

Audience Profile

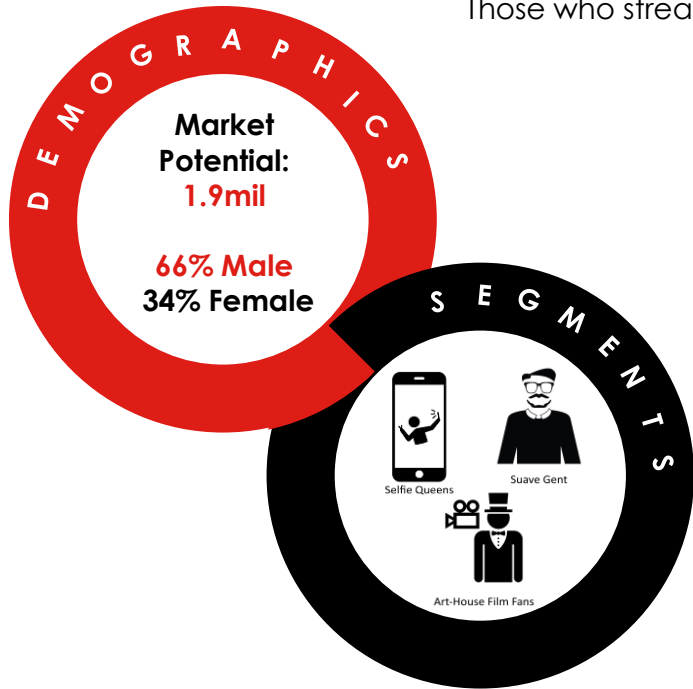
Japan May 2020



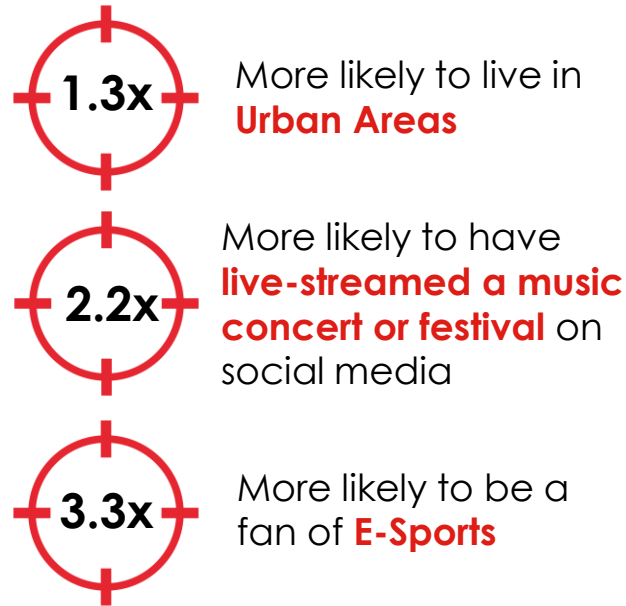


Soundcloud Audience

Those who stream music on SoundCloud in an average month



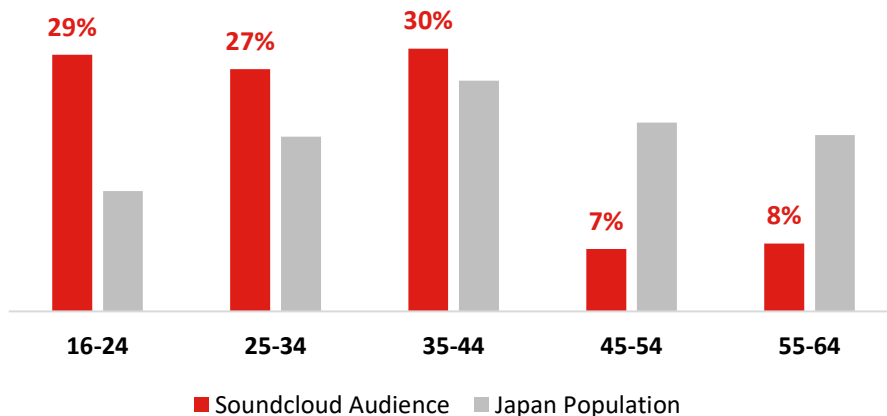
Fast Facts



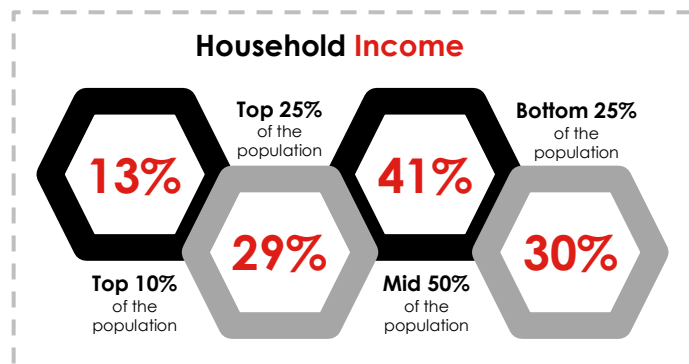
Top Attitudes



Age

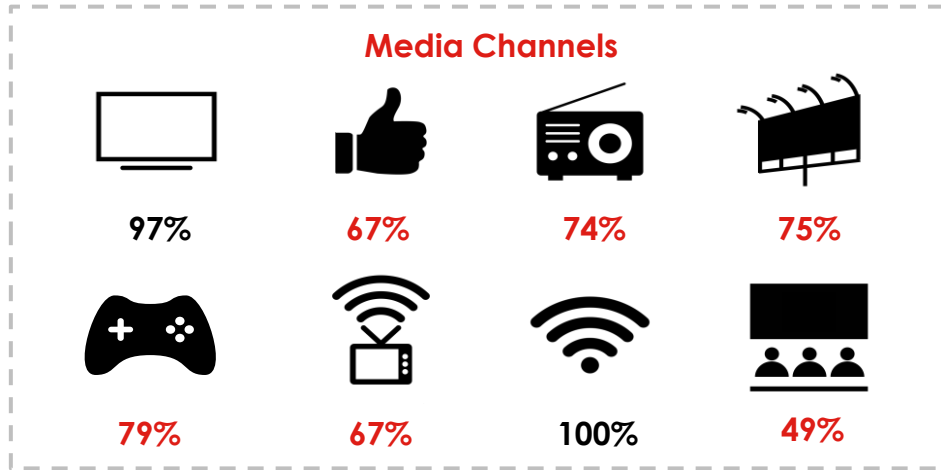


Household Income



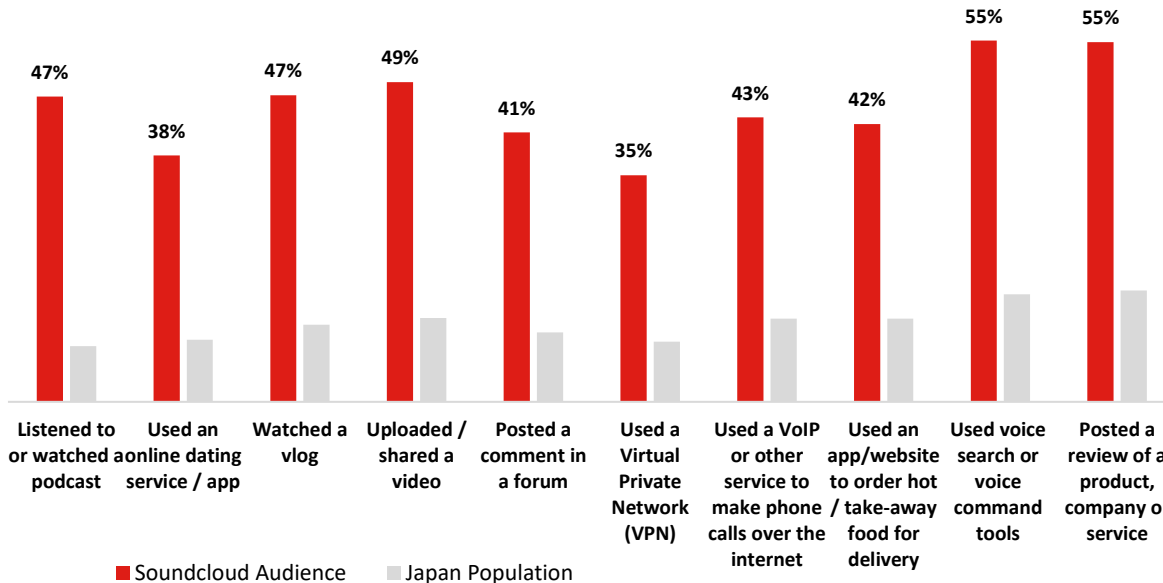


Media Insights



- ### Media Properties
- Prodism
 - Eyescream
 - Famitsu
 - Studio Journal Knock
 - MailOnline
 - Eurosport
 - Business Insider
 - Hunger Games
 - DC
 - Transformers

Top Online Activities



- ### Social Media
- High Volume:
 - High Propensity:

- ### Top TV Shows
- Downtown no Gaki no Tsukai ya Arahende!!
 - Downtown Rocket
 - Wednesday's Downtown p-battle
 - Chibi Maruko-chan



Music Insights



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



Fans of...
tofubeats
chelmico
A Boogie Wit Da Hoodie
*From list of 50 measured in our survey

Enjoy these genres...
Electronic
Hip-Hop
Rock

6.7x Purchased a vinyl record

5.3x Tagged a song using Shazam or SoundHound

5.4x Bought a music gift card for others

5.1x Purchased tickets to a live music show, concert or festival

4.6x Attended a live music show, concert or festival

Soundcloud Account Type

Free
85%

Paid
15%

Other Top Streaming Services



Top Radio Stations/Shows

Gensokyo Radio
J-Rock Powerplay
FM Uruma

66%

Watch Music Videos on YouTube

Thank you.

Reach out if you have any questions
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