

BACKGROUND MUSIC:

THE UNTAPPED

PROMOTIONAL

AVENUE FOR MUSIC

OCTOBER 2021



U.S. CONSUMERS

COLLECTIVELY MAKE 90.9 BILLION
BUSINESS VISITS EACH YEAR
AND EACH ONE OF THESE IS
AN OPPORTUNITY FOR EXPOSURE
TO MUSIC

And the desire from retail customers is for good music — but this doesn't just mean music they already know and love — the opportunity is also there for emerging artists. And if you think that people don't pay attention to music in a business location — you'd be wrong!

Each visit to a retail location is a potential music touchpoint — with the most regularly visited locations being local grocery stores or pharmacies, fast food, restaurants and convenience stores.

However, music is most noticed in leisure-focused locations — bars/pubs and gyms/fitness centers — and music can ultimately add to the enjoyment of the activity.

BY THE NUMBERS

79%

of people listen to
the music being
played in a business
location

47%

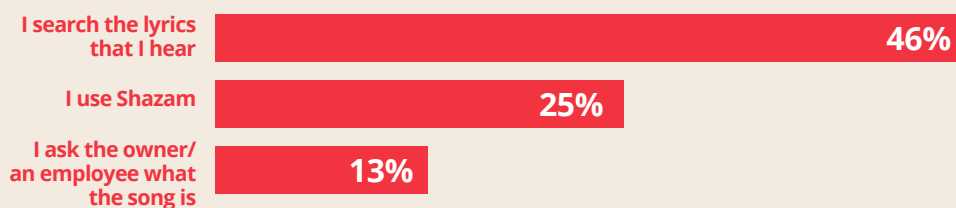
of people seek out
emerging artists
on a monthly basis,
and retail listening
has great potential
to engage new
listeners and expand
awareness of the song
or artist



DON'T OVERLOOK

THE POWER OF MUSIC IN RETAIL – CONSUMERS DON'T SLEEP ON MUSIC THEY LIKE

TOP 3 ACTIONS TAKEN IN PUBLIC UPON HEARING A NEW SONG:



73%

of consumers take immediate action after they hear a song they like in a public space

57%

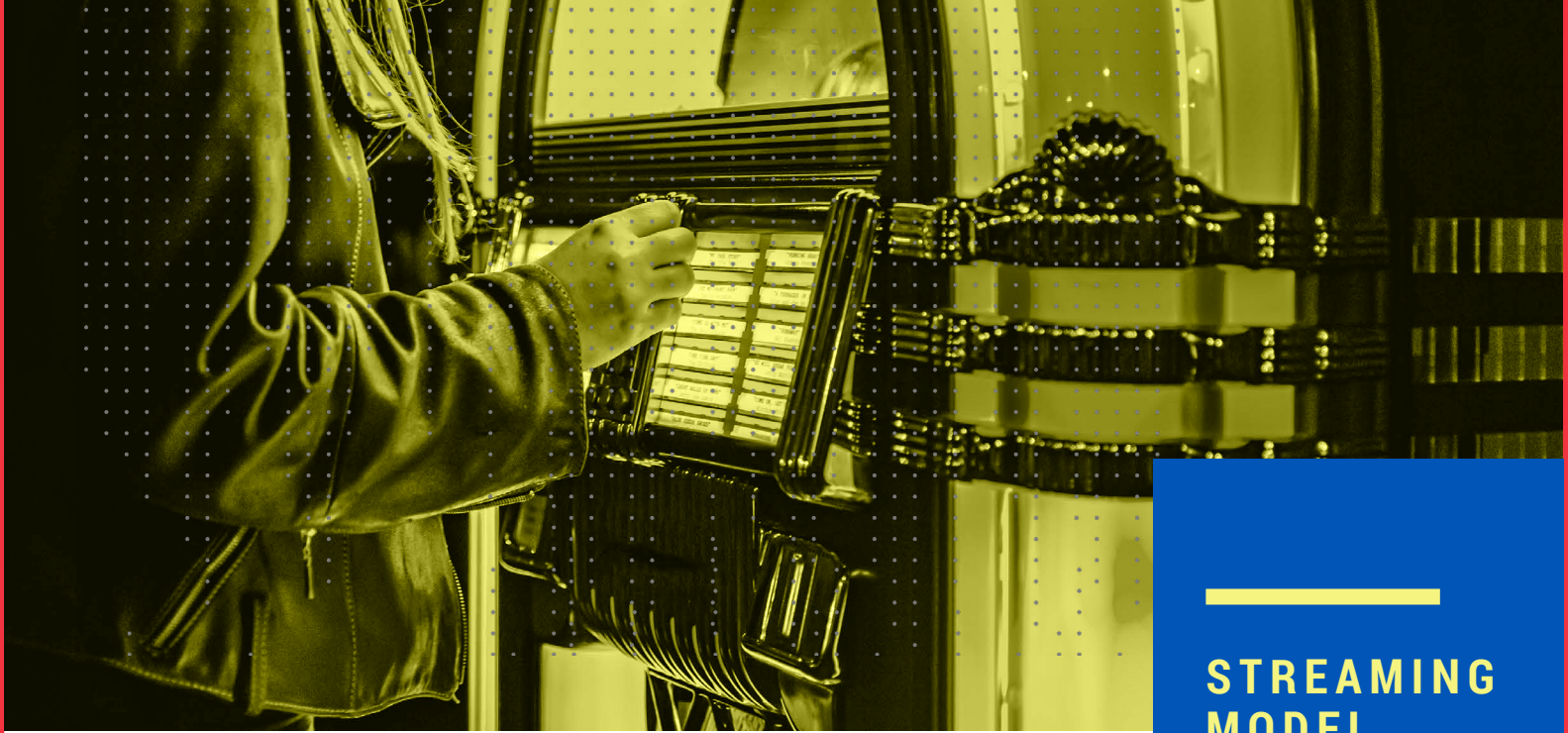
of 18- to 24-year-olds (Gen Z) are most receptive to contributing to the fair compensation of artists

PIVOTAL RESEARCH

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We are excited to partner with Soundtrack Your Brand to conduct pivotal research into the consumer's perception of music. The insights uncovered demonstrate the power of background music in engaging consumers, changing perceptions of businesses and for the whole industry provides not only a revenue stream but also a means of showcasing new music, which is crucial.

Helena Kosinski,
VP Global, MRC Data



THE RIGHT MUSIC INCREASES A BUSINESS'S BOTTOM LINE

Music also benefits the business — 41% of U.S. consumers would spend more time (and potentially more money) in a retail location if they are enjoying the music. And for 39% of the U.S. population, the right music influences repeat business at a retailer.

Of course, different music is required by shopper demographics, retailer type and region of the country.

HERE ARE SOME TIPS:



Millennials
are most
likely to stay
longer for the
music



The top businesses
picked because of
music are bars and
pubs, restaurants,
coffee shops,
shopping malls
and gyms



Pop, Rock
and Easy Listening
are the top
public music
preferences in
retailers

STREAMING MODEL



We all know that the old background music model is broken, but now Soundtrack is upgrading it to the streaming model, introducing transparency and usage-based flow-through of royalties. If done correctly, B2B streaming will unlock a significant monetization and promotional opportunity for music creators and rights holders alike we as an industry can't afford to miss.

Ola Sars, Founder,
CEO and Chairman,
SoundTrack Your
Brand



ABOUT MRC DATA

[MRC Data](#) is the most comprehensive global provider of data and analytics to the entertainment and music industry and consumers. Established in 2019 with the acquisition of Nielsen's music data analytics business, MRC Data services digital service providers (DSPs), labels, airplay, and music retailers. MRC Data's data powers the Billboard charts, the industry's most complete and well-respected database of charts across all music genres. MRC Data products include Music Connect, BDSradio and Music360, which collectively capture and represent the most robust dataset related to music sales, performance, artist activity, and consumer engagement. MRC Data is part of P-MRC Data, a joint venture between MRC and Penske Media Corporation (PMC).

ABOUT SOUNDTRACK YOUR BRAND

[Soundtrack Your Brand](#) helps thousands of businesses strengthen relationships with customers through music. By combining expert curation and world-class tech, Soundtrack Your Brand provides a beautiful all-in-one solution for streaming music to stores, hotels, restaurants and other commercial settings. Founded in 2013 by Ola Sars as a joint effort with Spotify, Soundtrack Your Brand is the world's fastest-growing B2B music streaming service, working with iconic brands such as McDonald's, Lululemon, J Crew, Uniqlo, Joe & The Juice, Aesop and W Hotels.