NTS Radio
- **Most listened-to label profile:** Defected Records

- **Most listened-to magazine/blog:** Electronic Beats
- **Most listened-to beats and bass profile:** DJ Blighty
- **Most listened-to dance profile:** John Digweed
- **Most listened-to eclectic profile:** DJ Dimsa
- **Most listened-to jazz/funk/soul profile:** Jazzcat

Keep an eye out for more Mixcloud year-end data throughout this week at facebook.com/mixcloud.

"This data not only shows how much amazing and fascinating content lives on Mixcloud, with an increasing amount of it exclusive to Mixcloud, but also the diversity of it, from reggae and hip-hop to political Podcasts and work-out mixes," said Nico Perez, Co-Founder and Director of Content at Mixcloud. "The breadth of Mixcloud's content, as well as the scope of its reach, will only continue to expand heading into 2018, with many more incredible exclusives on deck. We couldn't be more excited to kick-start the new year."

Mixcloud offers a diverse collection of serialized, long-form, and exclusive audio content, produced by some of the best tastemakers and curators in the business including DJs such as Tiesto and Nicole Moudaber, Talking Heads frontman David Byrne, independent radio stations like London's NTS and New York's The Lot Radio, and Podcasts from The Guardian, Monocle, and many more.

In addition to all of the unique and diverse content that made waves on Mixcloud in 2017, the platform continued to make important changes, including announcing a direct licensing agreement with Warner Music Group, the platform's first direct deal with a major record label.

For more information on Mixcloud, please visit www.mixcloud.com.

About Mixcloud
Launched in 2009, Mixcloud is a digital audio streaming platform that offers a diverse collection of serialized, long-form, and exclusive audio content — over 12 million radio shows, DJ sets, and Podcasts. These shows are produced by over 1 million of the best curators and tastemakers in the business including: DJs such as Carl Cox and Tiesto, Talking Heads frontman David Byrne, independent radio stations like London's NTS, and The Guardian Podcasts. Mixcloud's brand partnerships arm works with leading brands such as Red Bull, Adidas, Dr. Martens, W Hotels and Heineken to help them invest in culture to connect to their consumers. For more information on Mixcloud, please visit www.mixcloud.com.