

MUSIC
ENGAGEMENT
STUDY 2026

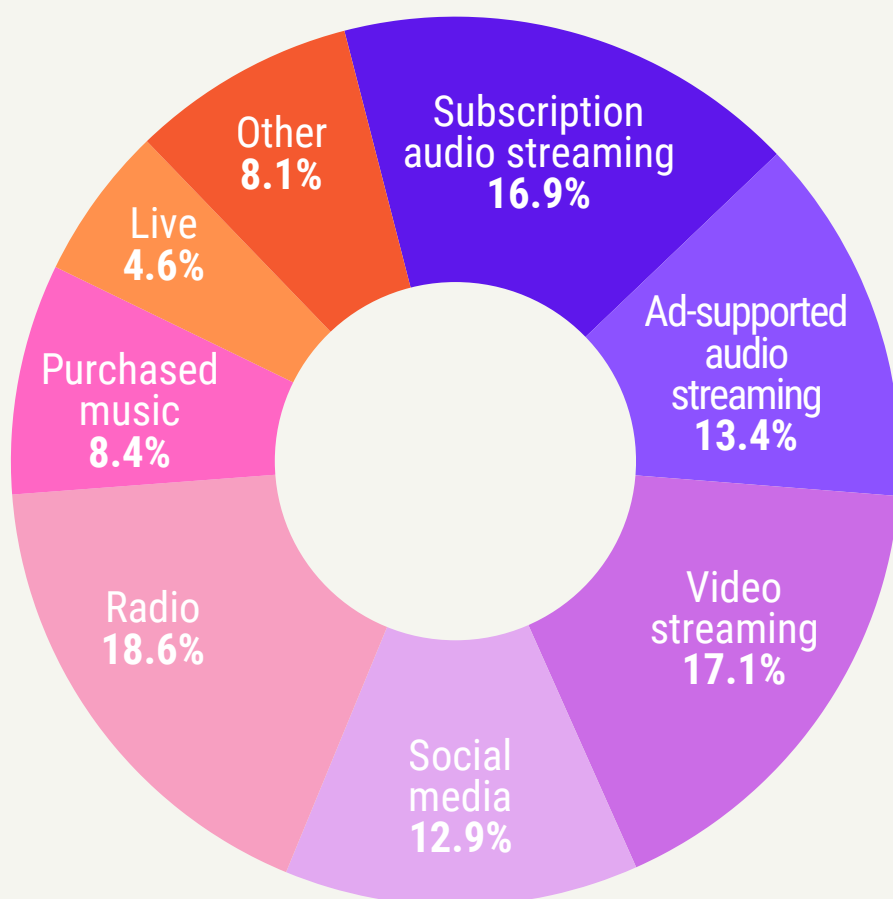
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MUSIC LISTENING

In Italy, over the past year, people have spent an average of **21.9 hours per week** listening to music - an increase of 15% compared to five years ago. About half of listening takes place via audio and video streaming platforms, followed by radio and social media.



21.9

Hours spent listening to music each week

10.4

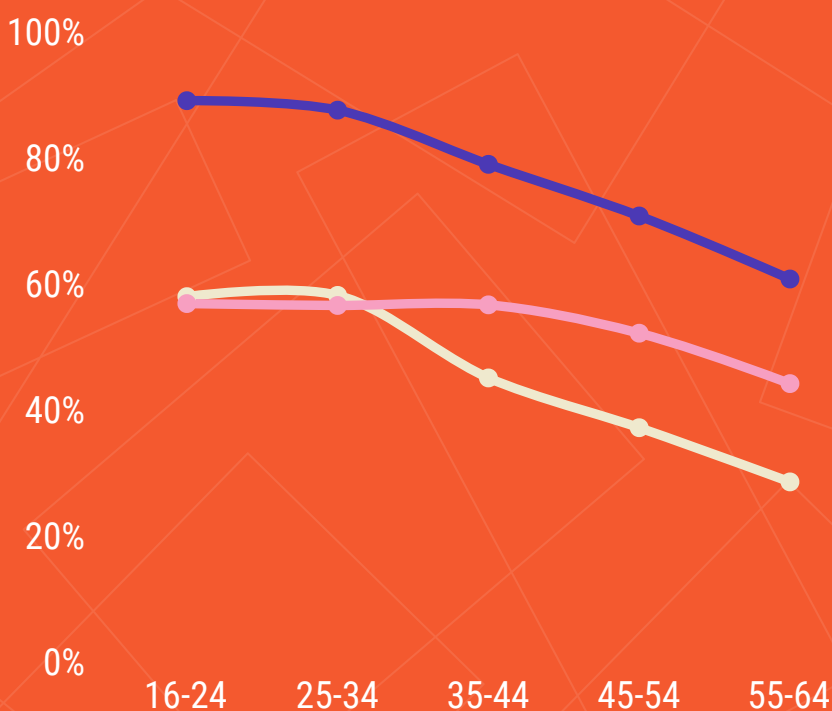
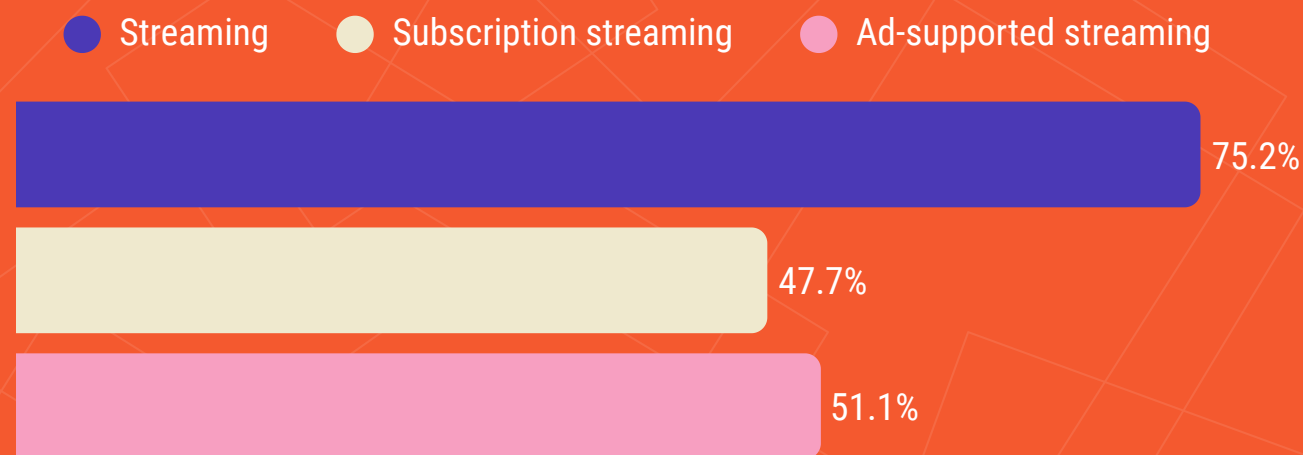
Hours spent listening to music via streaming

+15%

Time spent listening to music over the past 5 years

AUDIO STREAMING LISTENING

Over 75% of Italians listen to music through a paid or ad-supported audio streaming service; in particular, the 16–24 age group reaches a peak of 89%.

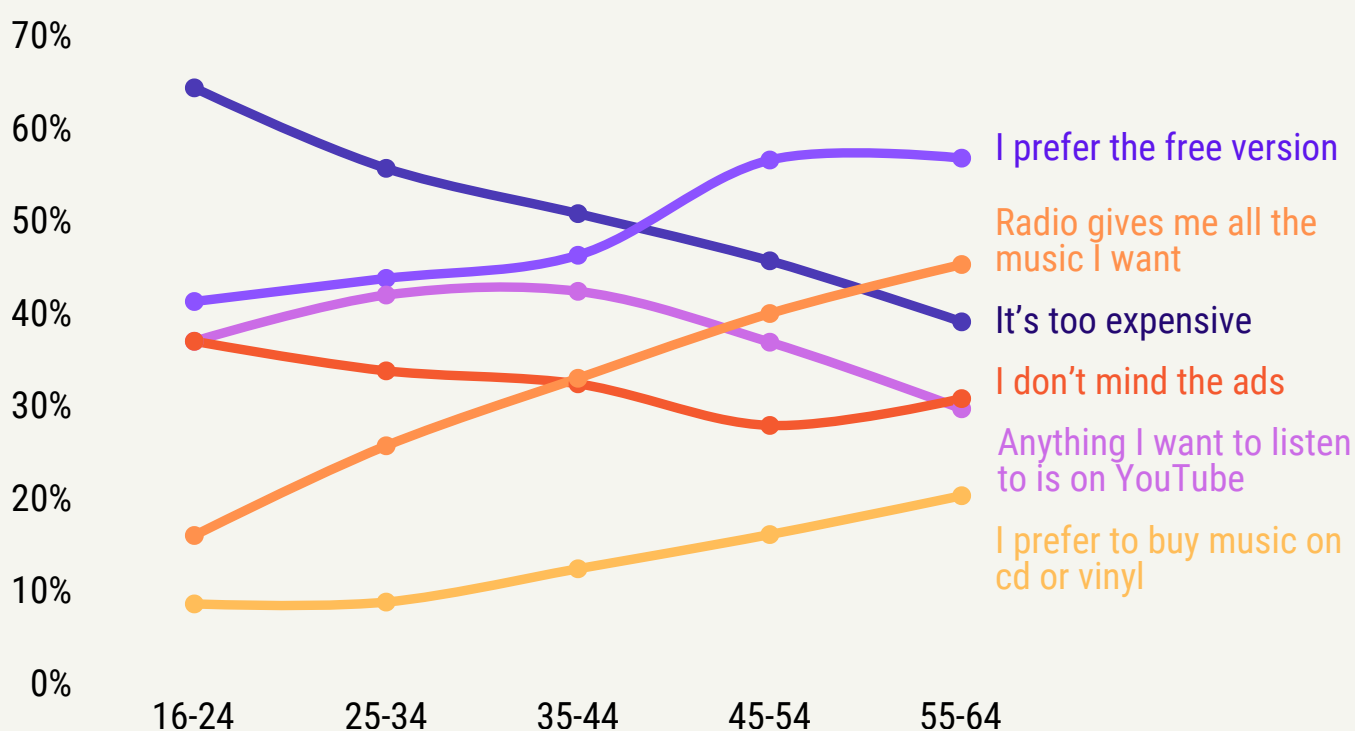


55%

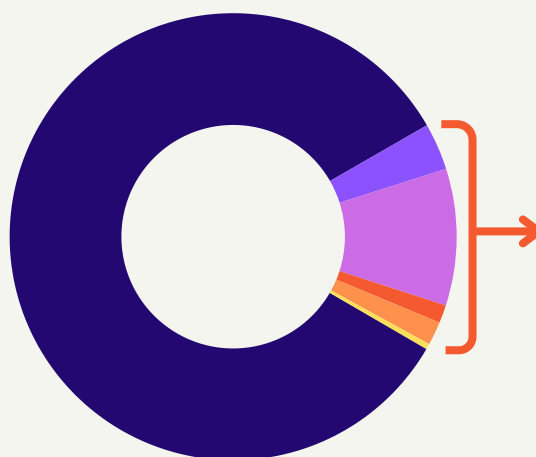
HAVE LISTENED TO MUSIC
ON SPOTIFY
IN THE PAST MONTH

SUBSCRIPTION AUDIO STREAMING

The main factors preventing conversion from the ad-supported model to the subscription model.



- Unwilling to pay: **83.3%**
- Up to 2.50€: **3.4%**
- €2.51 to €5: **9.9%**
- €5.01 to €7.50: **1.3%**
- €7.51 to €10: **1.7%**
- Over €10: **0.4%**

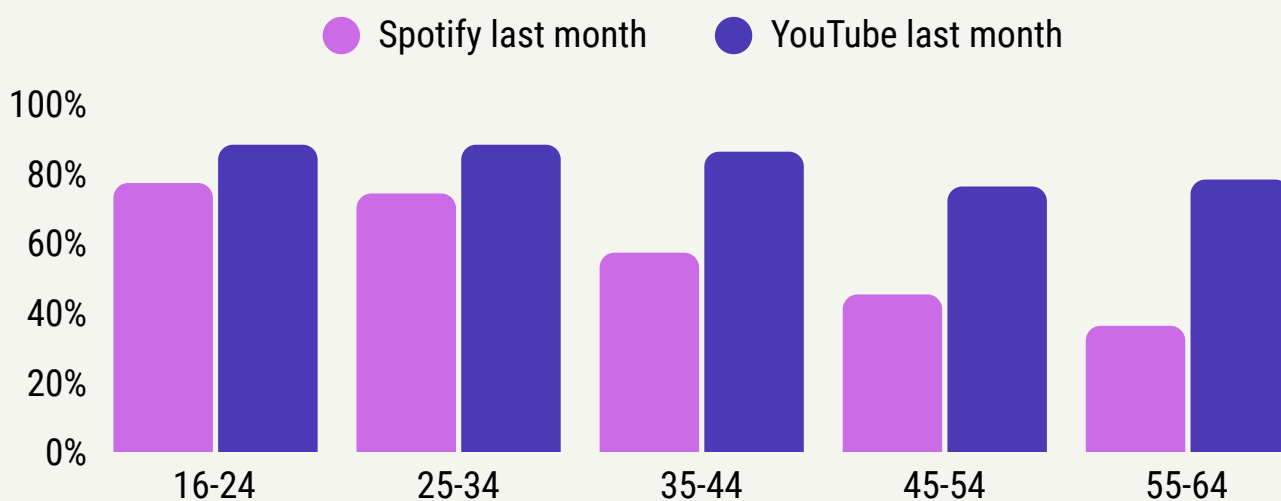


4.70€

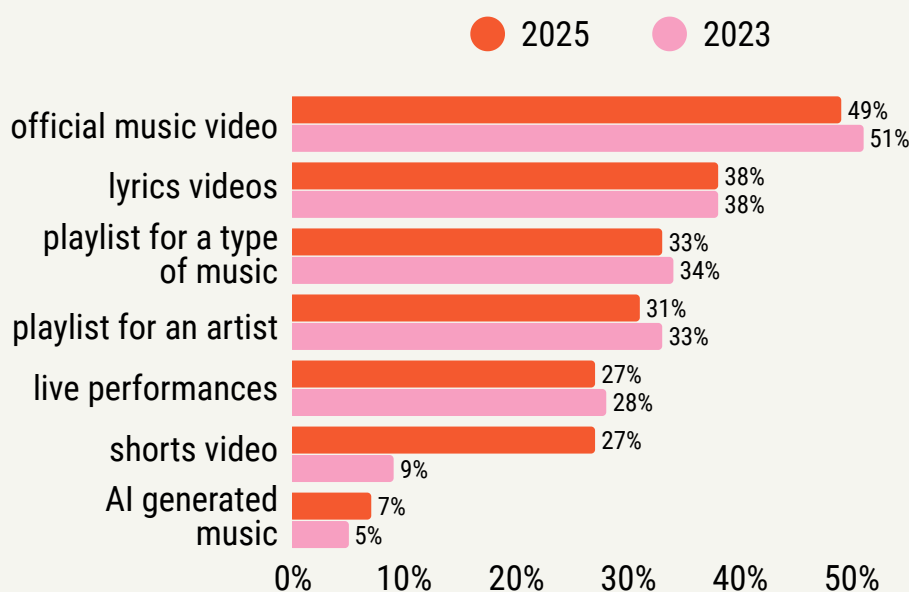
Price that free users would be willing to pay to switch to the premium model

AUDIO & VIDEO STREAMING

Audio and video streaming formats, together with radio, represent the main ways of consuming music. In fact, 55% report having listened to music on Spotify, while 83% say they watched music videos on YouTube in the past month.



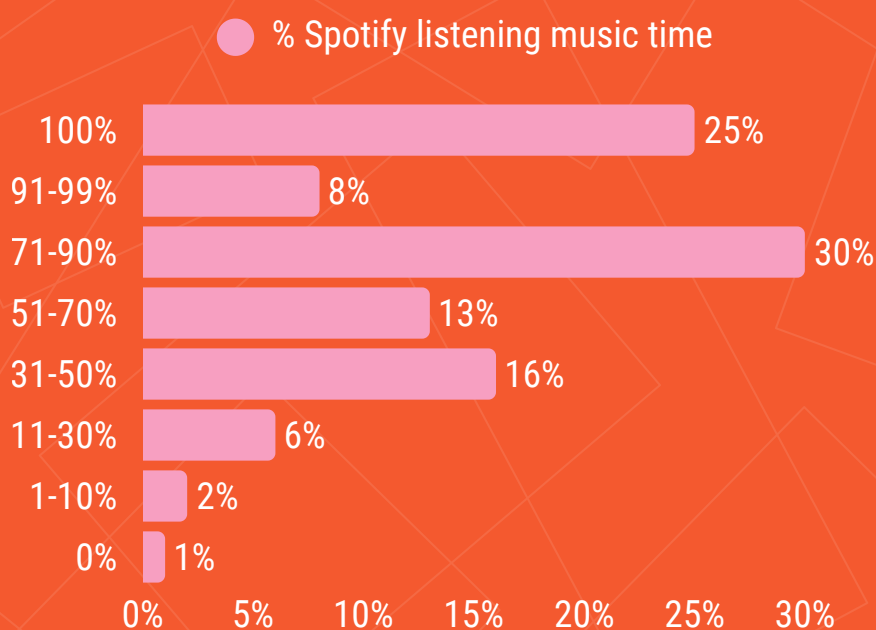
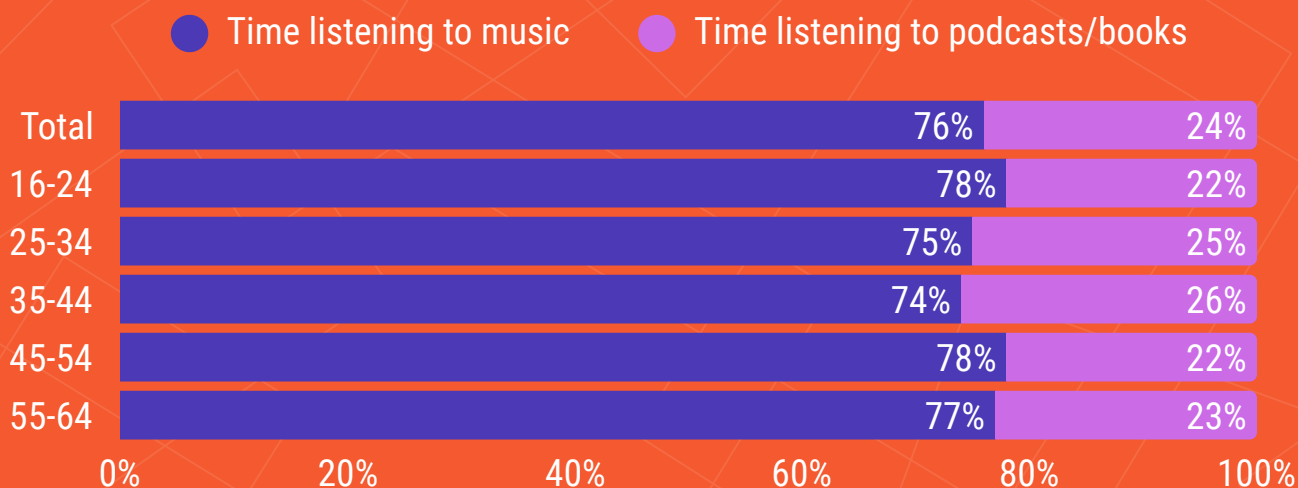
Popular music activities on YouTube



83%
HAVE LISTENED TO MUSIC
ON YOUTUBE
IN THE PAST MONTH

LISTENING TO MUSIC AND PODCASTS

76% of the time spent on Spotify is dedicated to listening to music, while 24% is spent consuming podcasts or audiobooks. Overall, 25% of users use Spotify exclusively to listen to music, while 1% use the platform only for podcasts or audiobooks.

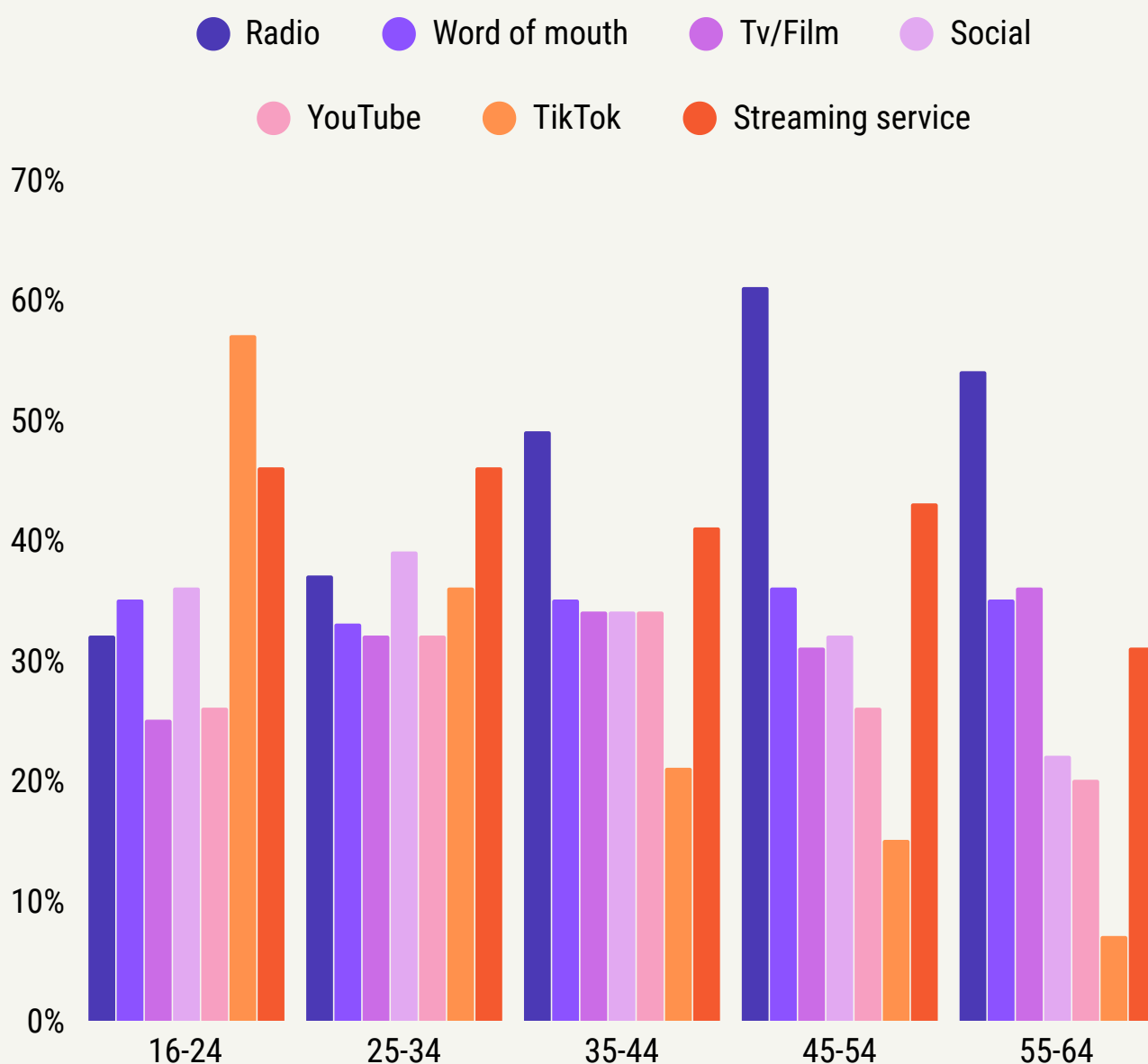


25%

USE SPOTIFY
EXCLUSIVELY
TO LISTEN TO MUSIC

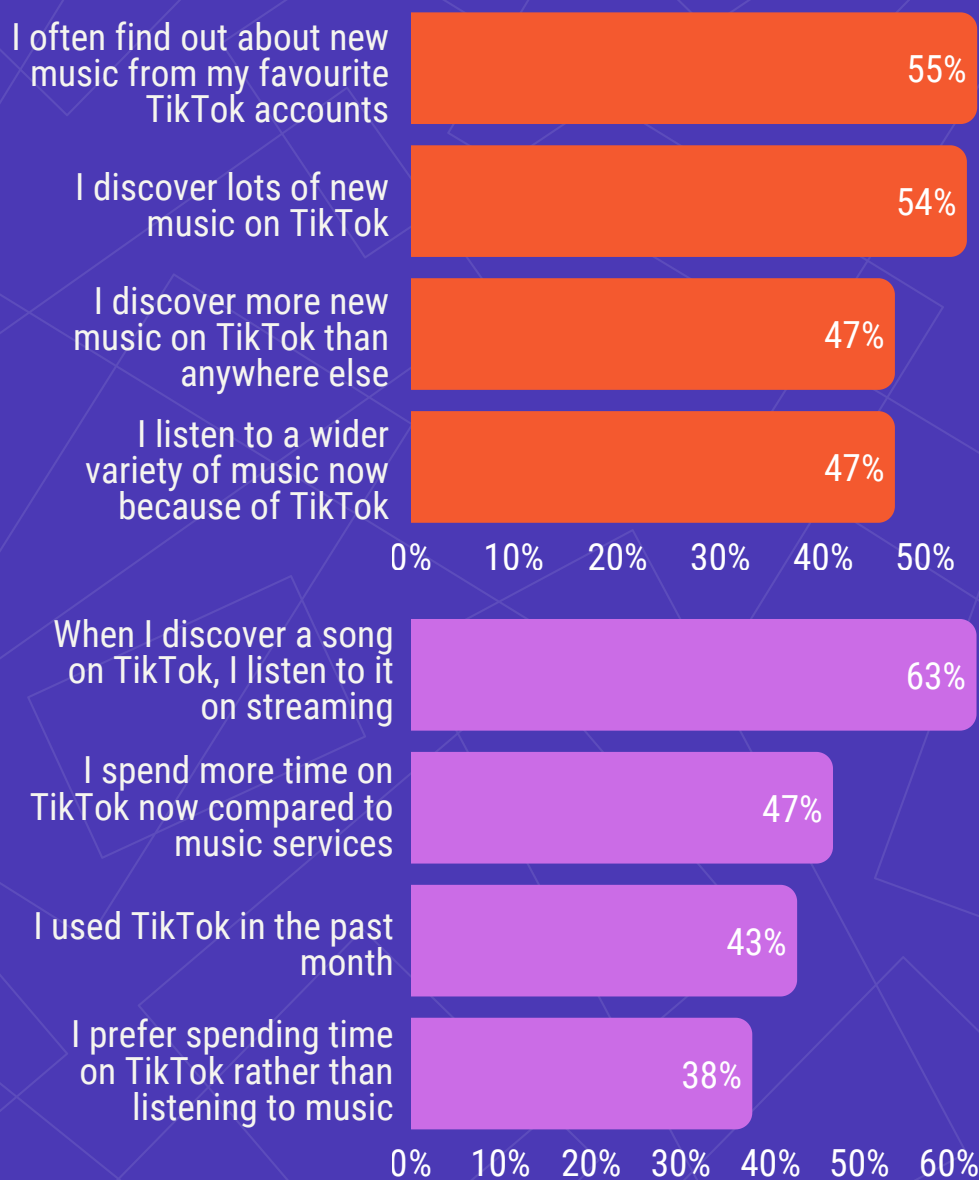
MUSIC DISCOVERY

The discovery of new songs and new artists is a central aspect of music consumption: younger audiences tend to favor discovery through social media, particularly TikTok, while adult consumers rely more on traditional channels such as radio, TV, and word of mouth.



FOCUS ON: TIKTOK

For more than half of consumers, **music represents a central element in their use of TikTok**. In particular, 25% consider the presence of songs to be **very important or essential** to their experience on the platform.



43%

Has used TikTok in the past month

55%

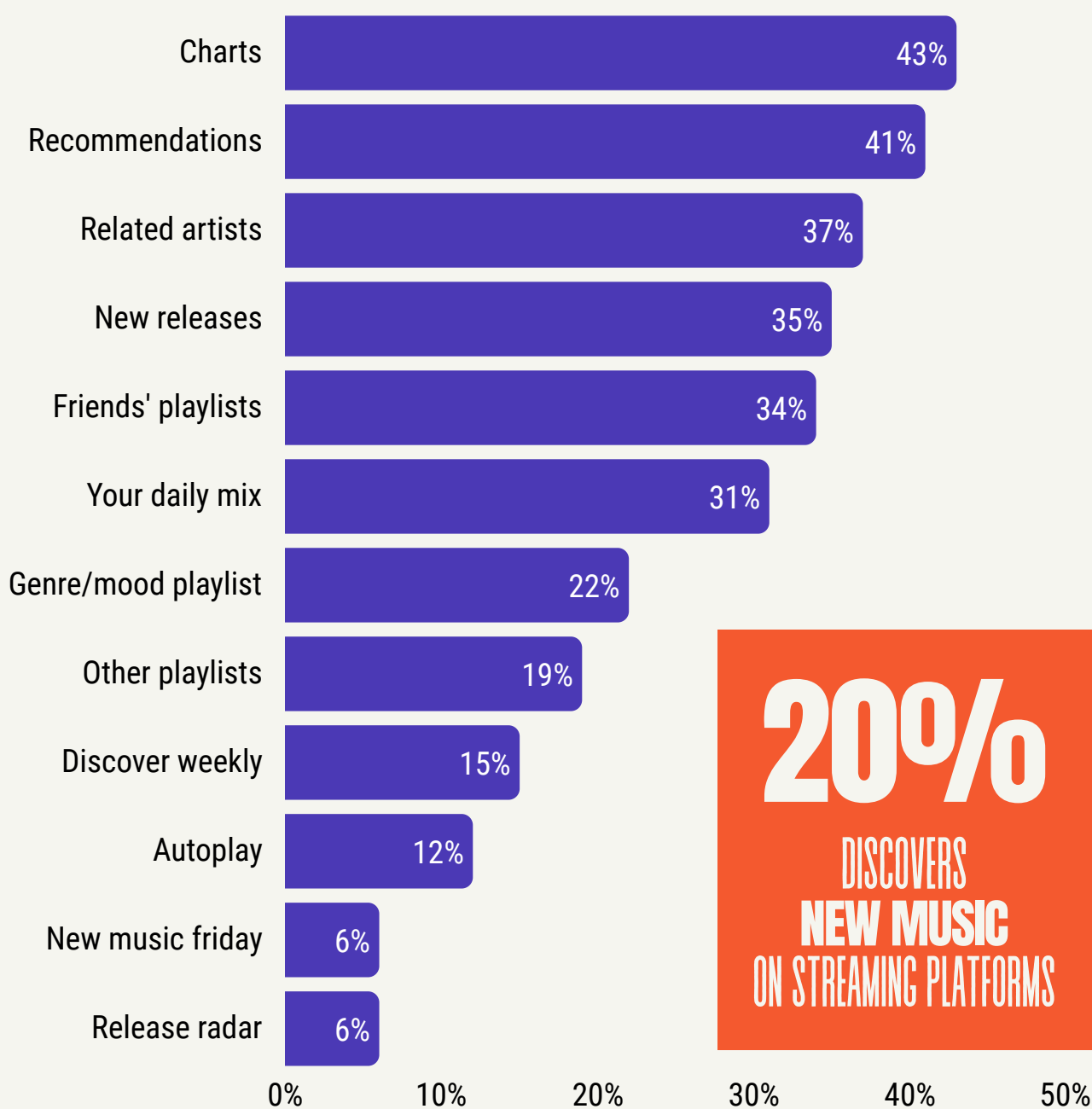
Has discovered new music on TikTok

63%

Listens to music discovered on TikTok via streaming

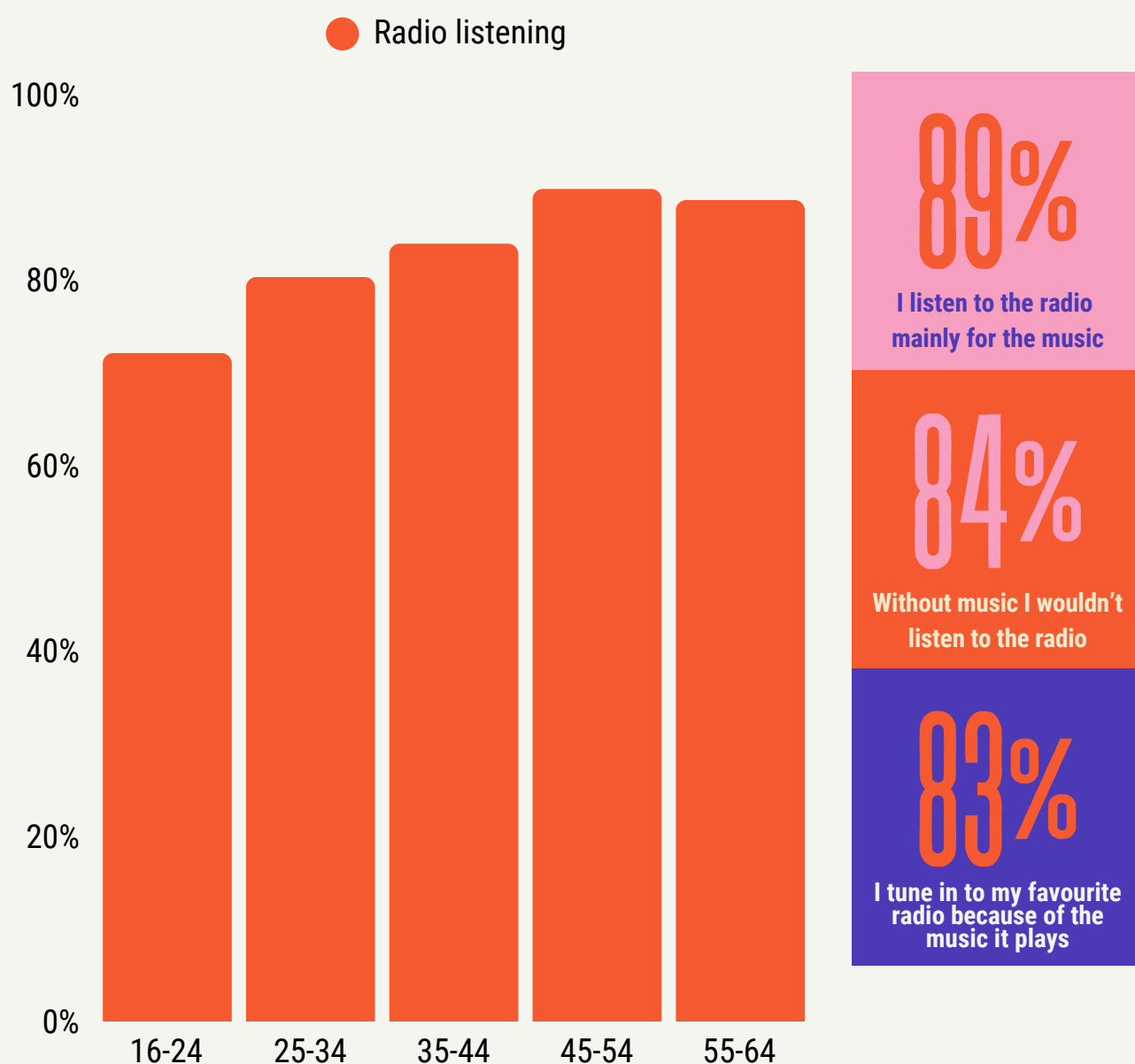
FOCUS ON: SPOTIFY

Music fans discover new artists or songs on Spotify mainly through charts, platform recommendations, and the *related artists* section.

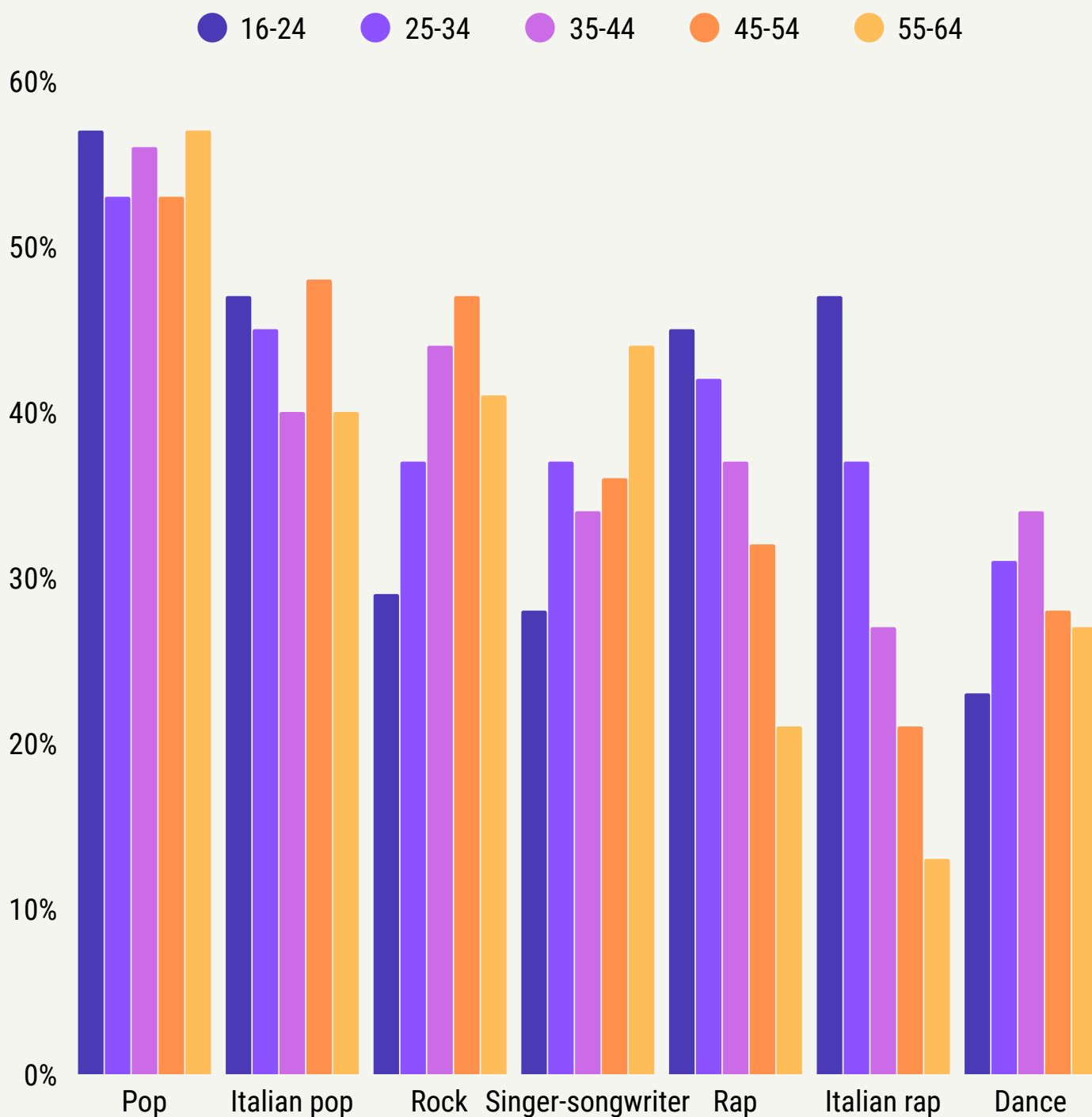


FOCUS ON: RADIO

Radio is the primary medium for listening to music in Italy, with engagement increasing with age. Overall, **84% of consumers report listening to the radio**, with a peak of 90% among those aged 45–54.

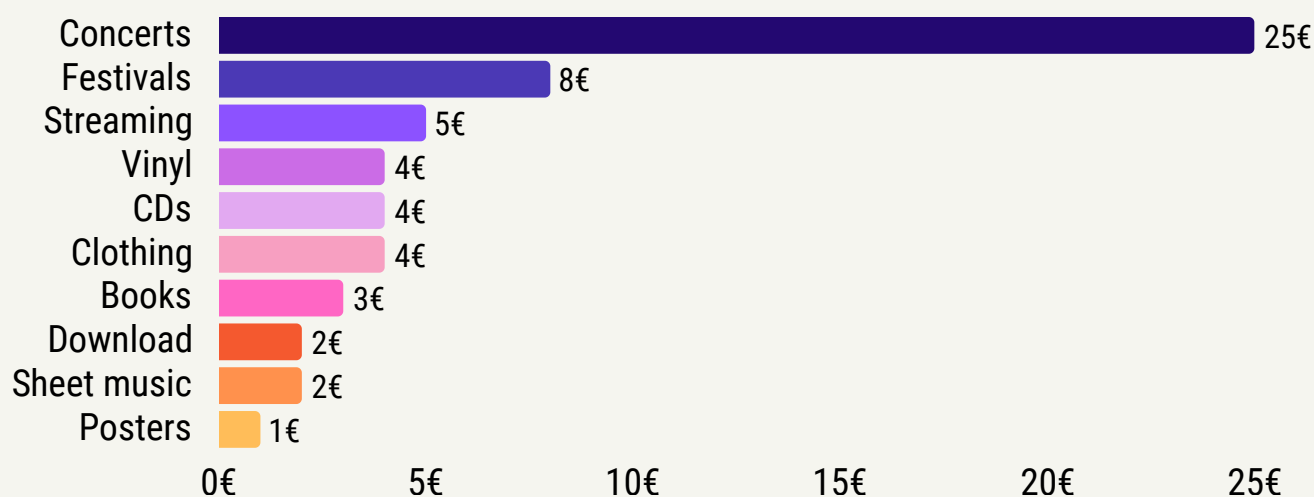


THE MOST LISTENED-TO MUSIC GENRES

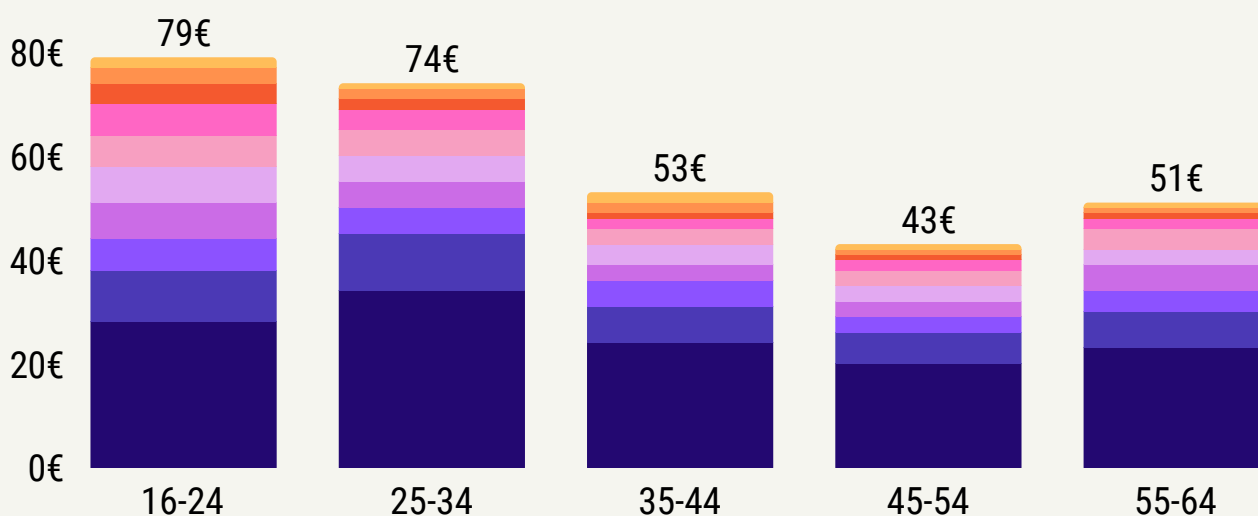


MUSIC SPENDING

In Italy, consumers spend an average of **€57 per month** on **music-related products**, such as vinyl, CDs, and streaming subscriptions; **experiences**, including concerts and festivals; **or artist-related items**, such as books, clothing, and posters.



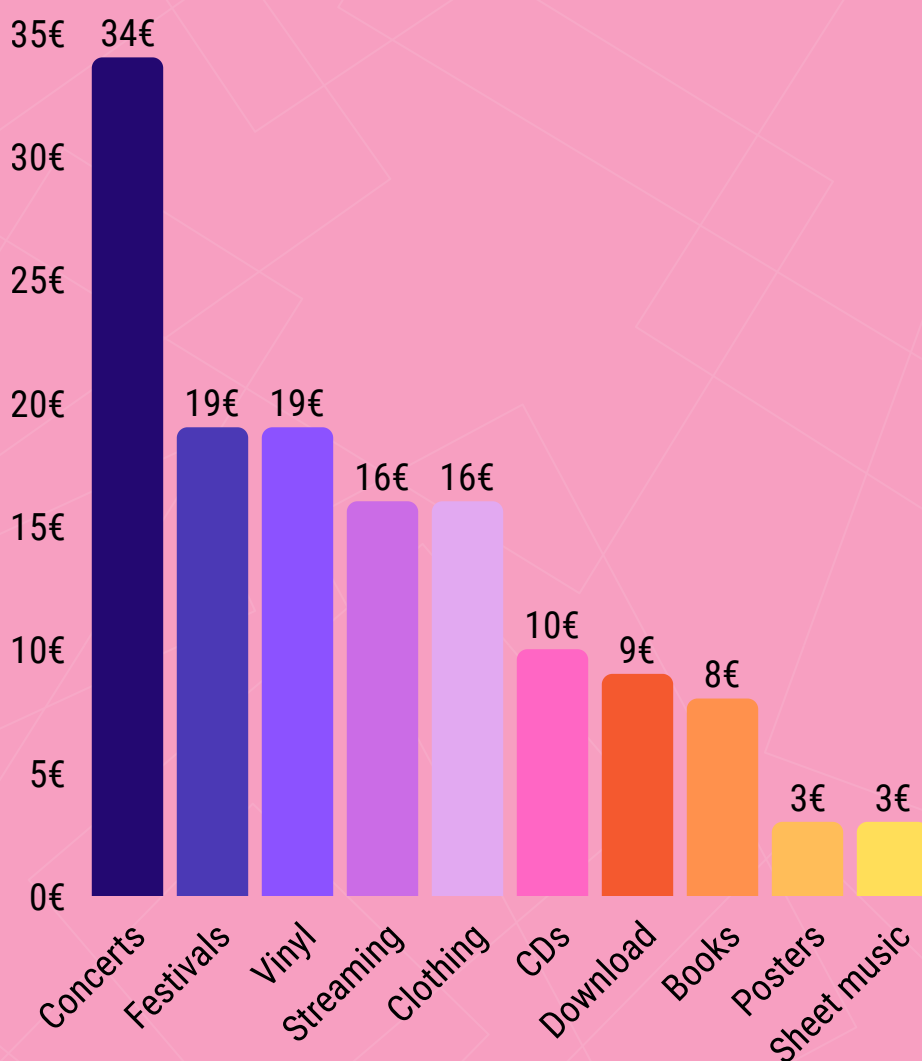
The age group that spends the most is 16 to 24 years old, with an average of €79 per month, while the 45 to 54 age group spends the least.



FOCUS ON: SUPERFAN

Superfans are music enthusiasts who interact with their favorite artists through multiple channels: from purchasing physical music and merchandise to attending concerts, as well as using streaming platforms and social media.

How superfans spend money on music



12%

Share of superfans among
music consumers

138€

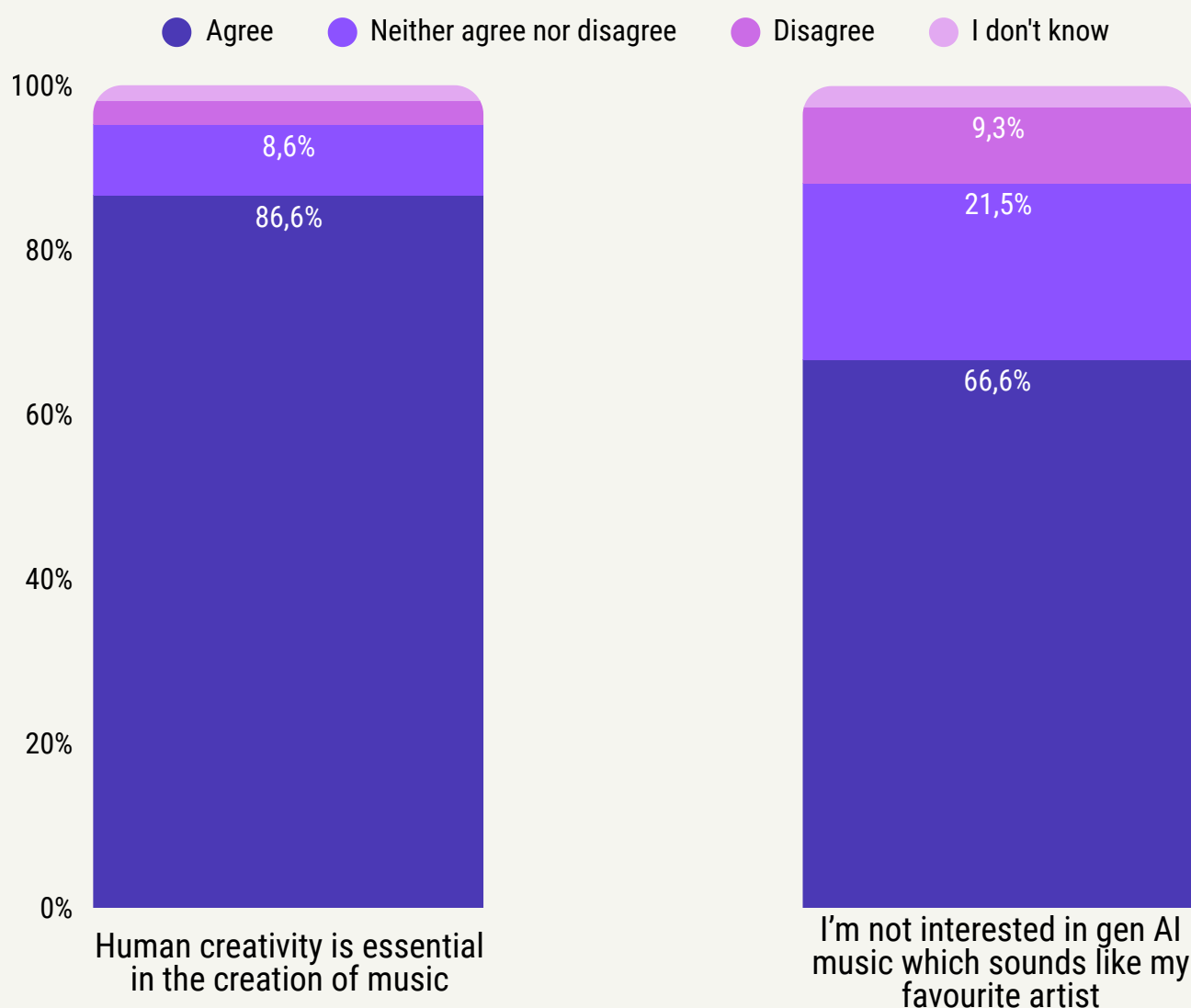
Average monthly spending
of a superfan

+142%

Money spent by
superfans compared to
the average

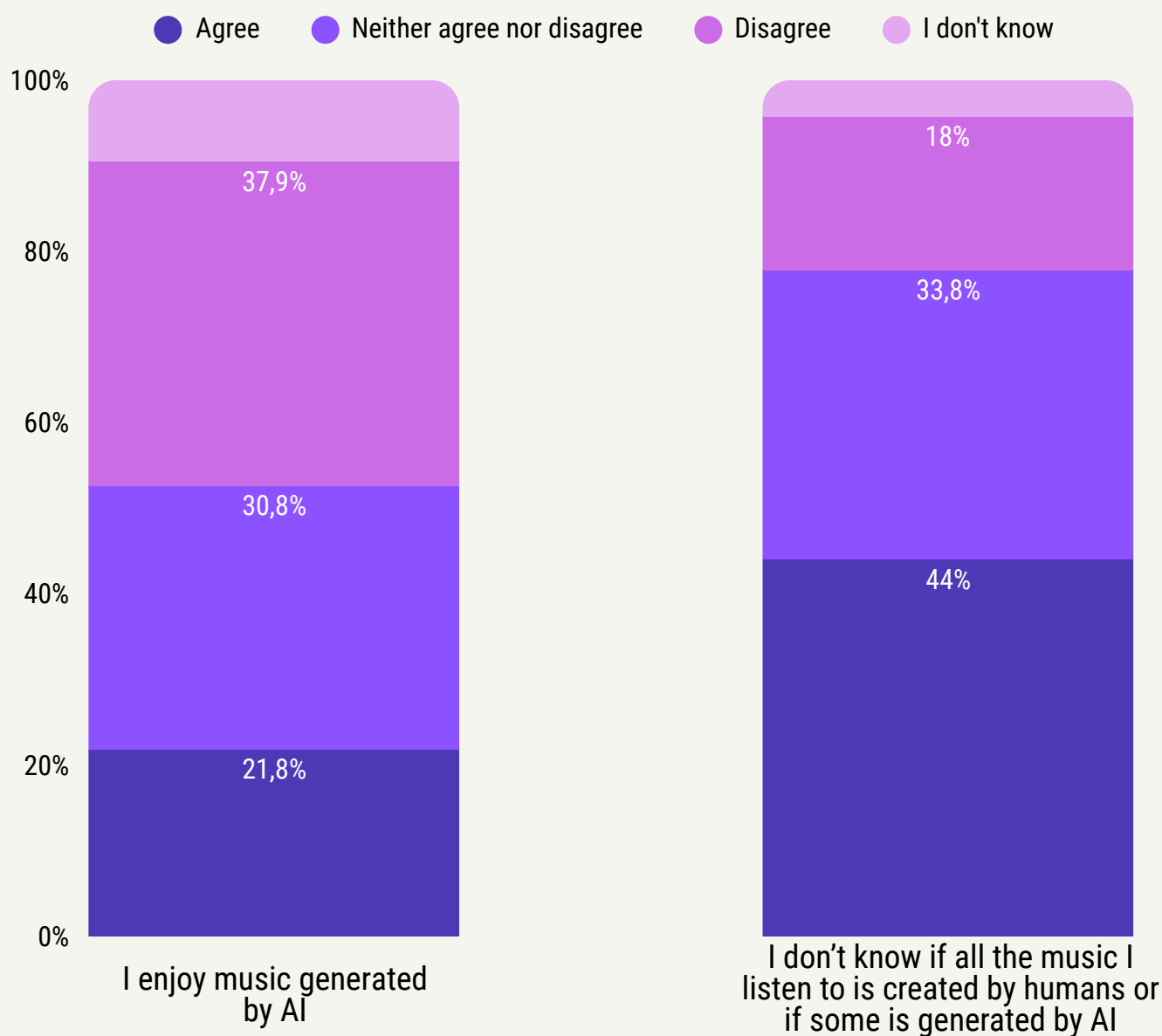
MUSIC & ARTIFICIAL INTELLIGENCE

Music consumers in Italy are showing increasing awareness of artificial intelligence: **sensitivity is growing regarding the essential role of human creativity** in the music production process, while **interest in AI-generated songs that attempt to imitate existing artists is declining**.



MUSIC & ARTIFICIAL INTELLIGENCE

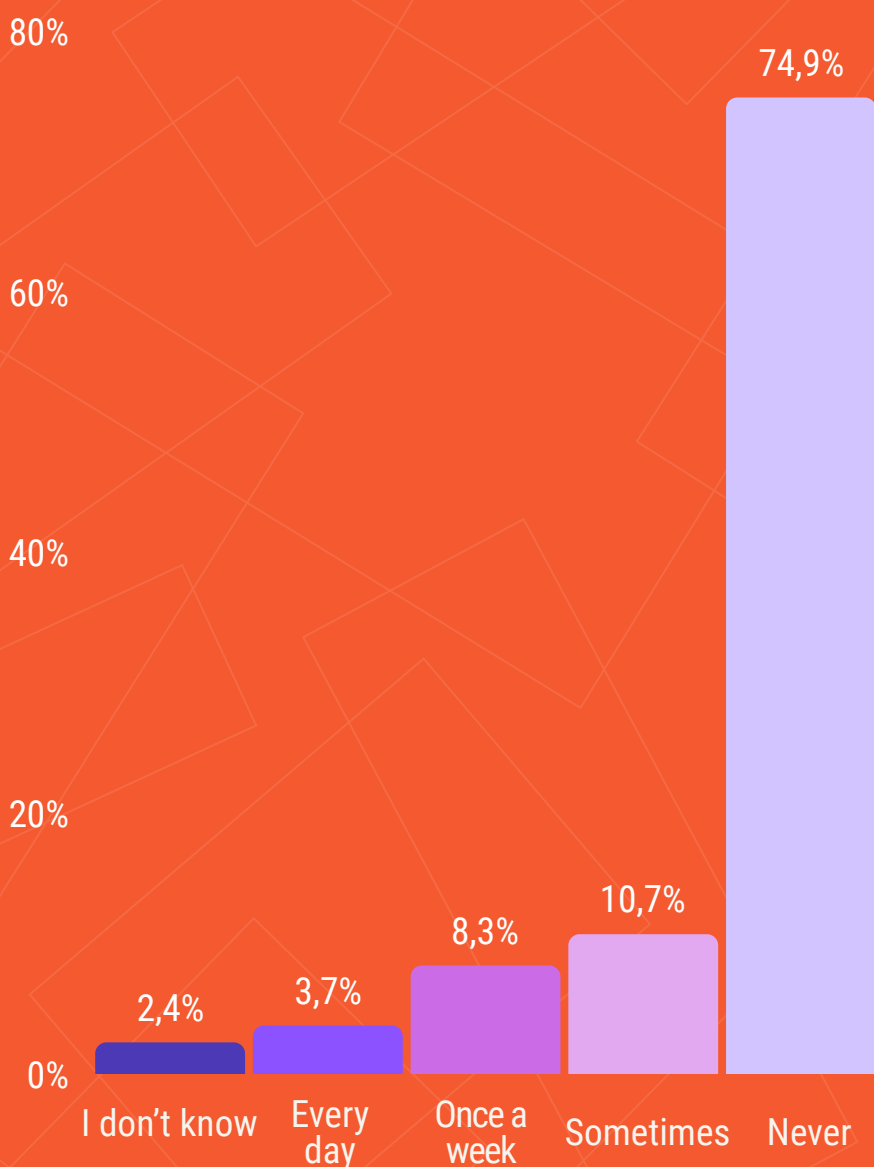
Music generated by artificial intelligence does not attract Italian consumers' interest, who nevertheless find it difficult to distinguish between songs created by human talent and those that are entirely synthetic.



MUSIC & ARTIFICIAL INTELLIGENCE

The use of artificial intelligence tools for music creation is still quite limited; only 12% report using them at least once a week.

*In the last month, have you used any AI tools to generate music?
(e.g. Suno or Udio)*



85%

Music generated solely by AI should be clearly labelled

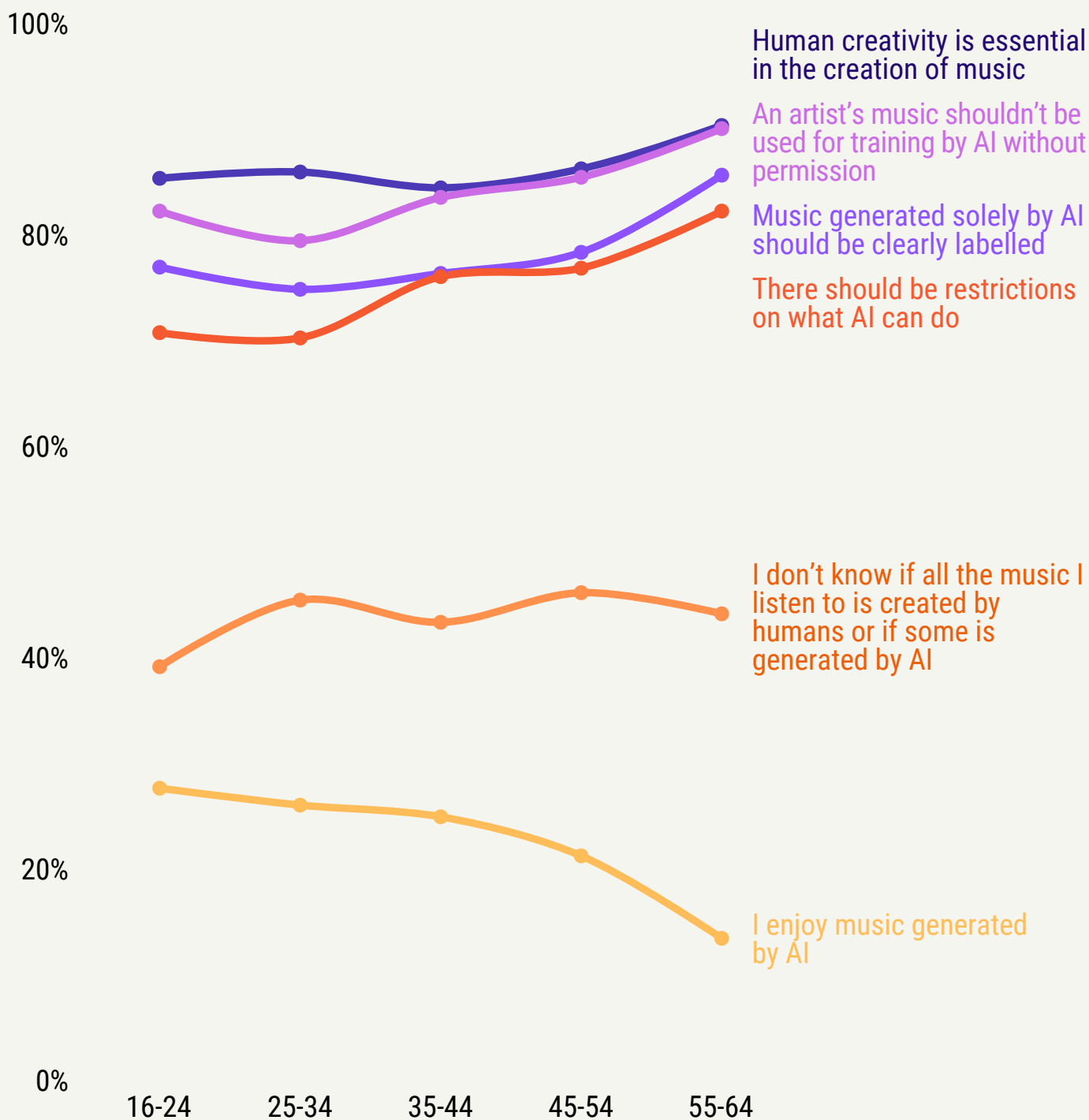
79%

An artist's music shouldn't be used for training by AI without permission

76%

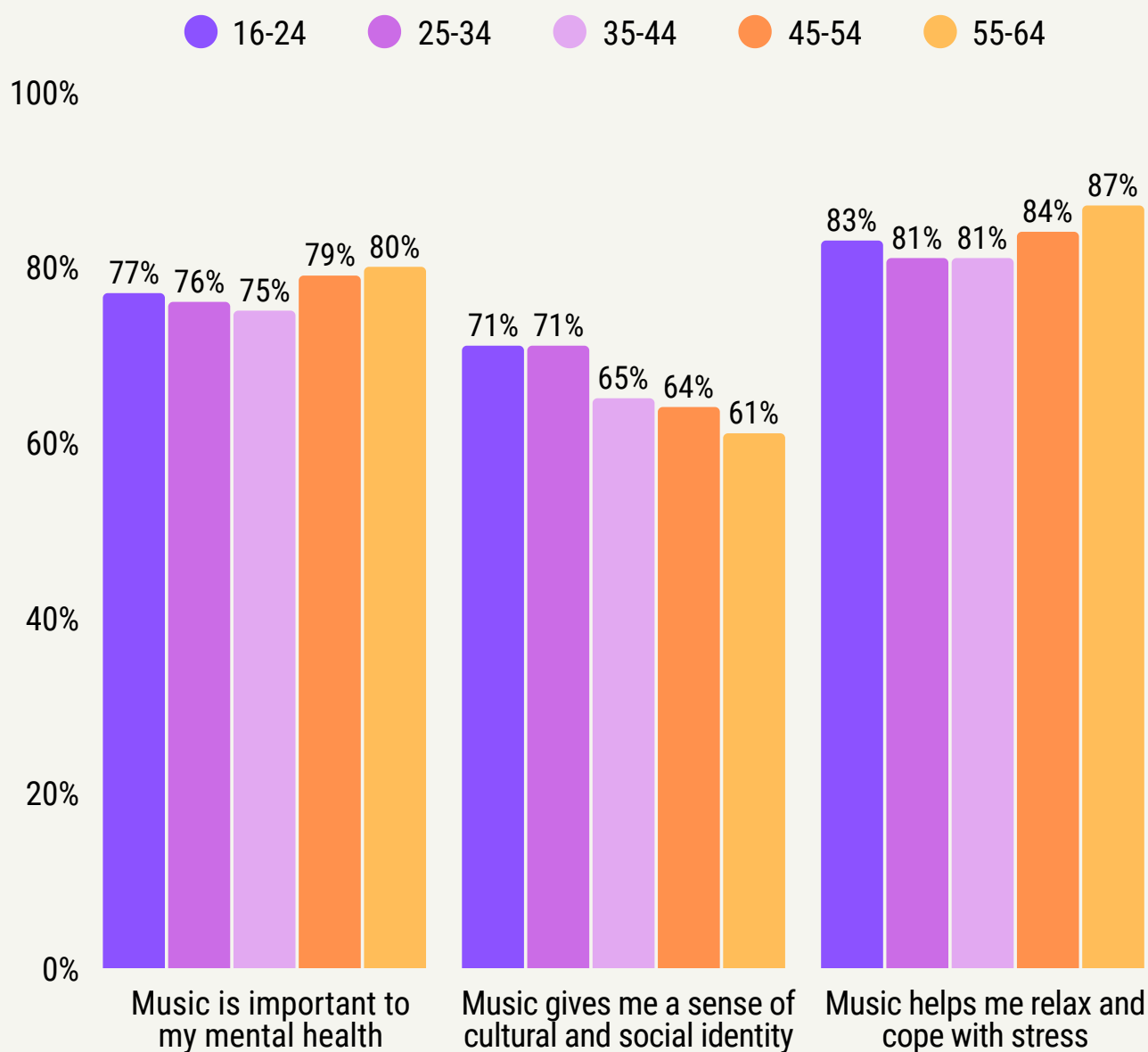
There should be restrictions on what AI can do

MUSIC & ARTIFICIAL INTELLIGENCE



MUSIC & WELLBEING

Music continues to be essential in the lives of Italians: from Gen Z to older age groups, all generations agree on the positive impact of listening to music on well-being and mental health.



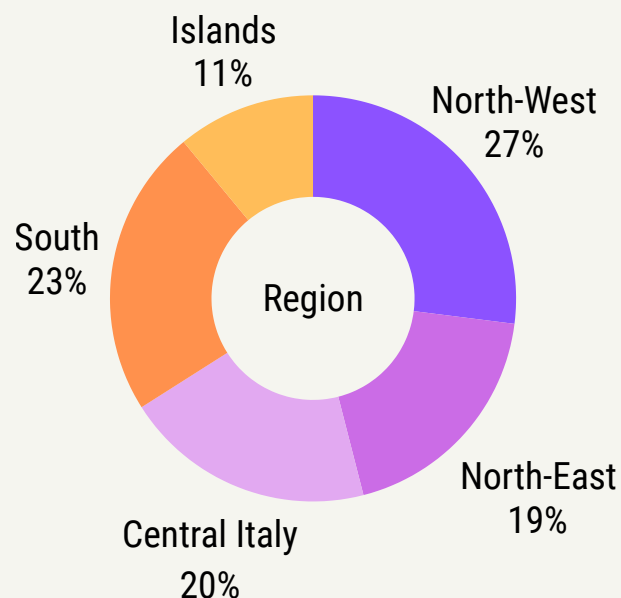
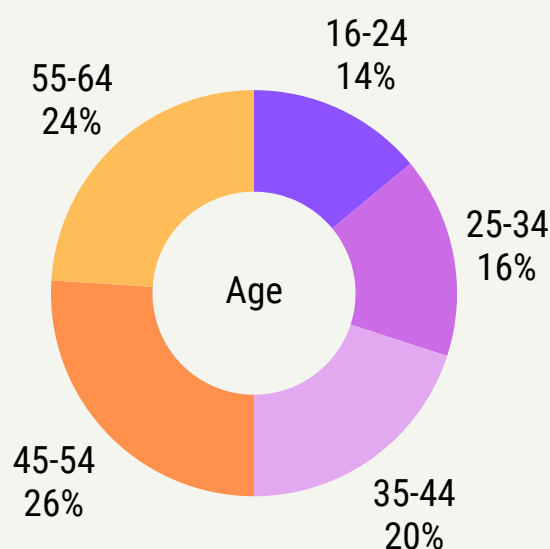
METHODOLOGY & PANEL

The Music Engagement Study 2026 explores the ways consumers engage with and access recorded music.

There were 1,608 respondents aged 16-64 in Italy. This provides a margin of error of $\pm 2.36\%$ at a 95% confidence level.

Online self completion interviews were conducted with strict gender, age, and regional quotas to ensure statistically and demographically representative samples of the online population in each country in accordance with the latest census data.

The survey was designed, scripted, and analysed by Sparks of Fire for FIMI. Fieldwork took place in January 2026 and was carried out by Bilendi.





FIMI - Federation of the Italian Music Industry - represents major record labels and distributors of the recording sector for a total of over 2,500 of the most famous brands in the world.