

Survey Reveals That Asian Youth Are Wrapped Around Music

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Asian youth spent more time listening to music, while over two-thirds (68%) said that music is a very important part of their lives according to the Branded and Synovate Music Matters survey released today at the 2009 Music Matters Asia Pacific Music Forum in Hong Kong.

In research that explores how passionate youth are about music, what music-related activities they engage in and their attitudes towards a digital music future, Synovate surveyed 8,841 respondents aged 15 to 24 years in China, Hong Kong, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

Much more

The survey showed that music was particularly close to the hearts and minds of the young in India (83%) and the Philippines (80%); followed by Vietnam (77%), China (69%), Thailand (67%) and Indonesia (65%).

"The love affair between music and young urban Asian consumers remains inseparable and it's no surprise that music continues to be an important part of their daily lives. Our overall findings showed that 25% were listening to music more in the last 12 months," said Steve Garton, Executive Director - Media, at Synovate.

Multiple devices

Youthful consumers across different markets used multiple devices to listen to music with computers being the top choice in Vietnam (52%), Taiwan (50%), Malaysia (47%), the Philippines and Hong Kong (34% respectively). Across the region, MP3 players (27%) and mobile phones (23%) were also popular.

"As digital technology advances across Asia, consumers will demand that their gadgets serve as one-stop music shops. This trend is certainly on the rise and we will continue to see a convergence of technology in the future.

"In fact, thirty-three percent of young consumers regionally indicated that they will use their MP3 players more followed by their computers (29%) and mobile phones (25%)" said the Executive Director of Branded, Jasper Donat.

My mobile

Among young mobile phone owners, over half had used their mobile phones to listen to music. Thailand (70%) lead the way, followed by Hong Kong and China (63% respectively) then Vietnam (62%) and Malaysia and India (both at 61%).

"The importance of the mobile phone for playing music is also seen in music download figures, with close to half of users (46%) accessing their computers to download music files which are later transferred to their mobile phones. Close to a quarter (21%) downloaded music files directly to their mobile phones.

Ideally, the music industry should be working with telecommunications companies to deliver music via mobile phone while marketers and brand owners should be exploring or realigning their strategies by incorporating music as a platform to reach this fast-growing and digitally driven segment," Mr. Garton added.

About Music Matters

Attended by an abundance of industry heavyweights from Asia and around the world, Music Matters is the only conference of its kind in Asia, offering delegates the chance to connect, forge business partnerships and create new business opportunities.

In addition to the forum there are three parties showcasing up-and-coming acts from around the Asia-Pacific region.

Now in its fourth year, Music Matters is a forum created with, by and for the Asian music industry and has become a permanent, must-attend fixture on the global music industry calendar.

It is solutions driven, featuring face-to-face sessions, keynote presentations and discussion panels with some of the most innovative and successful companies and individuals in the businesses of music, entertainment and technology.

About Synovate

Synovate, the market research arm of Aegis Group plc, generates consumer insights that drive competitive marketing solutions.

The network provides clients with cohesive global support and a comprehensive suite of research solutions.

Synovate employs over 6,700 staff across 62 countries.

For more information on Synovate visit www.synovate.com .

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