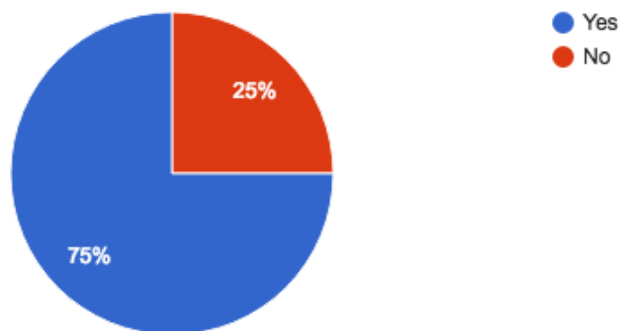


Analysis

- A significant 75% of recording musicians have made their music accessible for online streaming.
- Among these musicians, 55% have uploaded fewer than 20 songs, while 33% have less than 50 songs available.
- Every respondent has their music distributed across multiple platforms.
- The top three streaming services utilized are SoundCloud, YouTube, and Spotify.
- For the majority of respondents (80%), understanding their streaming metrics holds considerable importance.
- In terms of frequency, 56% of respondents review their streaming metrics weekly, while 22% do so monthly.
- Notably, 44% of respondents access their metrics exclusively via desktop.
- Additionally, 22% check their metrics either "sometimes on mobile, but mostly on desktop" or "sometimes on desktop, but mostly on mobile." None of the respondents rely solely on mobile for checking their metrics.
- Furthermore, all respondents have engaged the services of an online music distribution company, with CD Baby, TuneCore, and DistroKid being the most commonly used distribution platforms.

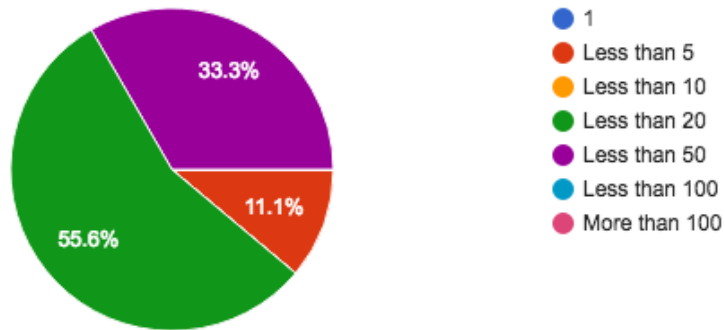
Have you ever had your music available for online streaming?

12 responses



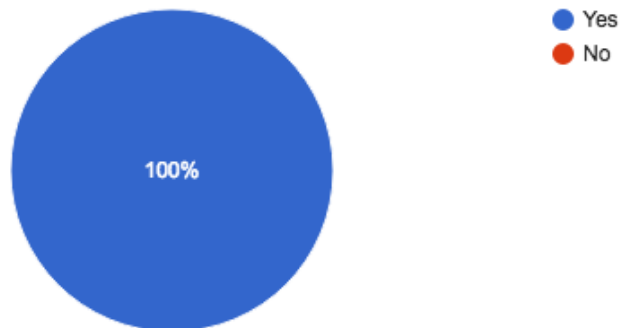
How many songs do you have available for online streaming?

9 responses



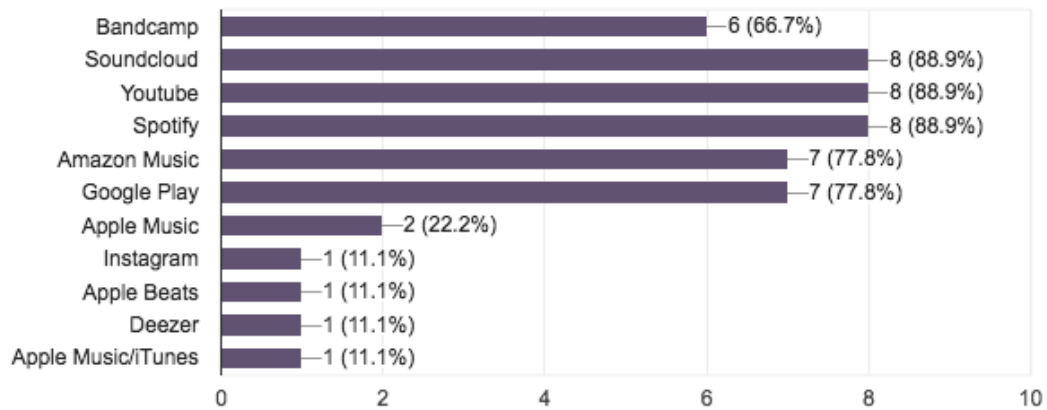
Have you ever had your music available on multiple websites/apps?

9 responses



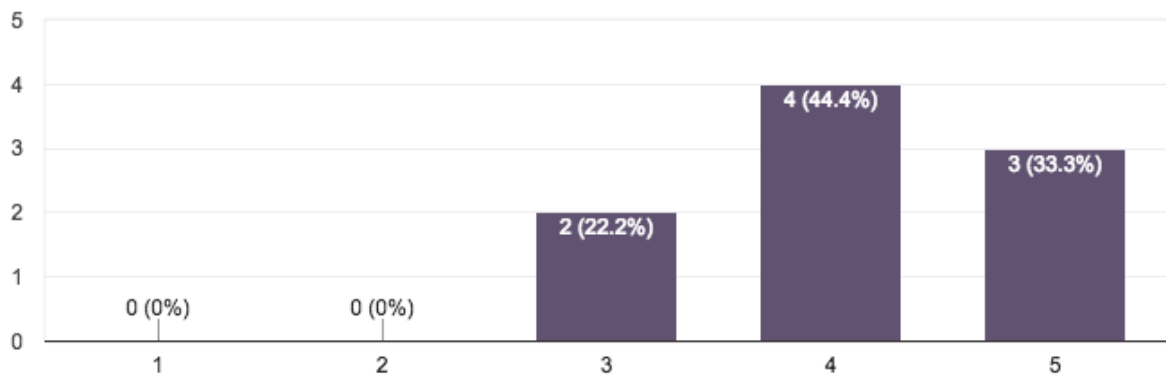
Please select all of the websites/apps that you have music available for streaming:

9 responses



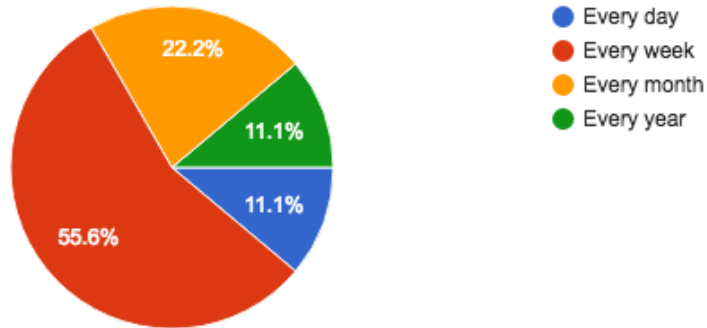
How important is knowing your music stats/plays?

9 responses



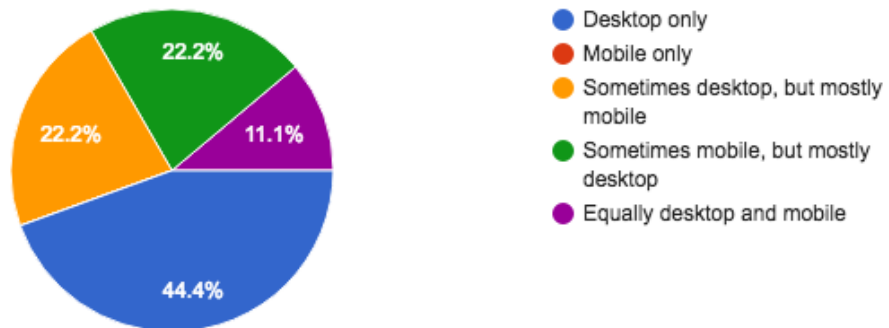
How often do you login to view your stats/plays?

9 responses



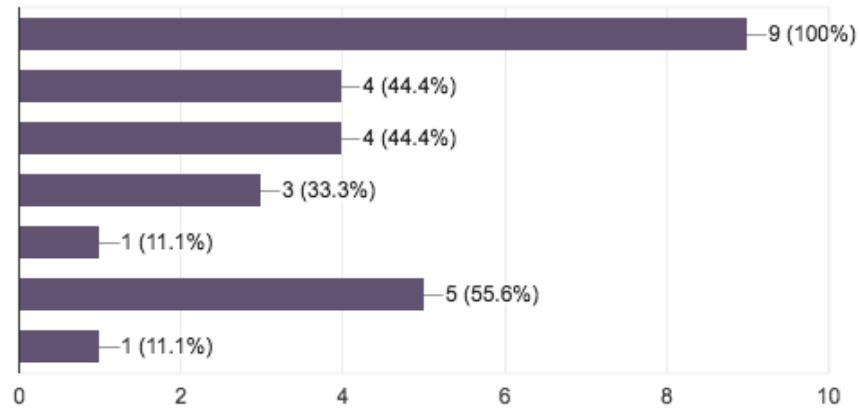
Do you view your stats/plays via desktop or mobile?

9 responses



Please select which stats are most important to you:

9 responses



What do you like about the way your favorite website/app displays statistics? 6 responses

I like how the comments are on the timeline with soundcloud

It's fine for now

It updates daily

graphically well put together

most display it clear and understandable

I like the visuals that spotify for artists provides with selectable 30-day to all-time ranges.

What do you NOT like about the way a website/app displays statistics? 4 responses

Can't think of anything

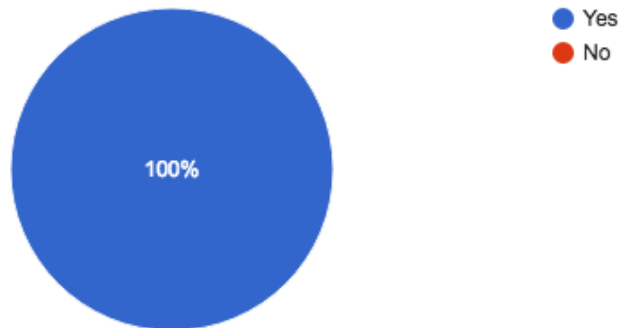
Its hard to compare to other artisits

Graphs often have a domain that is bigger than the values of my data, which gives off the impression of low performance.

most services offer deeper stats only after you put more money in

Have you ever used an online music distributor (CDBaby, Tunecore, etc)?

9 responses

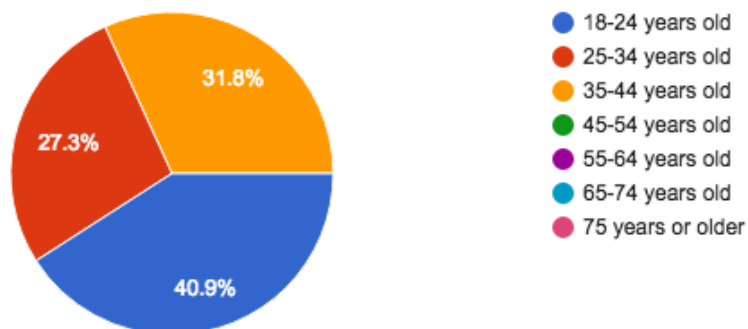


If so, which distributor(s) did you use? 9 responses

Tunecore (2)
Distrokid
tunecore, distrokid
Cdbaby
distrokid
Landr
routenote
CD Baby

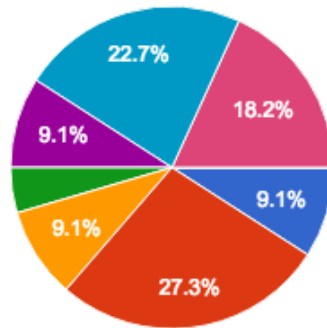
What is your age?

22 responses



What is your education level?

22 responses



- No schooling completed
- High school graduate, diploma or the equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Doctorate degree