



**TikTok**

# Tik Tok is Plaguing Music Culture



- **The Weeknd's Blinding Lights has 3.3 billion streams**
- **Chappel Roan's HOT TO GO! Has over 10 million streams**
- **Olivia Rodrigo has 4 songs with over 1 billion streams**
- **Not Like Us broke single day streaming record of all time**

**72%** associate certain songs with TikTok

**67%** of TikTokers would prefer to see videos from brands featuring popular or trending songs on TikTok

# Impact on Music Culture Today

“If the songwriter decides to push a genre or style that is not expressly requested, market failure is risked..” (Management of Creative Business Processes)

“If everyone is making music for Tik Tok, then who is making music for my generation?” (Adele)

“Older songs and songs with less promotional support elsewhere saw a decrease in streaming consumption” (Cornell University)

“Several emerging artists have publicly shared how the industry’s relationship with platforms such as Tik Tok has negatively impacted their ability to have a sustainable career” (Music & Entertainment Industry Educators)

# Use Music Platforms for Diverse Exposure




## Discovery Station

Radio Station

▶ Play

Approximately **1.9 billion** new discoveries happen on Spotify every day. A Spotify “discovery” refers to the first time a user listens to a given track.

Discover more 



There are more than 3 billion playlists available on Spotify.

- **Easy access to millions of songs and genres of different cultures**
- **Personally curated playlists allow you to discover new music**
- **Offer older and archived music**
- **Offer over 10 million different artists and creators**

# Participate in Live Music Events

- Helps smaller, emerging artists gain exposure
- Preserves culture by including folk, jazz, and other genres
- “The live show is the truest form of musical expression, the setting in which musicians and their listeners alike can judge whether what they do is ‘real’”  
(Music Reviewers)



# Conserve Musical Culture, Move Away from Mainstream

“ Music is a universal language that transcends borders and brings people together. For centuries, people have used it to celebrate cultural events, express emotions, and preserve cultural heritage.” (Intercontinental Musical Awards)

