



FOR IMMEDIATE RELEASE:

For Music Discovery, Consumers Turning to YouTube and VEVO, According to MusicWatch Research Study

Video services influence music discovery, more than friends or AM/FM radio

Huntington, N.Y., December 17, 2015 – VEVO, YouTube and other video services consumers use to watch or listen to music videos are now the most popular resources driving new music discovery. According to [MusicWatch, a company providing consumer research for the music industry](#), 40 percent of U.S. consumers reported that within the past three months they had heard a new artist or song that they wanted to listen to again. Among younger consumers (age 13 to 24), that number rose to 63 percent; and among VEVO users, the figure rose to 70 percent.

When consumers were asked about the most influential sources for discovering music, video services topped the charts (34 percent). Video was followed by recommendations from friends and family (27 percent); broadcast AM/FM radio (25 percent); and TV music competition shows, music channels, or TV music videos (23 percent). Nearly half (45 percent) of those who used YouTube to watch or listen to music cited video services as most influential to discovery.

“Watching and listening to music on video services has become so popular, especially with younger fans, it’s not surprising to see that it is becoming the go-to source for music discovery,” said [Russ Crupnick, founder and managing partner of MusicWatch](#). “In fact if you use VEVO, then you know the amount of effort that the company puts into the service to drive more views and recommendations.”

After consumers discovered a new song, 31 percent of them purchased either a CD, digital song or digital album; however, among 13- to 24-year-olds, viewing the video again was the top-ranked post-discovery action. “Consumers are still interested in learning about new music, and when it comes to sources offering recommendations, there is more variety than ever before,” Crupnick said. “A large group of consumers also want to possess the music – either by buying a CD or download, or by creating a personal playlist or online station based on the music of a particular artist.”

Methodology note: The data referenced in this press release is from the MusicWatch Music Acquisition Monitor released in October 2014. MusicWatch surveyed 5,000 U.S. consumers, age 13 and older, using online data collection. Results were projected to reflect the U.S. Internet population.

About Russ Crupnick

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Music industry analyst Russ Crupnick is the founder and managing partner of MusicWatch, Inc. Previously, Crupnick founded The NPD Group's Entertainment practice area, and he served as senior entertainment analyst for more than 15 years. He has developed an international reputation for his insights into consumer-entertainment trends and now provides executive-level guidance and industry analysis to MusicWatch clients and the media.

About MusicWatch, Inc.

MusicWatch provides in-depth music consumer research and analyst services for the entertainment industry. With more than ten years of trended data and new research released quarterly, MusicWatch helps clients understand the latest market and demographic trends, including what's happening with both digital music and physical CD discovery and sales, music streaming services, broadcast and satellite radio, music device usage and listening habits. For more information, visit www.musicwatchinc.com.

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