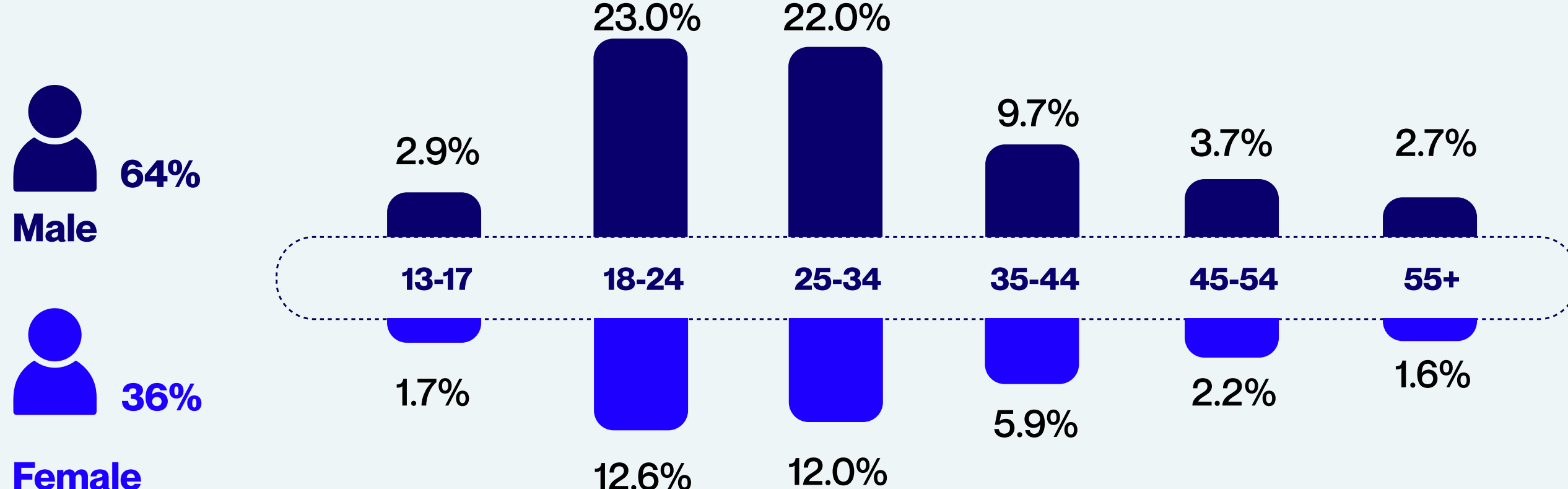


Music

In order to understand music consumers, we compare the audience demographics, content preferences, and ecommerce behaviors of the music audience on social video.

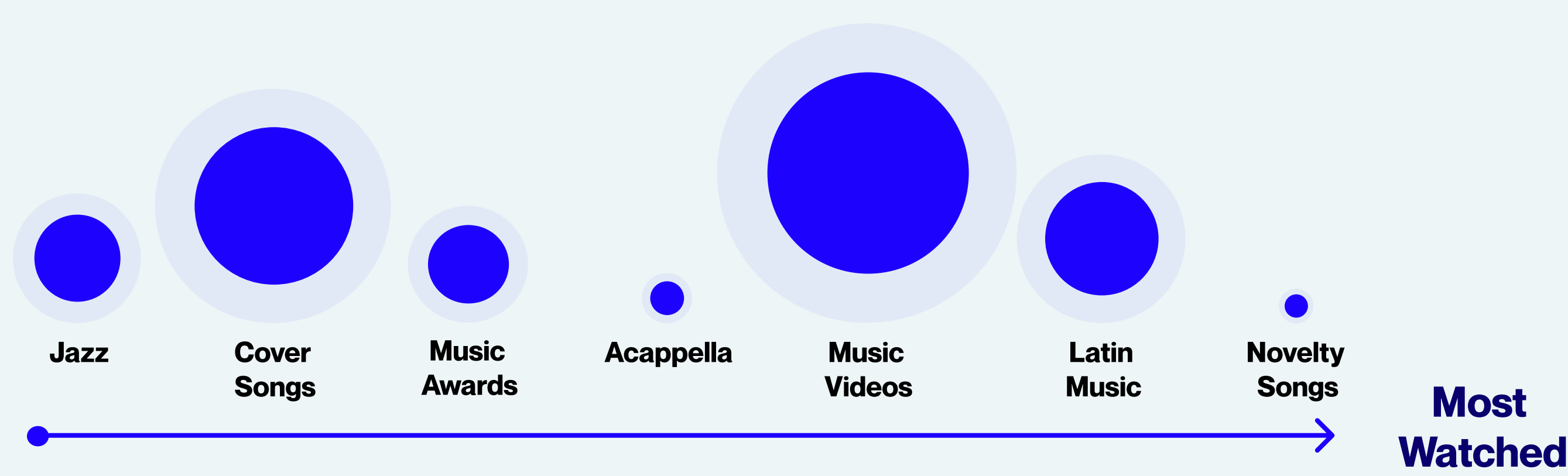
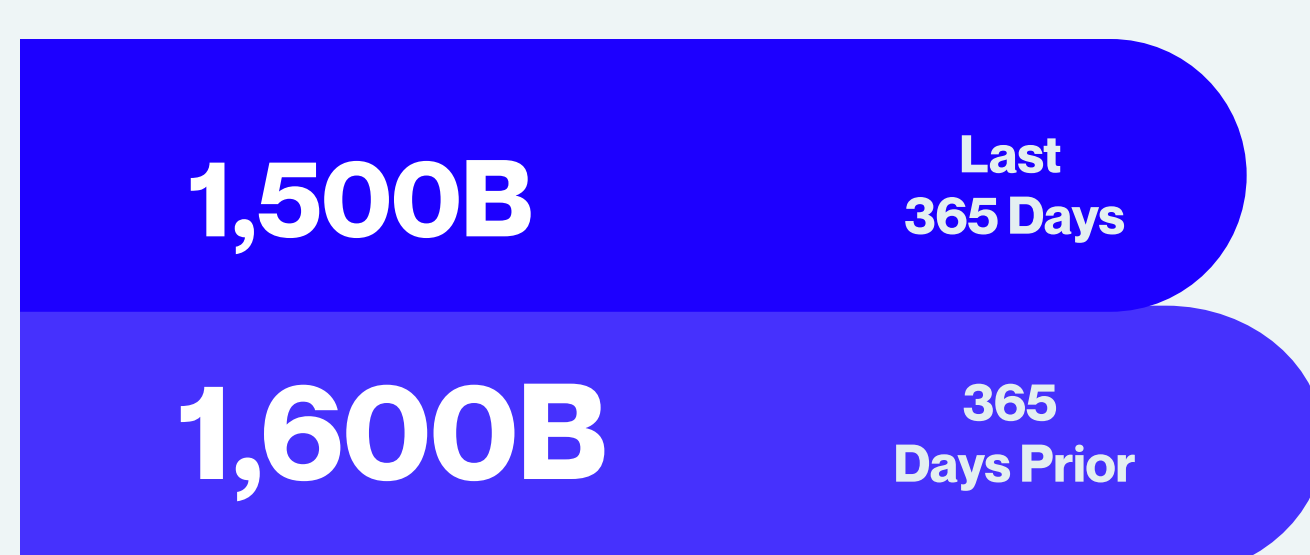
Audience



Content

Year Over Year Views

-6%



The size of the dot indicates the number of videos in each category on YouTube. Categories with high viewership and low supply represent areas of opportunity for brands and creators. YoY timeframe is October 2021-2022 versus October 2020-2021. Data available upon request.

Behavior

What they watch:

Music Content

Other Content

- | | |
|--------------------------|-------------------------------------|
| Merengue | Masala Films |
| Audio Players | Danish & Swedish Cuisine |
| Audio Engineering | Germany Travel |
| Musical Film | Martial Arts Video Games |
| Dance Memes | Australian Football |

What they buy:

Products

Brands

- | | |
|--------------------------|--|
| Desk Footrests | |
| Earbud Headphones | |
| Beanies | |
| Treadmills | |
| Makeup Remover | |

Websites they visit:

- | | | |
|----------------------|---------------------|----------------------|
|
burgerking.fr |
revolvermag.com |
mymusicsheet.com |
|
spotifycodes.com |
purple.com | |

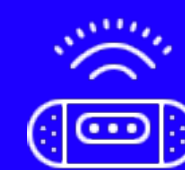
These insights stem from an analysis conducted using Tubular data on thousands of social videos. Behavior data connects social video viewership to ecommerce activity on Amazon.com. Data available upon request.



Music viewers are **3.7x** more likely to shop for **Desk Footrests**, indicating that this audience is likely viewing from their desktops or laptops rather than mobile devices.



They say music is the one global language, that's why we see a variety of cultural representation in the content this audience also watches. Music viewers are **2.5x** more likely to watch **Masala Films** and **2.2x** more likely to view **German Travel**.



Music viewers take their gear very seriously. The data shows that this audience is **2.3x** more likely to watch content about **Audio Players** and **2.9x** more likely to shop for **earbuds**.

Interested in supercharging your social video strategy?

Get in touch