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News

UK consumers increasingly diversifying

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Two thirds of UK consumers are listening to more music and through more mediums than ever before, with over 45% of over 40s shaking off dusty stereotypes to put music technology central to their lives.

According to music strategy and communications company Frukt's Lightspeed Online Consumer Panel, 59% of people across all age groups are using social network groups to discover new music. Over 40% of over 40s and 60% of 13 to 15-year-olds are using social networking sites to discover new music.

The survey of 904 consumers also found three quarters of 13-15 year olds listen to MP3 players at least four times a week. Although this figure drops with older age groups, around 20% of over 40s are listening to MP3 players more than four times a week.

Mobile music also enjoyed success with nearly three-quarters of 13 to 15-year-olds listening to music on their mobiles more than four times a week.

Frukt director of strategy Tim Grimsditch says, "It's great to see evidence that confirms what we all suspected - that technology is improving access to music for all. Technology has also led to fragmentation of media with different delivery channels appealing to different demographics. This is both a challenge and opportunity for future music business models."