

Audience Profile

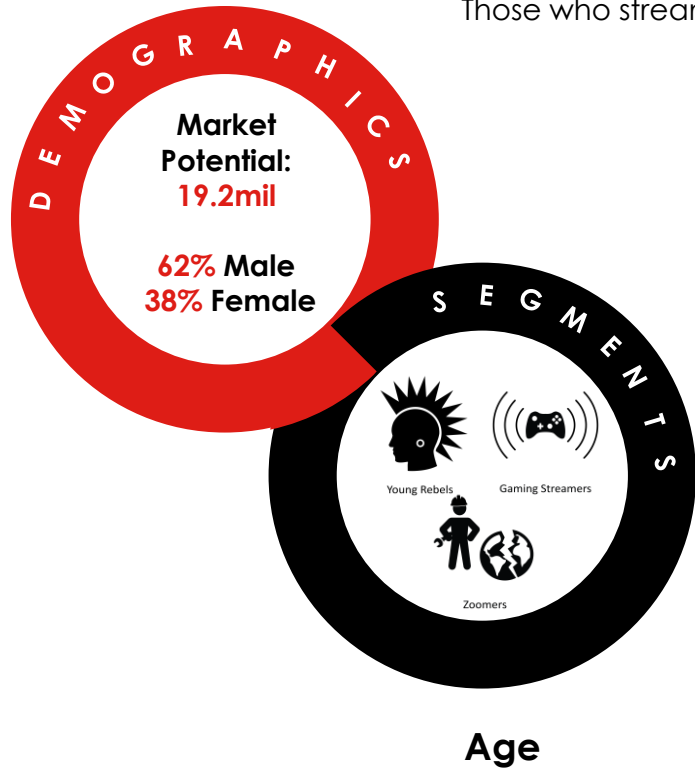
USA May 2020



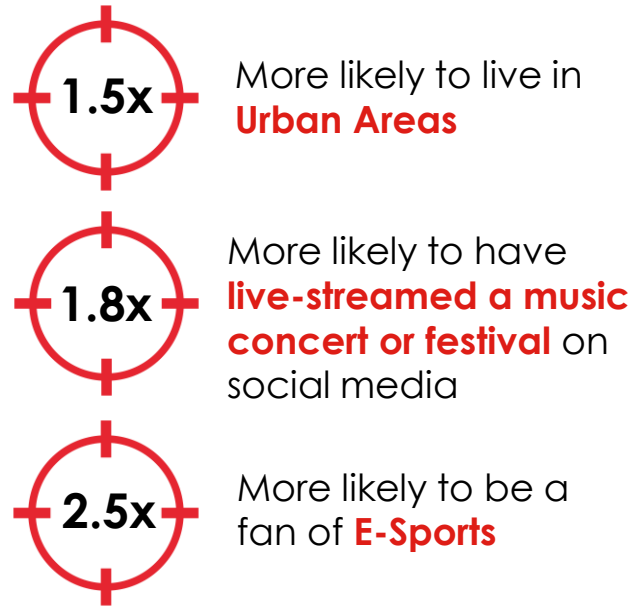


Soundcloud Audience

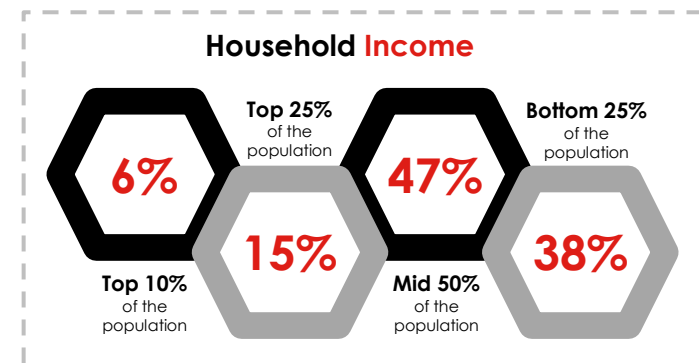
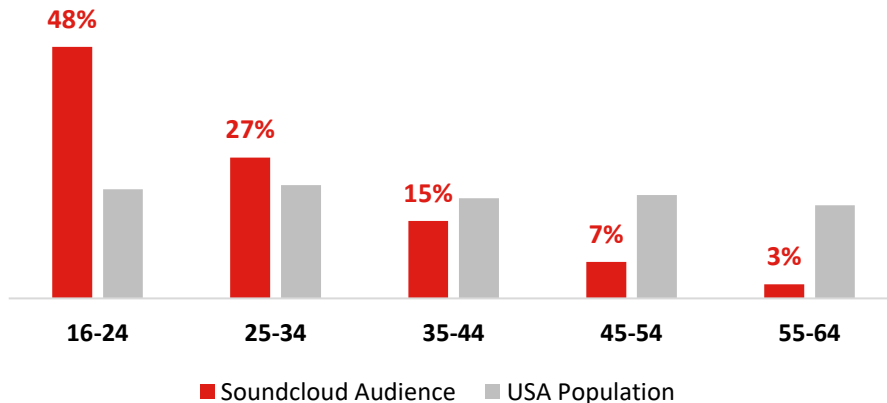
Those who stream music on SoundCloud in an average month



Fast Facts

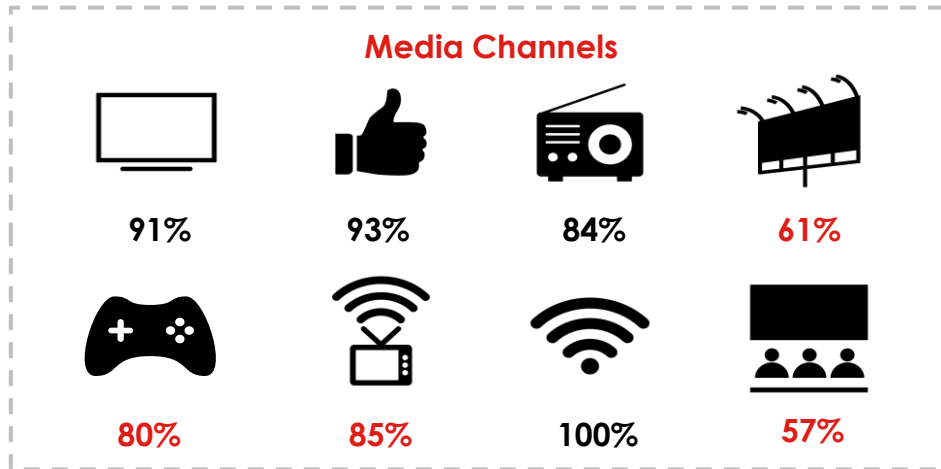


Top Attitudes



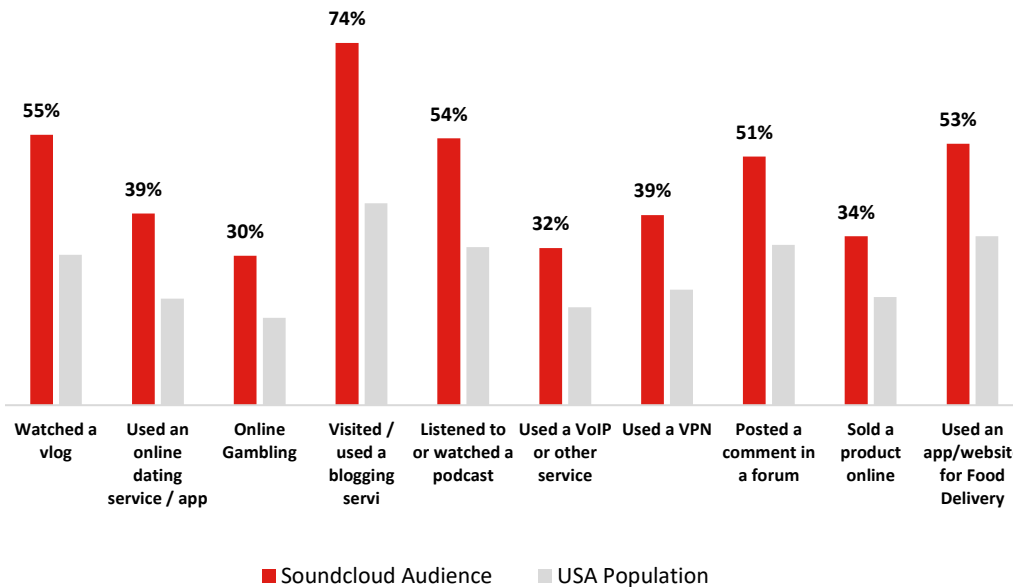


Media Insights



- ### Media Properties
- Spider-Man
 - Twilight
 - Batman
 - Maxim
 - Family Circle
 - Rolling Stone
 - Vice
 - MailOnline
 - Business Insider
 - Men's Health

Top Online Activities



Social Media

- High Volume High Propensity
- -
 -
 -

Top TV Shows

- Family Guy
- Big Bang Theory
- The Simpsons
- Criminal Minds
- NCIS



Music Insights



I am usually one of the first people to discover new music artists



Fans of...

A Boogie Wit Da Hoodie
PartyNextDoor
Bazzi

*From list of 50 measured in our survey

Enjoy these genres...

Electro Pop
House
EDM

2.7x

Purchased VIP ticket(s) to a live music concert, show or festival

2.6x

Purchased a vinyl record

2.6x

Shared my own playlist or music recommendation on social media

2.3x

Participated in or attended karaoke

2.3x

Purchased merchandise that featured a music artist/band

Soundcloud Account Type

Free
82%

Paid
18%

Other Top Streaming Services



Google Play
Music



Top Radio Stations/Shows

Elvis Duran and the Morning Show
R&B / Urban Contemporary
On Air with Ryan Seacrest

54%

Watch Music Videos on YouTube

Thank you.

Reach out if you have any questions
APinsights@audienceprecision.com