

# Impact of Covid-19 Pandemic on Music Streaming Behavior

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# Impact of Covid-19 Pandemic on Music Streaming Behavior

## **Abstract**

Due to the restrictions imposed to fight the Corona pandemic, life has changed dramatically. In the music industry, live music revenue dropped by 75% and physical sales by 28%, resulting in streaming remaining the only revenue source. But how did the streaming consumption change? This research analyzes the change in streaming listening behavior. Using daily streaming data of 29 countries on Spotify, we empirically investigate how much, how diverse, and what kind of music is consumed. Overall, the results imply that people being restricted by Corona measures tend to listen to music from the Top200 charts less often, and listen to a smaller range of songs that are composed by a higher number of labels. While some effects, such as listening to more live acts and slower music, are valid worldwide, people from South America, in particular, behave differently, preferring less energy and danceability in their music during Covid-19.

**Keywords:** *Covid-19; music streaming; listening behavior*

**Track:** Services Marketing