YouTube music listening in Finland - 8 insights

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Globally music is #1

- Most viewed videos
- Most searched content
- Most subscribed channels (w. games and entertainment)
Finland is quite typical YouTube country

http://www.thinkwithgoogle.com/mobileplanet/en/graph/?country=dk&country=fi&country=de&country=no&country=ru&country=se&country=tr&country=uk&category=KEYACT&subcategory=VIDE&topic=Q36_2&stat=Q36_2_001&wave=2013&age=all&gender=all&chart_type=bar&active=stat
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.

- Spotify
- Files on Computer
- YouTube
- CD/DVD
- Files on MP3 player
- Files on Smart phone
- Vinyl/LP

Play selected songs at a friend's place.
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

Sounds: 
- Finnish vocals: 
  - Hip hop/pop
    https://www.youtube.com/playlist?list=PLFF185AyhoHprplc512Q23eE1GHLsKLiS1

Sounds: 
- English & instrumental: 
  - Metal
    https://www.youtube.com/watch?v=GdZn7k5rZLQ&list=PLFF185AyoHpoAloIPDX7jnWYUwSbMjDBf
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
These slides illustrate selected findings from original research as presented to Finnish music and media industry in Fall 2013

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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)

- More publications at http://hiit.fi/lassial

- Tweets around music technology and YouTube music: @lassial