

Audience Profile

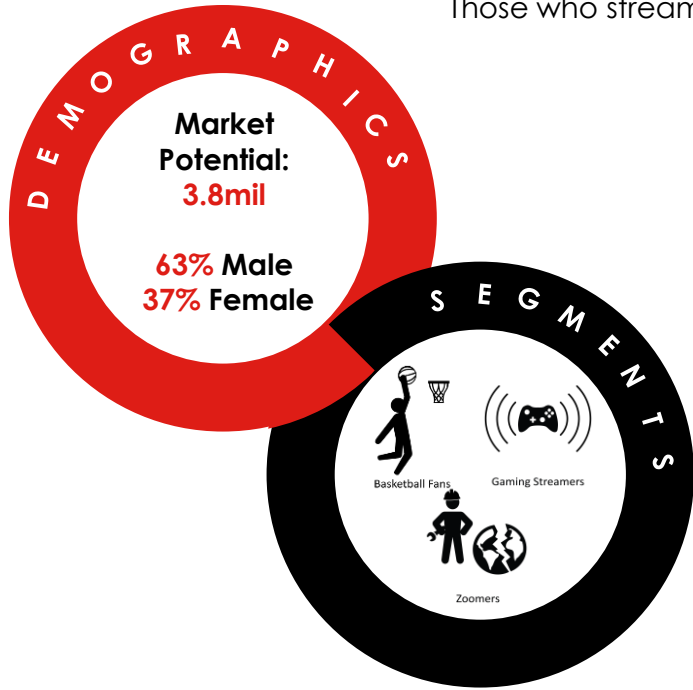
UK May 2020



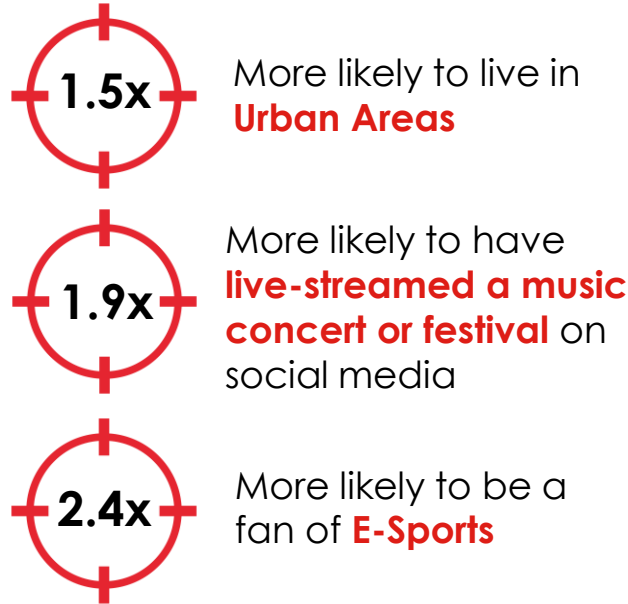


Soundcloud Audience

Those who stream music on SoundCloud in an average month



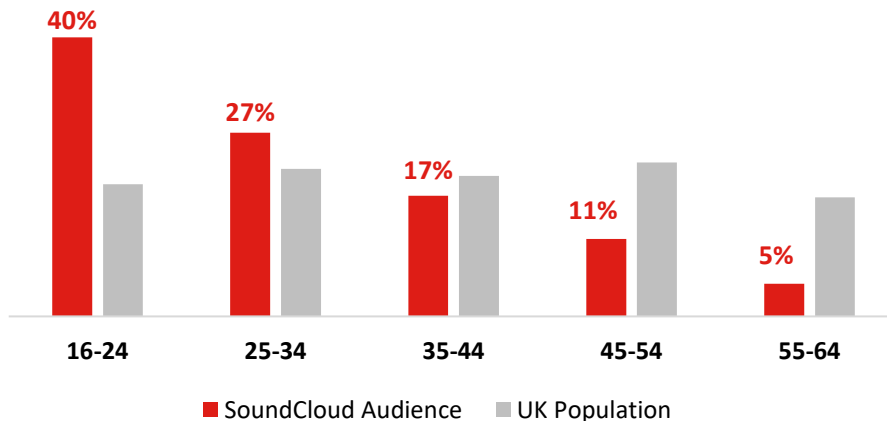
Fast Facts



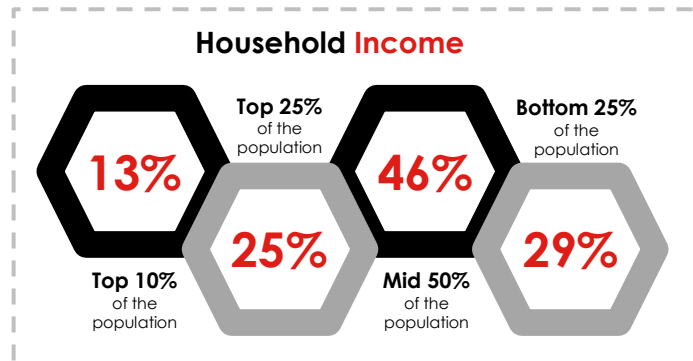
Top Attitudes



Age

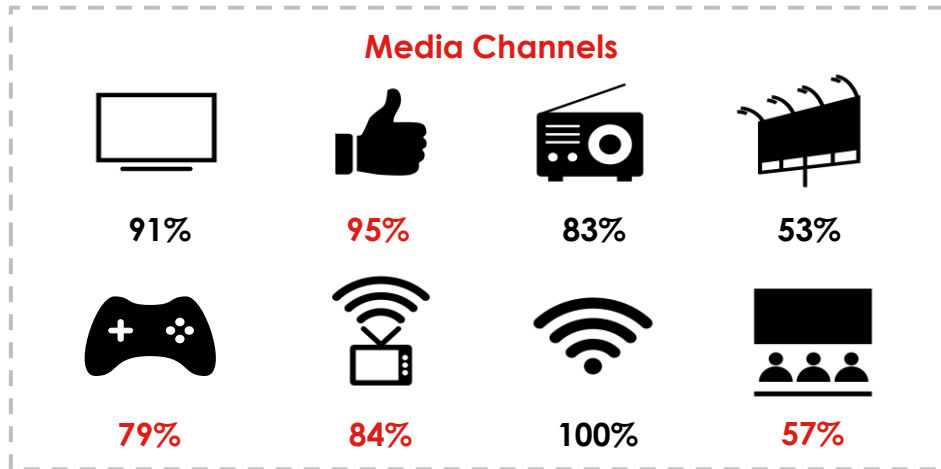


Household Income



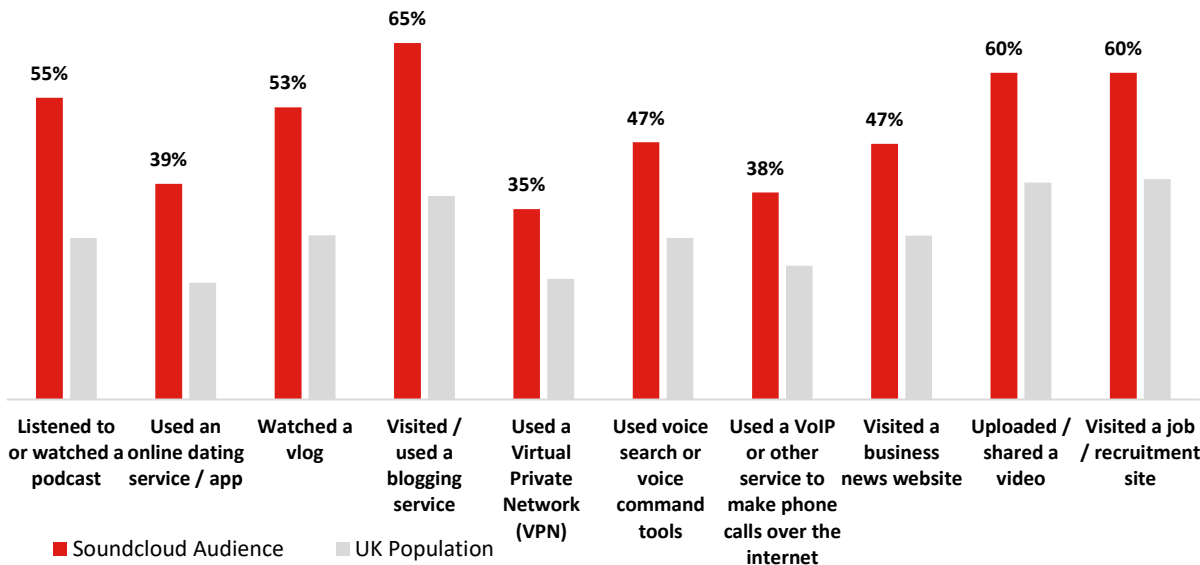


Media Insights



- ### Media Properties
- Fast and the Furious
 - Batman
 - Transformers
 - Harper's Bazaar
 - Top Gear
 - Vice
 - Time.com
 - Forbes
 - Sports Magazines
 - The Independent

Top Online Activities



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

- ### Top TV Shows
- South Park
 - The Walking Dead
 - The Inbetweeners
 - Friends
 - Big Bang Theory



Music Insights



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



Fans of...
Halsey
Pearl Jam
Stormzy

*From list of 50 measured in our survey

Enjoy these genres...

Dubstep
Drum 'N' Bass
Techno

- 2.6x** Maintained a membership in an artist / band fan club
- 2.0x** Listened to playlist created by or shared with friends/family
- 1.9x** Participated or attended karaoke
- 1.9x** Live streamed a music concert or festival
- 1.7x** Bought music downloads from a digital music store

Soundcloud Account Type

Free	Paid
84%	16%

Other Top Streaming Services



Top Radio Stations/Shows

The UK Chart Show
BBC Radio
Kerrang!

59%

Watch Music Videos on YouTube

Thank you.

Reach out if you have any questions
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