

## Clouds & Concerts: Research project on streaming and new modes of listening



In the past year usage of music services such as WiMP and Spotify has really taken off. How the public actually listens to available music has been anyone's guess thus far. Recent research by the University of Oslo, Telenor and WiMP provides insight into listening patterns.

### Case

Streaming service WiMP (<http://www.wimp.no>) and the Øya Festival 2010 (<http://oyafestivalen.com>). The festival sold around 60,000 tickets, and over four days an estimated 25 - 35,000 people visited the festival venue in Oslo. 81 artists played at the festival from 11 - 14 August 2010. Anonymous logs of all music streamed on WiMP over a nine week period were analysed (two weeks in early summer and seven weeks before, during and after the Øya Festival).

### Key findings: Broader scope of music. Obvious festival effect

- An average WiMP user played music by 92 different artists over a nine week period. This indicates that listeners have a far broader music orientation than during the times of record collections.
- Festival effect: The relative volume of listening to artists playing at the Øya music festival doubled during the week of the festival compared to the two weeks before and after the festival.
- Based on the time of listening and playlists it is clear that the editorial profile and promotion of the Øya Festival on WiMP influenced listenership. The official playlist created by the Øya Festival in cooperation with WiMP editors was played substantially more than playlists of Øya artists created and shared by normal users.
- The 81 Øya artists cumulatively accounted for almost 15% of all music played on WiMP during the festival week. There was less difference between streaming of 'big' and 'small' names during the festival than what is normally the case. The festival acted to level out differences in streaming between big and medium/small artists.
- Users are 'artist oriented': Users preferred to play several streams in a row by the same artist rather than to play a stream of music by different artists.
- Users actively search for music in the WiMP player. On average there is one search for every eleventh music stream that is played. Almost all WiMP searches are for artists (as opposed to albums or songs).
- Around a fourth of users share their music or playlists on Facebook.
- A major local event or festival like Øya influences overall streaming behaviour to a great extent for a short period of time, even for users not attending the festival.

Read more about the project and the research group on <http://bit.ly/cloudsandconcerts>

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