

# MUSIC FAN REPORT: THE MILLENNIAL FAN TRIBES

ARE YOU READY FOR MILLENNIALS?

THE LARGEST GENERATION TO DATE IS INFLUENTIAL, AGING INTO THEIR PEAK SPENDING POWER YEARS, CONSTANTLY CONNECTED, AND DRAWN TO VISUAL COMMUNICATION.

MUSIC IS A MAJOR **PASSION POINT** AND **CONNECTOR**



SAY MUSIC IS IMPORTANT TO ME



SAY THE MUSIC YOU LIKE TELLS A LOT ABOUT YOURSELF



SAY MUSIC HELPS THEM CONNECT WITH FRIENDS AND FAMILY

## NOT ALL MILLENNIAL MUSIC FANS ARE THE SAME VEVO HAS IDENTIFIED FOUR FAN TRIBES WITHIN THE GENERATION

**CROWDSURFERS**

**36%**



**SOLOISTS**

**22%**



**FRONT ROW FANS**

**17%**



**TALENT SCOUTS**

**25%**





**TALENT SCOUTS SEE MUSIC AS SOCIAL CURRENCY, USE IT TO BOOST ENERGY, AND ARE ALL ABOUT FINDING THE LATEST HOT TRACKS**

**SKEW:**

MALE, 25 TO 34, AFFLUENT

**THEY ARE:**

MUSIC TASTEMAKERS  
WILLING TO SPEND ON MUSIC  
TECH AND EXPERIENCES



MOST LIKELY TO USE PANDORA, LAST.FM, AND SIRIUSXM



SAY THEY ARE WILLING TO PAY MORE FOR TOP QUALITY MUSIC TECHNOLOGY



MOST LIKELY TO SAY FRIENDS SEE THEM AS A MUSIC TRENDSETTER

**ENGAGE THEM THROUGH INFLUENCER PROGRAMS SO THEY CAN SPREAD THE WORD**



**FRONT ROW FANS SEE MUSIC AS DEEPLY PERSONAL, A WAY TO EMOTIONALLY CONNECT, AND A SOUNDTRACK TO THEIR LIVES**

**SKEW:**

FEMALE, 18 TO 24, SUBURBAN

**THEY ARE:**

CULTURAL INFLUENCERS  
ALWAYS SHARING



MOST LIKELY TO USE VEVO AND SPOTIFY



SAY THE MUSIC SOMEONE LIKES CAN TELL YOU A LOT ABOUT THAT PERSON



MOST LIKELY TO RATE THEIR PASSION ABOUT MUSIC AT THE HIGHEST LEVEL

**GIVE THEM EXPERIENCES THEY CAN SHARE AND CONNECT ON**



**CROWDSURFERS SEE MUSIC AS A WAY TO CELEBRATE, AND WANT TO BE ENTERTAINED WITH THE LATEST BUZZ IN ENTERTAINMENT**

**SKEW:**

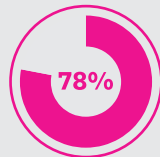
25 TO 34, PARENTS, URBAN

**THEY ARE:**

ACTIVE AND FAMILY-ORIENTED  
LOOKING FOR CURATION



MOST LIKELY TO USE GOOGLE PLAY, PRIME MUSIC, XBOX MUSIC, TUNEIN



SAY THEY LIKE TO HAVE MUSIC VIDEOS PLAYING DURING THE DAY TO KEEP THEM COMPANY



MOST LIKELY TO USE MUSIC APPS

**TARGET THEM WITH TOOLS/CONTENT THAT MAKE THEM FEEL "IN THE KNOW"**



**SOLOISTS SEE MUSIC AS A PERSONAL INTELLECTUAL EXPERIENCE, AND THEY'RE FOCUSED MUSIC FANS**

**SKEW:**

18 TO 24, SINGLE, INDEPENDENT

**THEY ARE:**

FINDING THEIR WAY  
INTROVERTED AND ANALYTIC



MOST LIKELY TO BE ON SOUNDCLLOUD



SAY THEY USUALLY GET SO INVOLVED WITH MUSIC THEY FORGET EVERYTHING ELSE



MOST LIKELY TO WANT TO KNOW MORE ABOUT THEIR FAVORITE MUSICIANS

**REACH THEM WITH INCREASED ACCESS TO THE ARTISTS THEY'RE INVESTED IN**