



YouTube music listening in Finland

-
8 insights

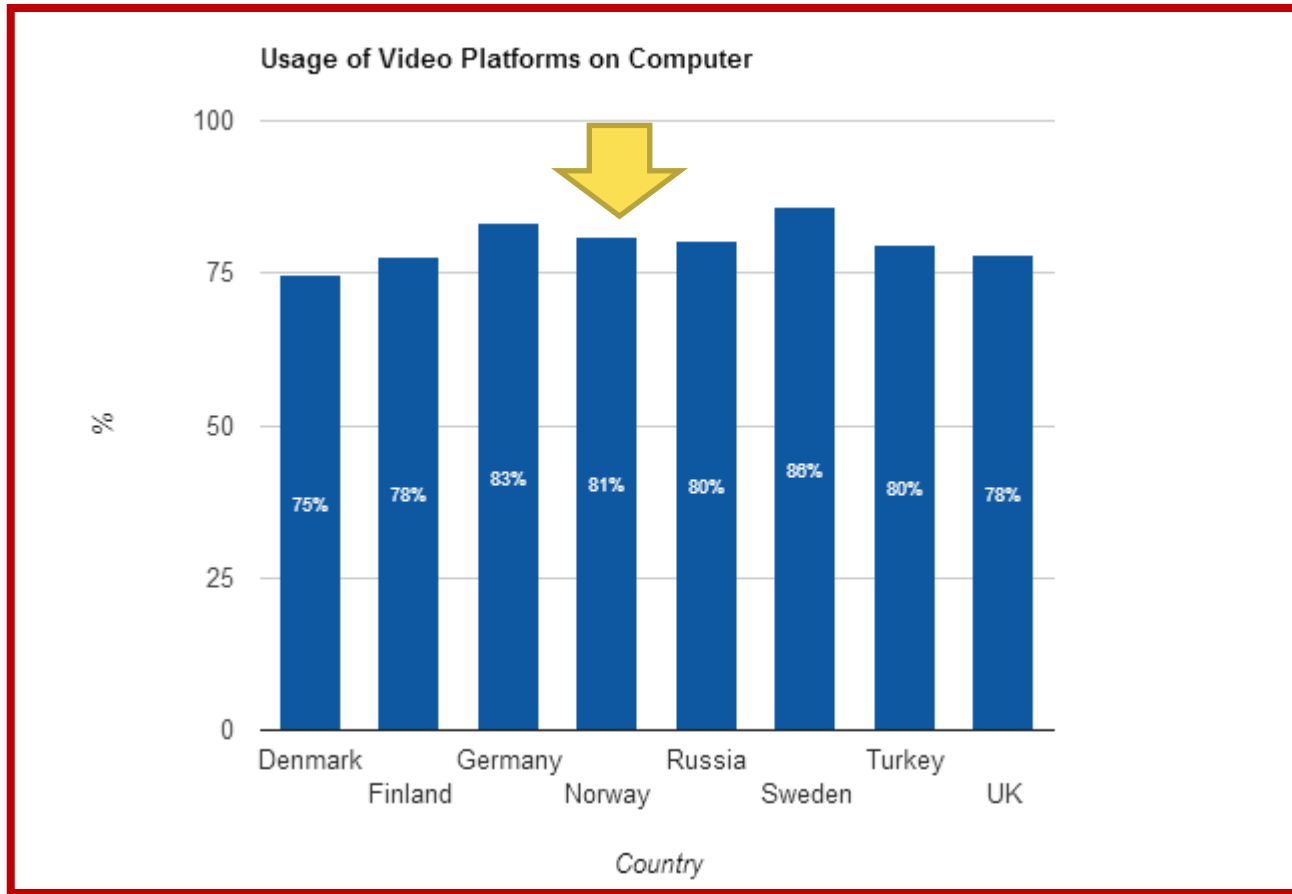
Dr. Lassi A Liikkanen,
HIIT, Aalto University
25.11.2013

Globally music is #1

- 🎧 **Most viewed** videos
- 🎧 **Most searched** content
- 🎧 **Most subscribed** channels
(w. games and entertainment)



Finland is quite typical YouTube country



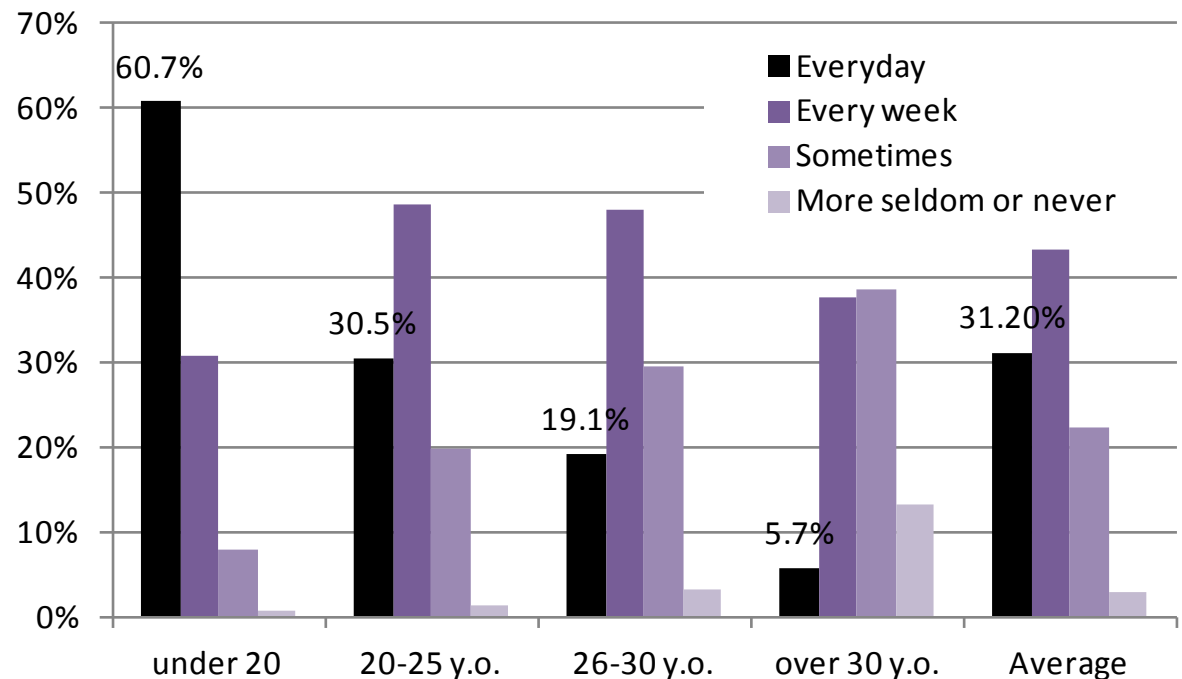
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Insights from Where's My Music 2012 -survey (HIIT, Aalto University)

1) Finnish people listen music from YouTube frequently

🎧 Particular the teens, but also older people

🎧 Late 2012 survey in Finland (N=762)



2) YouTube is used on laptop

- 🎧 70% use primarily laptop for listening to music from YouTube
 - Survey data



3) YouTube is best for sharing

🎧 In comparison of Spotify and YouTube, students rank YouTube better for sharing and finding

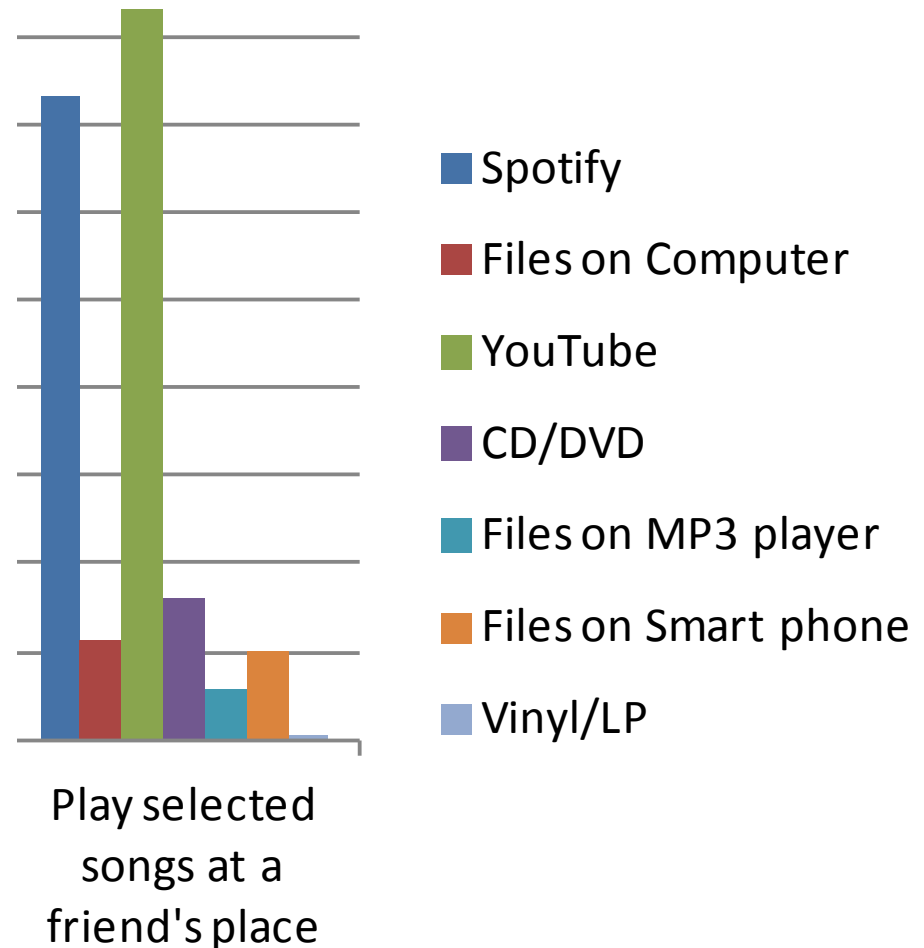
🎧 Viral videos gain much more traction on YouTube than top hits in Spotify because you can share them!

– Based on the survey data



4) YouTube is great for social listening

🎧 Regardless of which service a person prefers, they are most likely to look for it in YouTube in social setting

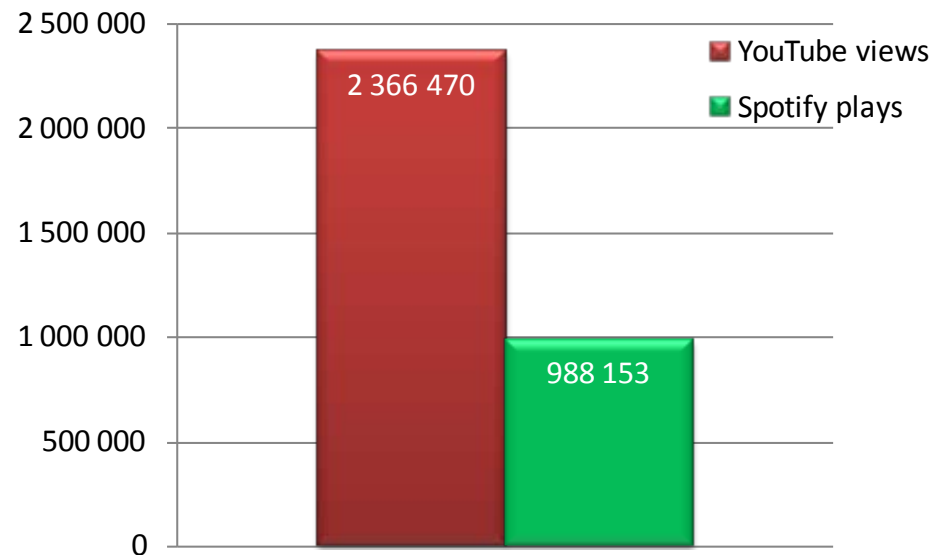


Insights from YouTube and Spotify statistics

5) 1 play = 2.39 views

🎧 Popular music videos on YouTube have more views than Spotify plays

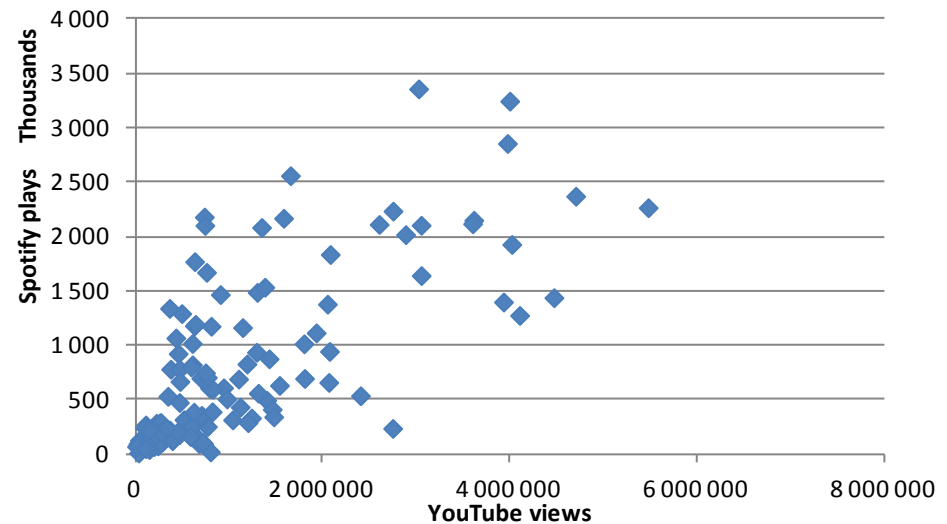
🎧 Comparison of track plays vs. video views (N=117) for 50 popular Finnish artists in June 2013



6) Hit is a hit, but bigger on YouTube

🎧 The same content is popular in both services BUT has more views on YouTube

🎧 Correlation of views/plays .78 between the services



7) Most popular Finnish music videos in YouTube

🎧 Finnish vocals:

- Hip hop/pop

<https://www.youtube.com/playlist?list=PLFF185Ay0Hprplc512Q23eE1GHLsKLiS1>

🎧 English & instrumental:

- Metal

<https://www.youtube.com/watch?v=GdZn7k5rZLQ&list=PLFF185AyoHpoAlolPDX7jnwYUwSbMjDBf>

1. **Robin - Frontside Olli**
by Universal Music Finland 11,201,899 views
► Täällä Robinin "PopShow – Live In Hartwall Areena" julkaisupäiväksi (22.3) koki: http://ok.li/Robin_PopShow_Levykauppa...

2. **PETRI NYGÅRD: SELVÄ PÄIVÄ feat. LORD EST**
by Petri Nygård 8,371,147 views
SELVÄ PÄIVÄ PRITATAA NY: <http://www.petriinygard.com/kauppa#!...>

3. **Cheek - Tämentti on ikuisia (Official video)**
by LiigaMusicOy 5,688,850 views
► KUUNTELE SPOTIFYSSA: <http://spoti.fi/19ReUFP>
► LATAA ITUINESTA: <http://bit.ly/17b9Kf...>

4. **Pops-Polka Saimon (Lytchii)**
by 95Aar 5,591,378 views
Nyt polka saunoo
se kylpee, se laulaa ja tuutaa...

5. **Robin - Puuttava Palanen feat. Brädi**
by Universal Music Finland 5,584,290 views

1. **NIGHTWISH - Amaranth (OFFICIAL VIDEO)**
by Nuclear Blast Records 66,525,725 views
Nightwish "Amaranth" official music video.
Order at: <http://bitmarket.fi/W-DPP-NB...>

2. **NIGHTWISH - Bye Bye Beautiful (OFFICIAL VIDEO)**
by Nuclear Blast Records 45,783,310 views
Nightwish "Bye Bye Beautiful" official music video.
Order at: <http://bitmarket.fi/W-DPP-NB...>

3. **Beetbox - Felix Zenger**
by Felix Zenger 35,905,048 views
MY DEBUT ALBUM "WONT SAY A THING" OUT NOW WORLDWIDE...

4. **I Don't Care**
by ApocalypticAveVO 28,091,492 views
Music video by ApocalypticA featuring Adam Gontier of Three Days Grace performing I Don't Care. YouTube view counts pre-VEVO: 410,026. (C) 2008...

5. **Sandstorm**
by kevman1430 25,181,872 views
Sandstorm by Darude...

7.1) Only one viral Finnish music video!

🎧 Finnish song writers are yet to produce global viral memes for YouTube



8) Audio is primary

- 🎧 People want the music
- 🎧 Audio-only videos can gain big audiences
 - Poju still the 4. most viewed Finnish-Finnish music video in Nov'13



This is work in progress

🎧 These slides illustrate selected findings from original research as presented to Finnish music and media industry in Fall 2013

- Pictures used under CC license

🎧 Academic publications in English describing this work under way for 2014

🎧 Finnish peer-reviewed academic publication in June 2013

- [Tekniikan Waiheita 2/2013](http://t.co/cEjSsimBly)
(<http://t.co/cEjSsimBly>)

🎧 More publications at <http://hiit.fi/lassial>

🎧 Tweets around music technology and YouTube music: [@lassial](https://twitter.com/lassial)