Clouds & Concerts
WiMP and Consumer Behaviour

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Associate prof., Univ. of Oslo

4 year research project

• Relationship between live music and streaming patterns? (Case: Øya festival 2010+2011)
• New patterns of listening with streaming?
• Role of mobile listening?
The festival effect

Øya festival artists’ % of all streams in Norway

<table>
<thead>
<tr>
<th></th>
<th>2010</th>
<th>2011</th>
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</thead>
<tbody>
<tr>
<td>2 weeks before</td>
<td>8.0</td>
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<tr>
<td>Festival week</td>
<td>14.6</td>
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<tr>
<td>2 weeks after</td>
<td>6.2</td>
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Festival effect

Øya festival artists’ % of all streams in Norway

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3.5 times more Øya streams in 2011 than in 2010
Øya streams 20. august

Streams by Øya artists vary strongly with distance to festival venue

Almost 30% of streams within 2 km radius are of Øya artists
1830 different genres reported by record companies to WiMP. For example...
The 79 artists playing at Øya according to genre

- Alternative
- Pop
- Rock
- Pop/Rock
- Electronic
- Metal
- R&B
- Alternative/Punk
- Folk
- Rap/Hip Hop
- Jazz
- Black Metal
- Country
- Electronica
- Electronique: Electronica
- Hip Hop
- Hip-Hop/Rap
- Indie
- Punk
- Punk Rock
- R&B/Soul
- Rap

Streams per user by genre (median)

Users with >10% listening within a given genre
Unique songs per user by genre
(median)

Alternative
Hip Hop
Dance
Country
Electronic
Jazz

Users with >10% listening within a given genre

Artists per user by genre
(median)

Alternative
Hip Hop
Dance
Country
Electronic
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Users with >10% listening within a given genre
**Alternative streams** (histogram)

Distribution of streams by users with >10% streams within genre

**Rock streams** (histogram)

Distribution of streams by users with >10% streams within genre
Classical streams (histogram)

Distribution of streams by users with >10% streams within genre

Pop streams (histogram)

Distribution of streams by users with >10% streams within genre
<table>
<thead>
<tr>
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<td>Dance</td>
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<tr>
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<tr>
<td>Children</td>
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Corellogram of genre listening

What else?
Artists streamed in average per user

- WiMP 2010
  - Over 9 weeks: 92
- WiMP 2011*
  - Over 11 weeks: 131.4

*) Canal Digital users not included

Artists streamed according to age (2011)

- Under 18
  - Average: 97.2
  - Median: 66
- 18-25
  - Average: 135.6
  - Median: 96
- 25-45
  - Average: 137.9
  - Median: 94
- 45-65
  - Average: 119.1
  - Median: 81
- 65+
  - Average: 97.7
  - Median: 58
Thank you!

Arnt Maasø (Associate professor) and Anne Danielsen (Professor) at the Univ. of Oslo.

Beathe Due (Media Research Director, Telenor Group Digital Services)

Johannes Bjelland, Kenth Engø-Monsen and Pål Roe Sundsøy (Researchers at The Advanced Analytics Centre of Excellence, Telenor Group)

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