

TO: Interested Parties
FR: Morning Consult
DT: January 25, 2018
RE: musicFIRST Coalition Music Streaming Survey

Morning Consult, on behalf of the musicFIRST Coalition, conducted a poll among a national sample of 2,201 adult music listeners from January 9-11, 2018 to learn how people are accessing music today and what people think about compensating music creators. Morning Consult conducted the interviews online and weighted the data to approximate a target sample of adults based on age, race/ethnicity, gender, educational attainment, and region. Results from the full survey have a margin of error of plus or minus 2 percentage points.

Fairly Compensating Music Creators

A plurality of adults (60%) agree that all music listening services like AM/FM radio, satellite radio, and streaming services should pay musicians the same amount of money when their songs are played through those services.

Treating AM/FM Radio Like Other Music Platforms

- Adults hold AM/FM radio and streaming services to roughly the same amount of responsibility to fairly compensate music creators for their work.
- 60% or more of adults say that AM/FM radio, SiriusXM, iHeartRadio, YouTube and streaming services (i.e. Pandora, Spotify, Tidal, Apple Music, etc.) have some or a lot of responsibility to fairly compensate music creators for their work.
- Two in 3 adults (64%) show strong support for artists being compensated whenever their songs are played on AM/FM radio.

Parity Among Digital Platforms

- The majority of adults say SiriusXM and YouTube should pay music creators about the same amount or more than other digital platforms like Spotify, Tidal, or Apple Music.
- Fifty-six percent say SiriusXM should pay the same or more than other digital platforms like Pandora, Spotify, Tidal, or Apple Music, while 58% say YouTube should pay about the same or more than Spotify, Tidal, or Apple Music.
- Barely anyone says SiriusXM or YouTube should pay less than other digital platforms (10% for both).

Views of Streaming Service Users

- The 62% of adults who consider themselves streaming service users are even more adamant about supporting recording artists.
- 70% say they support recording artist being compensated whenever their songs are played on AM/FM radio, and 65% say all music-listening services should pay musicians the same amount of money when their songs are played through those services.

Updating U.S. Music Laws

Adults say that regulations governing music licensing and copyright protections should reflect the ways most consumers listen to music today.

- Six in 10 (59%) adults agree that music licensing and copyright protection regulations should stay abreast of current trends.
- This solidarity extends across party lines, with Democrats (62% agree), Independents (57% agree), and Republicans (58% agree) all agreeing that music regulations should reflect the ways most consumers listen to music today.

The plurality of adults say current regulations are unfair, particularly after seeing the origin dates of current laws:

The Fairness of Current Regulation Governing Music Licensing & Copyright Protections

	Fair	Unfair	Margin
Some regulations dating back to the 1940s impact how the majority of performers are compensated in today's digital age. Some of these regulations haven't been updated since before the internet.	24%	46%	+22
SiriusXM benefits from provisions granted by the U.S. government over 20 years ago that allows them to pay a below-market royalty rate for the music that they play.	25%	45%	+20
On a streaming service like Spotify, it takes one thousand streams for the musicians who recorded the song to earn about \$7, while the same number of streams on YouTube yields only about \$1.	25	44%	+19
Music creators earn significantly less every time a song is streamed on YouTube than if that same song is streamed on a service like Spotify, based on laws written during dial-up internet and AOL era.	27	42%	+15
The marketplace determines the values of books, films, TV shows, video games and other creative goods. Musical compositions are not treated the same way.	29	41%	+12
Artists of the Motown era, classics of Jazz & Blues and the people who created Rock n' Roll are not being compensated when their work is played on digital radio, satellite radio or broadcast radio because royalties are not required to be paid for songs recorded before February 15, 1972 under current U.S. federal copyright laws.	27	44%	+17
The U.S. stands alongside just a few other countries including China, Iran and North Korea, in not recognizing a performance right for music creators.	24	42%	+18



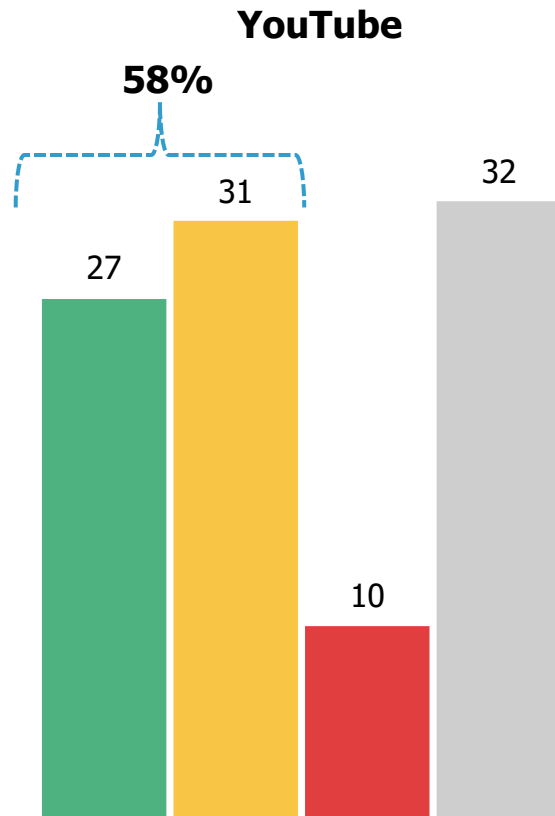
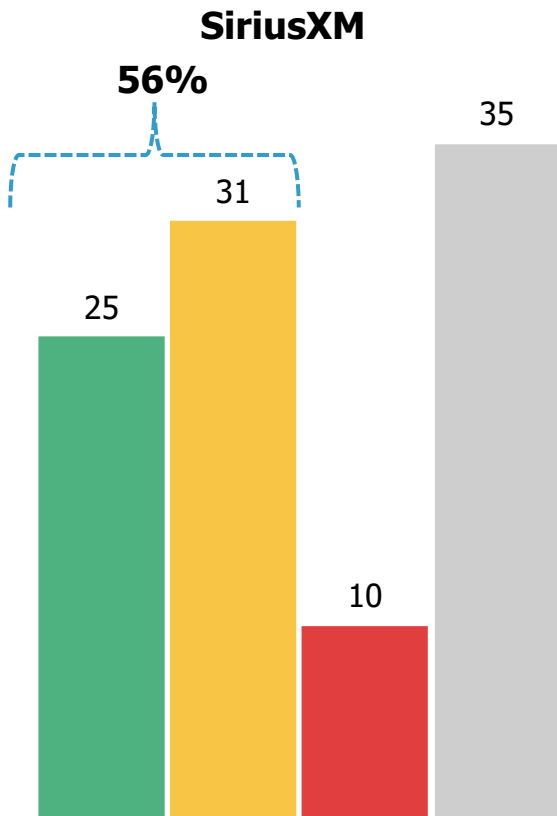
musicFIRST Coalition Phase One Polling Presentation - January 22, 2018

Morning Consult conducted online surveys of approximately 2201 adults nationally from January 9-11, 2018. Results from the full survey have a margin of error of +/- 2%.

The majority say SiriusXM & YouTube should pay music creators about the same amount or more than other digital platforms like Spotify, Tidal or Apple Music

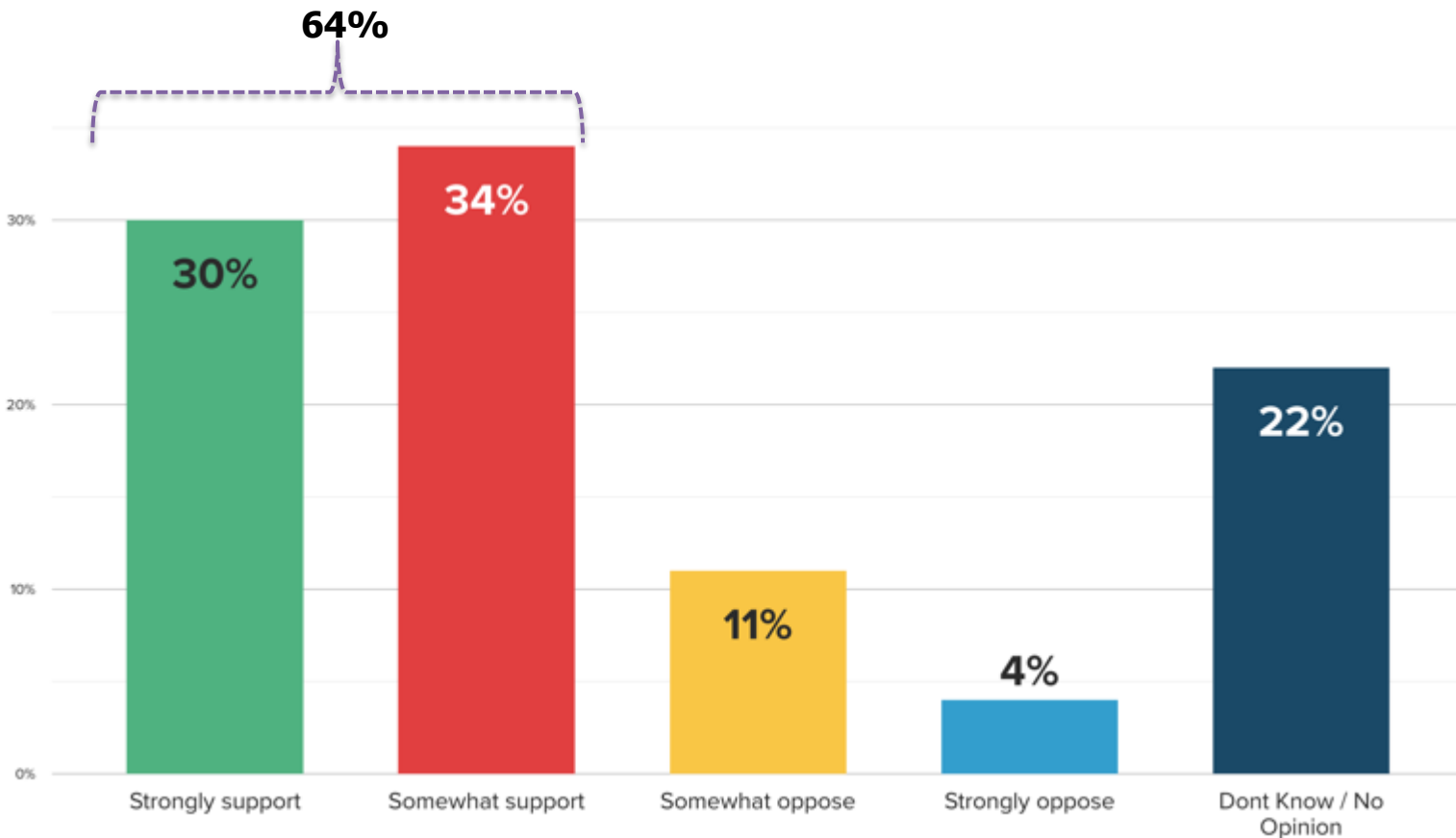
In your opinion, should [x] pay music creators more, less or about the same as other digital platforms like [Pandora], Spotify, Tidal or Apple Music?

More About the Same Less Don't Know / No Opinion



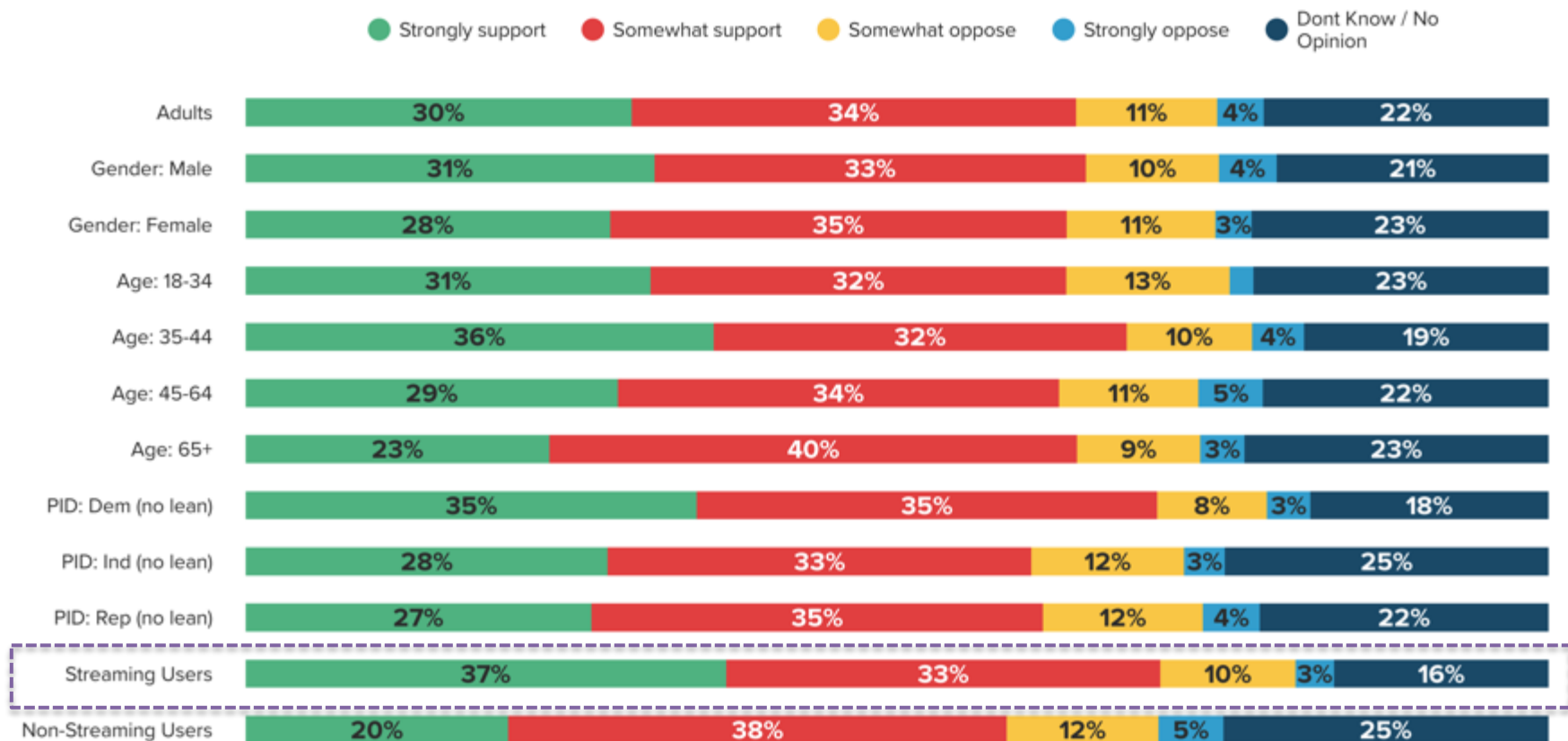
2 in 3 (64%) adults support artists being compensated whenever their songs are played on AM / FM Radio

Do you support or oppose recording artists being compensated whenever their songs are played on AM / FM radio?



Streaming users more strongly support compensating artists whenever their songs are played on the radio

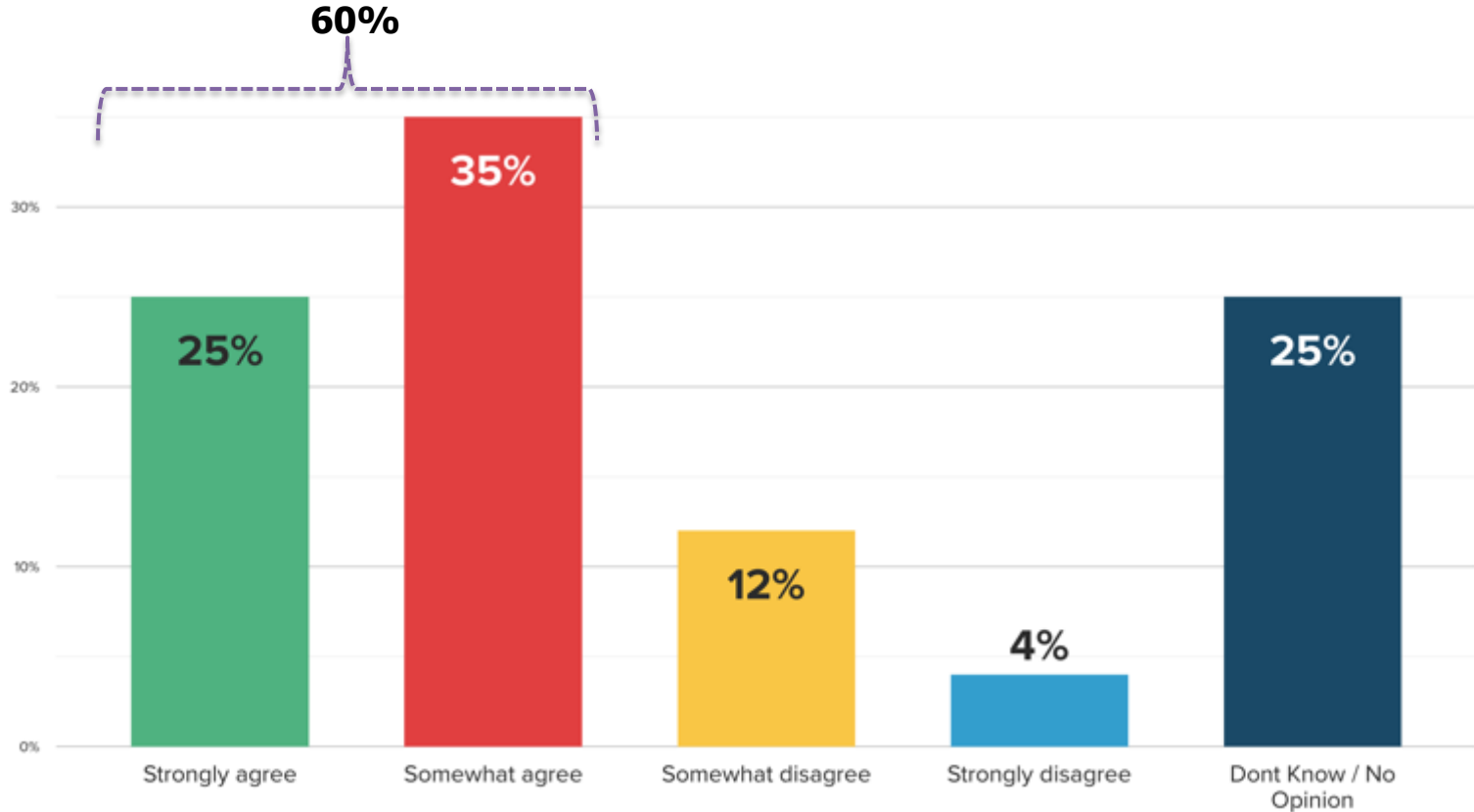
Do you support or oppose recording artists being compensated whenever their songs are played on AM / FM radio?



Six in 10 agree all listening music services should pay musicians the same amount

Do you agree or disagree with each of the following statements...

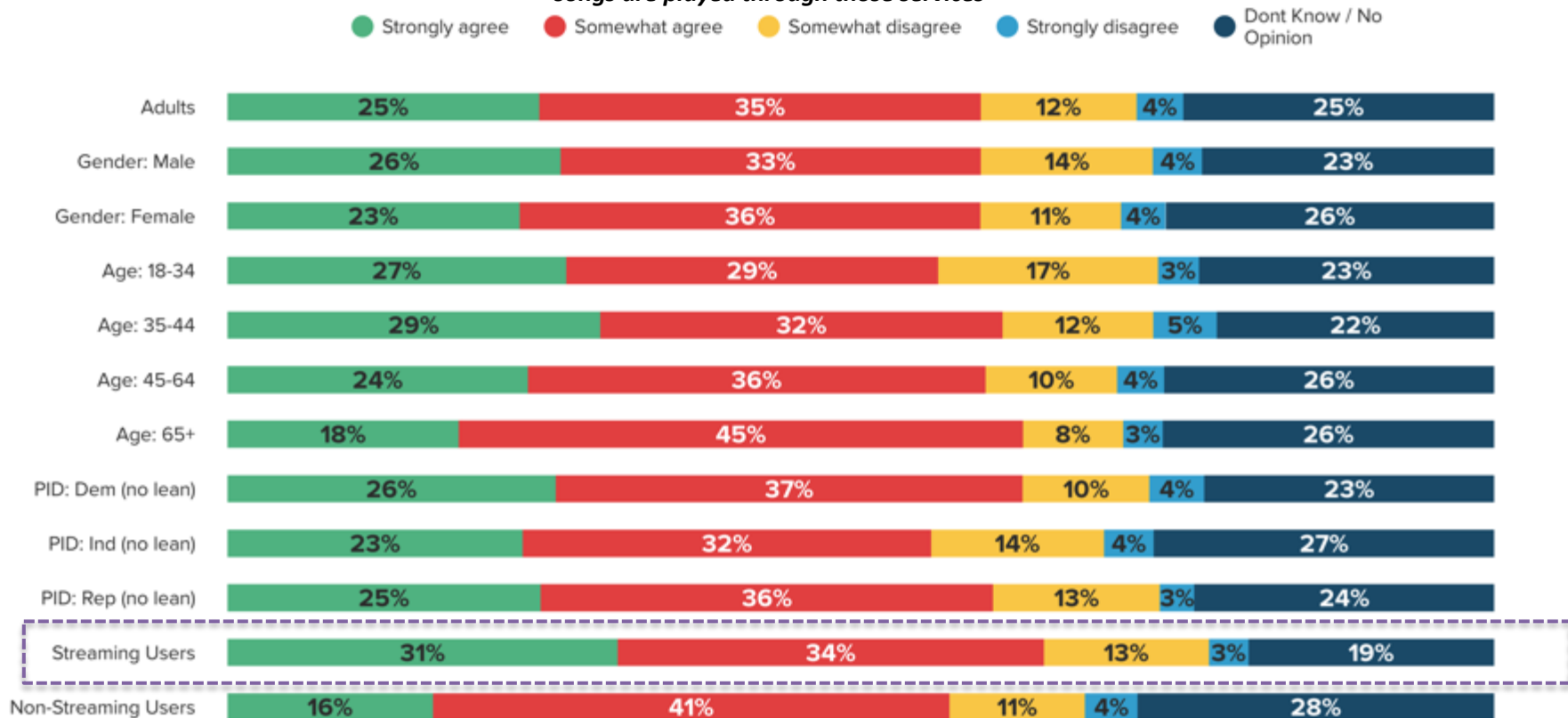
All music listening services like AM/FM, satellite radio and streaming services should pay musicians the same amount of money when their songs are played through those services



And consistently streaming users agree that all music listening services should pay musicians the same amount

Do you agree or disagree with each of the following statements...

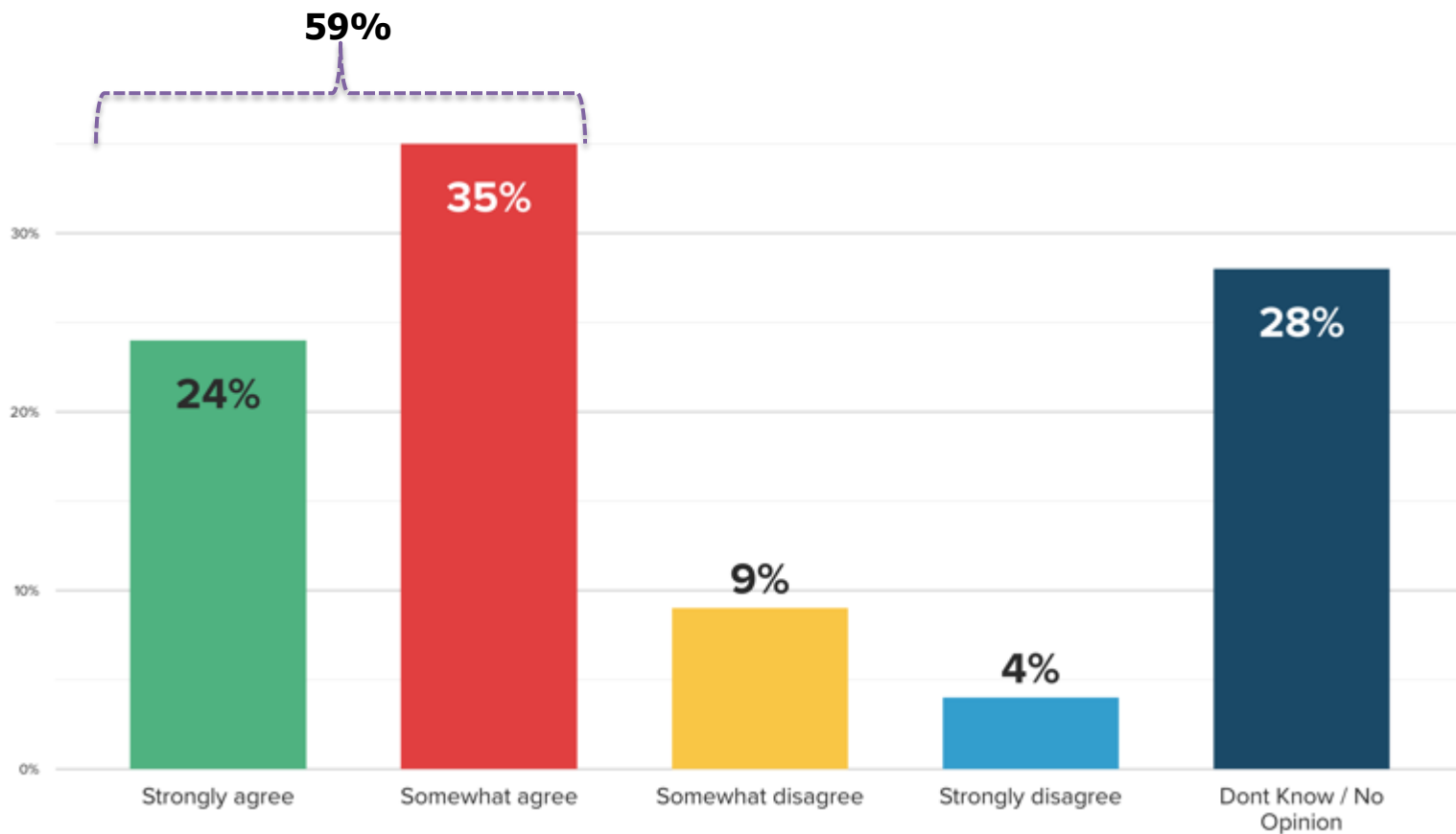
All music listening services like AM/FM, satellite radio and streaming services should pay musicians the same amount of money when their songs are played through those services



Six in 10 adults agree music licensing and copyright protection regulations should stay abreast of current trends

Do you agree or disagree with each of the following statements...

Regulations that govern music licensing and copyright protections should reflect the ways most consumers listen to music today

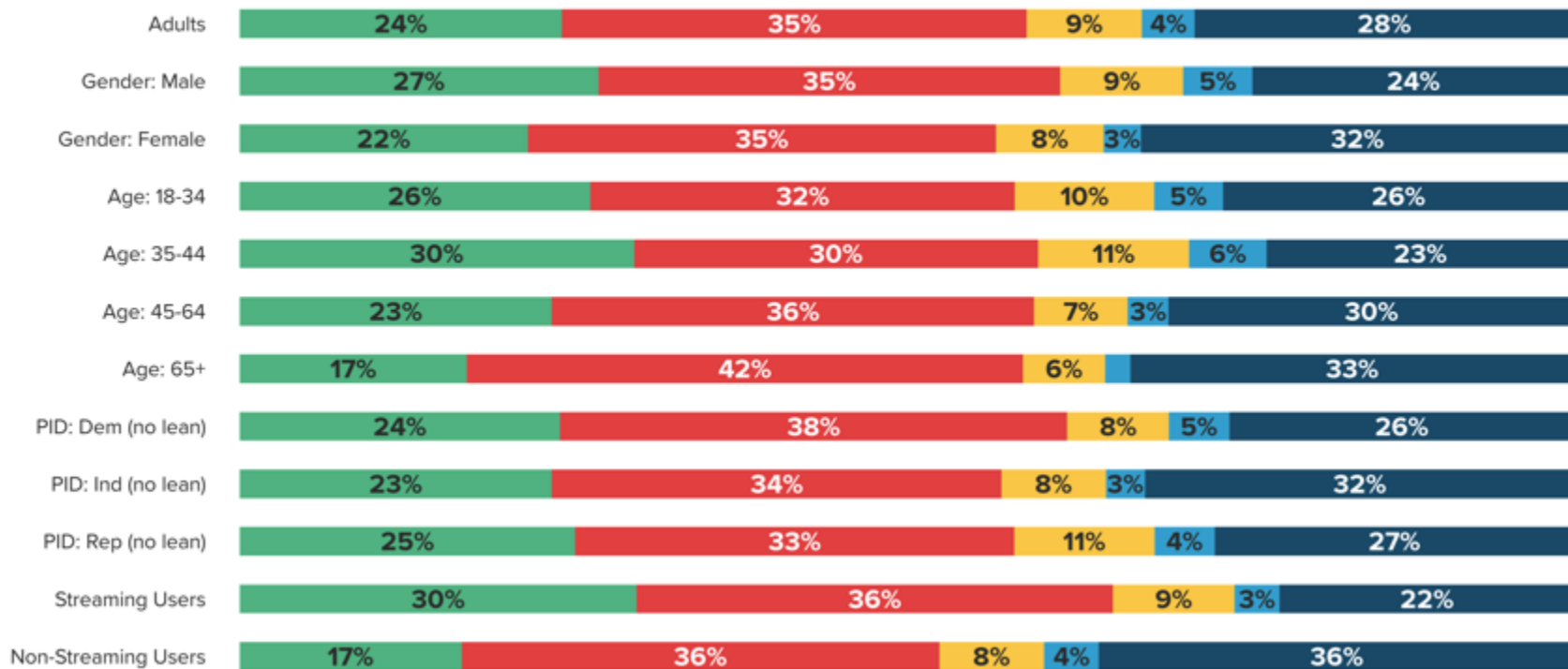


Across party lines, adults agree regulation should reflect the ways most consumers currently listen to music

Do you agree or disagree with each of the following statements...

Regulations that govern music licensing and copyright protections should reflect the ways most consumers listen to music today

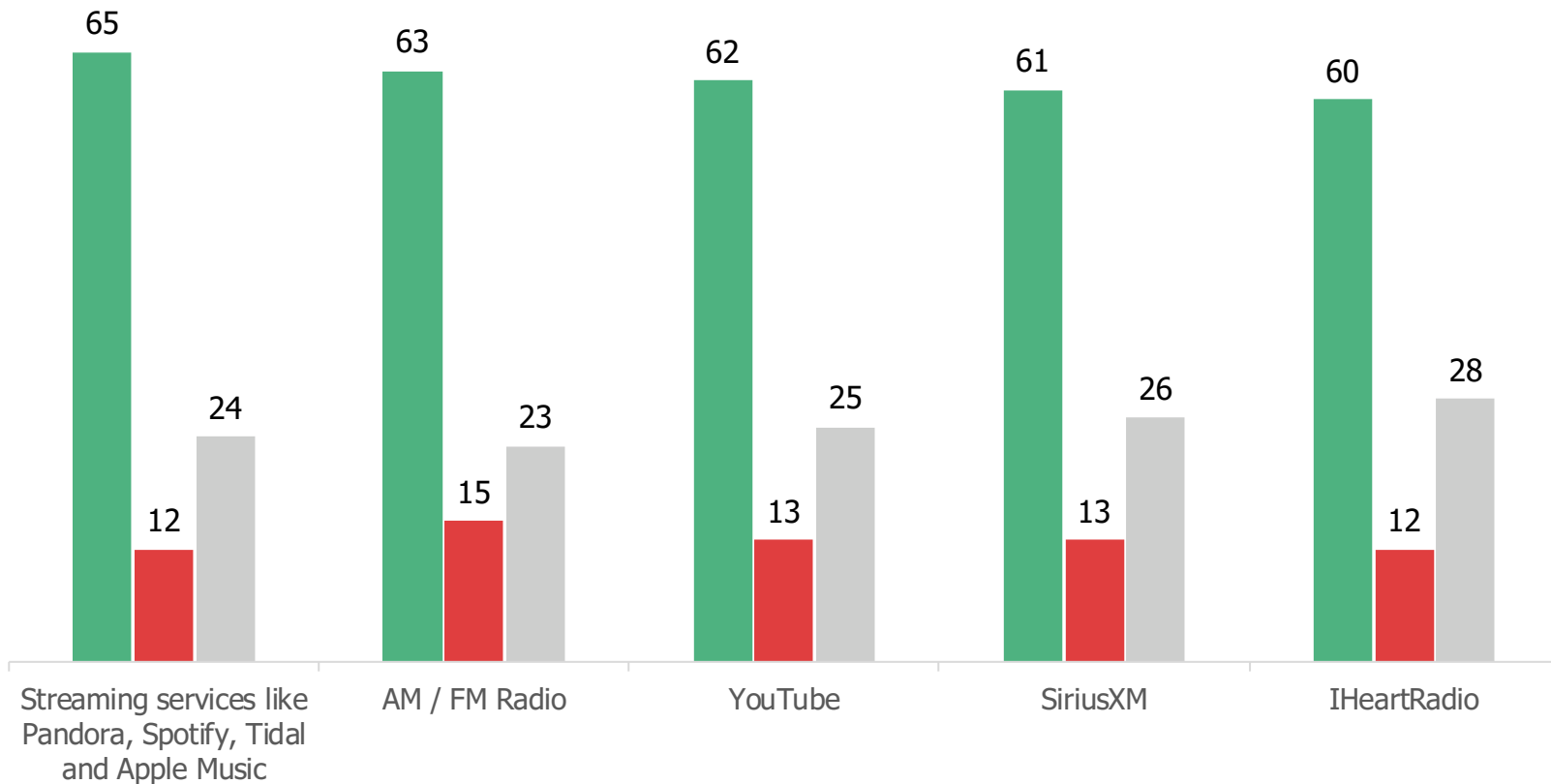
● Strongly agree ● Somewhat agree ● Somewhat disagree ● Strongly disagree ● Don't Know / No Opinion



Adults hold AM / FM Radio and Streaming Services to roughly the same amount of responsibility

How much responsibility should each of the following have to fairly compensate music creators for their work?

■ Total Should Have Responsibility ■ Total Should Not Have Responsibility ■ Don't Know / No Opinion



The plurality of adults say current law is unfair, particularly after adding dates to the context of current regulation

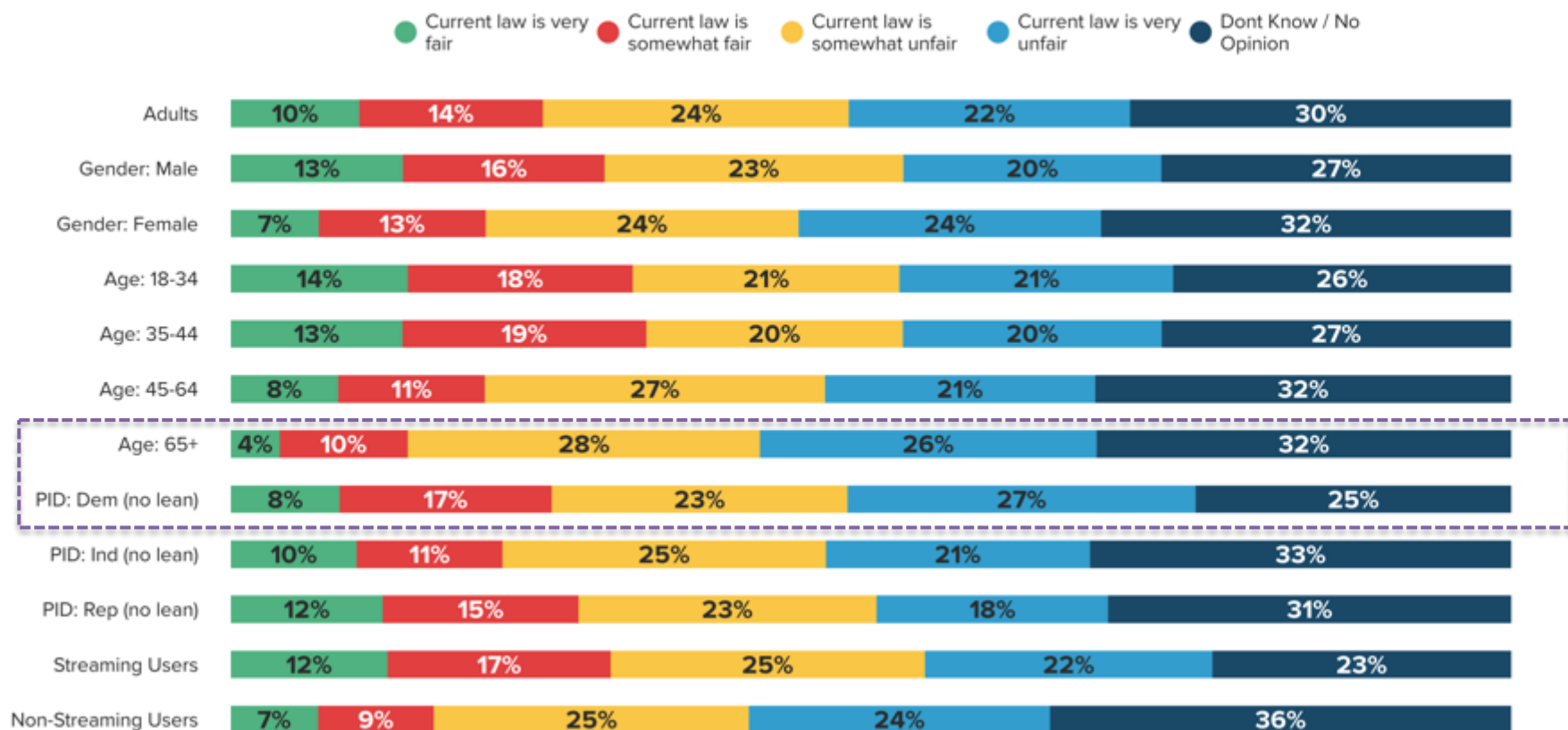
Please indicate whether each of the following statements makes you think current regulations governing music licensing and copyright protections are fair or unfair.

■ Fair ■ Unfair



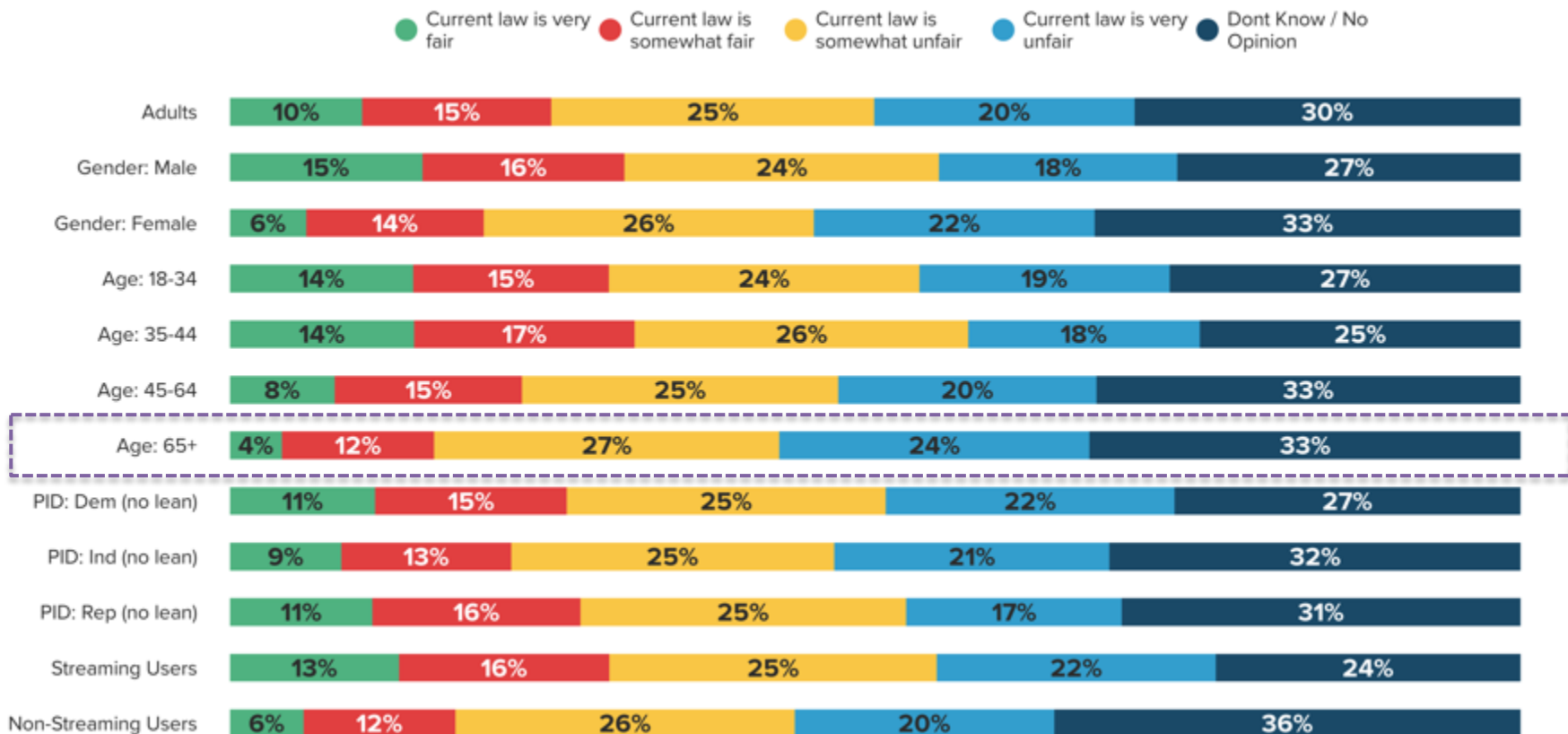
Democrats and adults ages 65+ are most likely to say current law is very unfair after dating back to the 40s

Some regulations dating back to the 1940s impact how the majority of performers are compensated in today's digital age. Some of these regulations haven't been updated since before the internet.



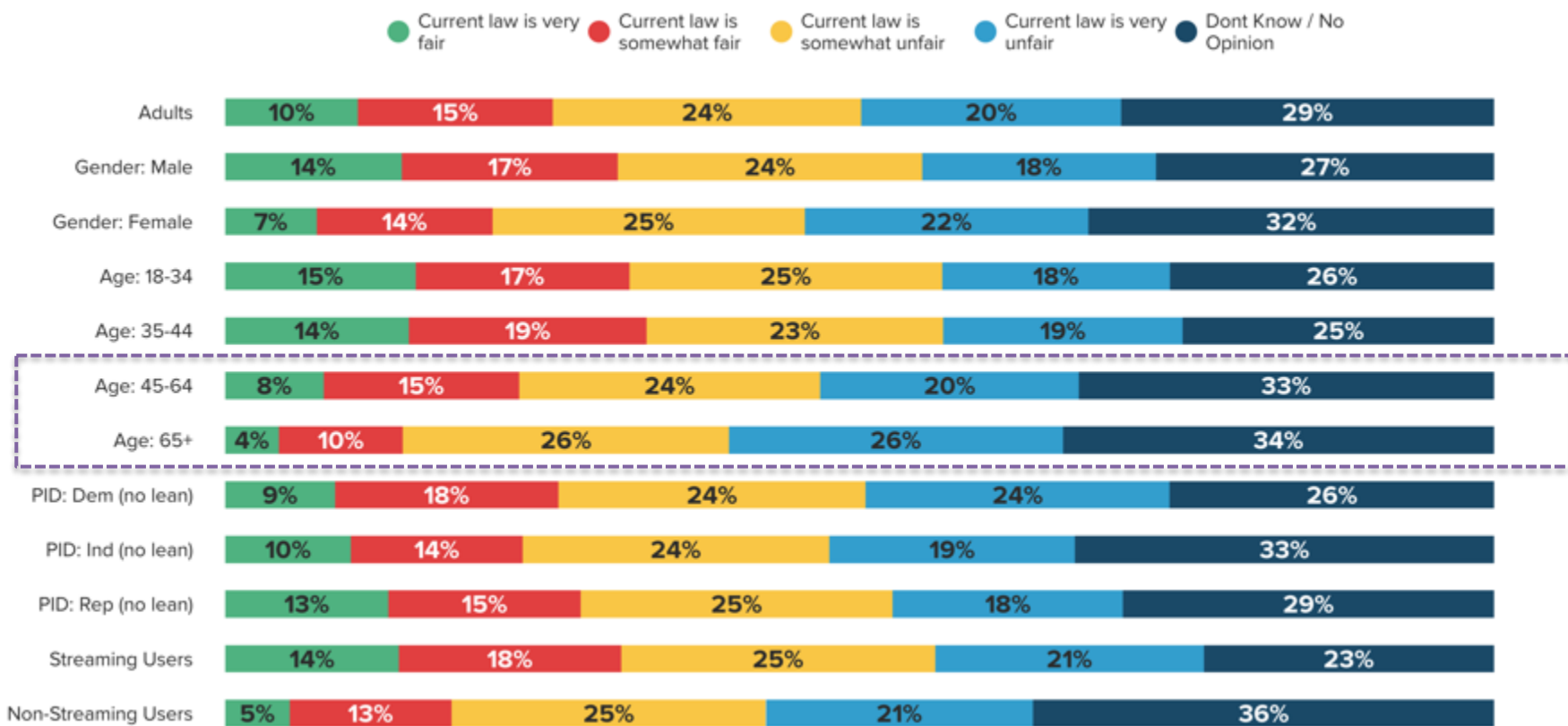
Half of adults ages 65 and older say current law is unfair after hearing how SiriusXM benefits

SiriusXM benefits from provisions granted by the U.S. government over 20 years ago that allows them to pay a below-market royalty rate for the music that they play.



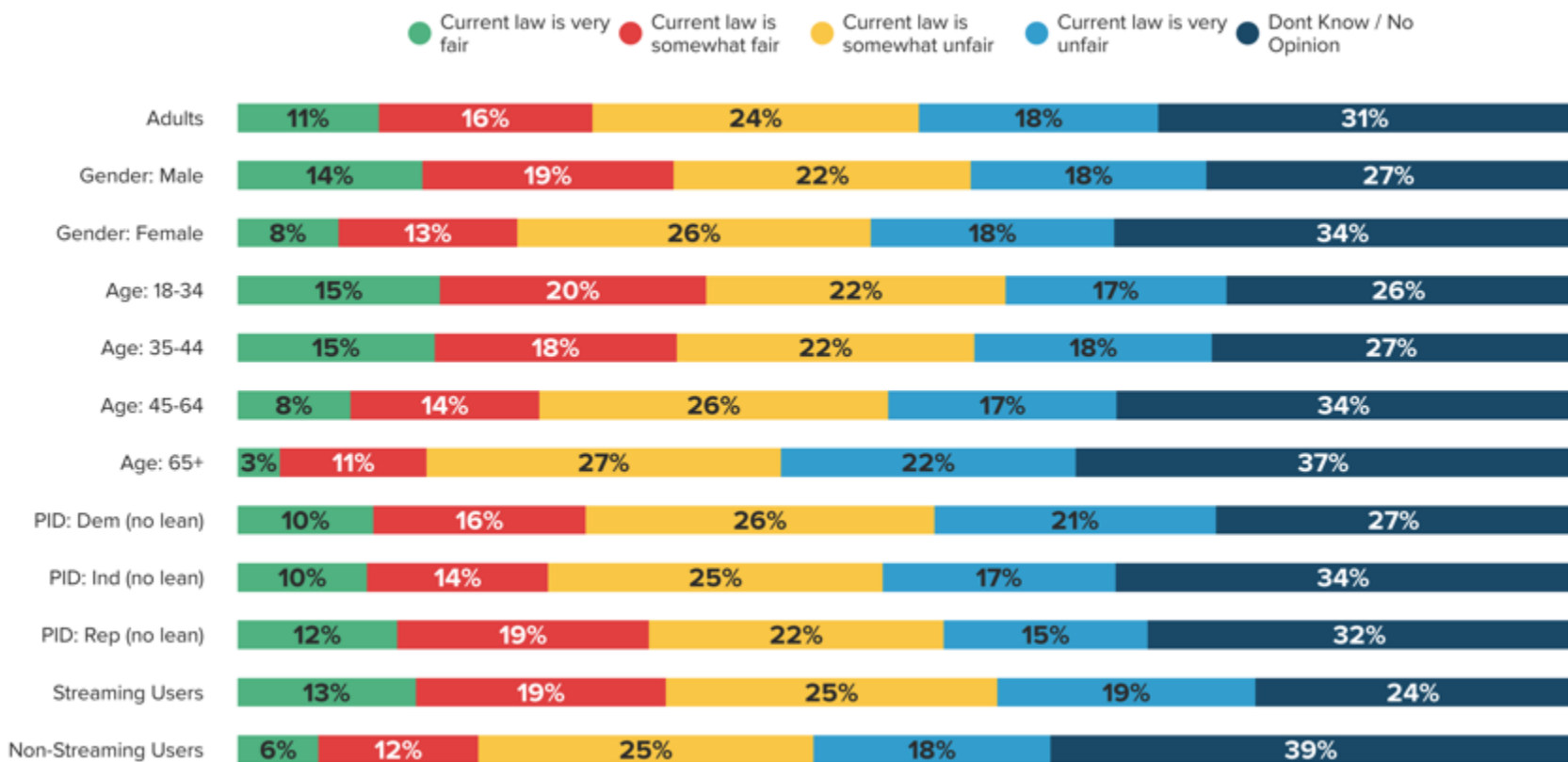
Adults 45 and older most likely to say the difference between what Spotify and YouTube compensate music creators is unfair

On a streaming service like Spotify, it takes one thousand streams for the musicians who recorded the song to earn about \$7, while the same number of streams on YouTube yields only about \$1.



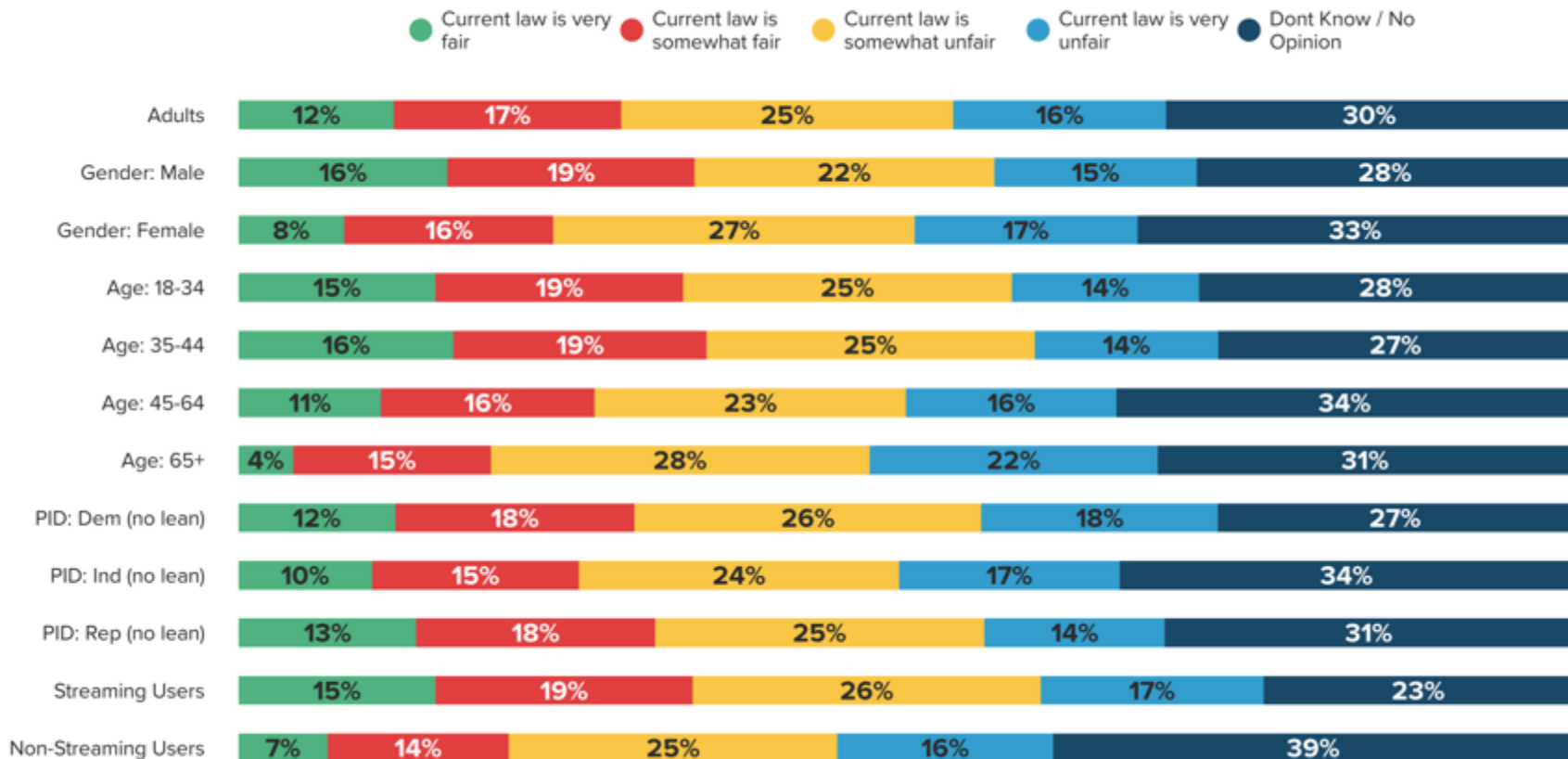
When asked another way, adults across all demographics agree the difference between what music creators receive from YouTube and Spotify is unfair

Music creators earn significantly less every time a song is streamed on YouTube than if that same song is streamed on a service like Spotify, based on laws written during dial-up internet and AOL era.



The plurality of adults say current law is unfair after hearing how books, films' values are determined

The marketplace determines the values of books, films, TV shows, video games and other creative goods. Musical compositions are not treated the same way.

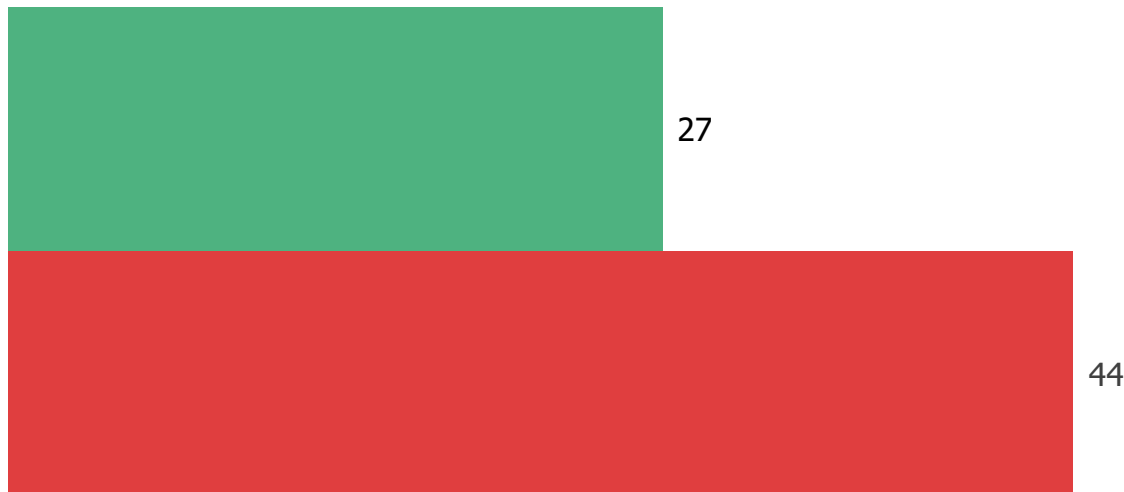


Again, adults say current laws are unfair after hearing context around the date current laws were created

Please indicate whether each of the following statements makes you think current regulations governing music licensing and copyright protections are fair or unfair.

■ Fair ■ Unfair

Artists of the Motown era, classics of Jazz & Blues and the people who created Rock n' Roll are not being compensated when their work is played on digital radio, satellite radio or broadcast radio because royalties are not required to be paid for songs recorded before February 15, 1972 under current U.S. federal copyright laws.

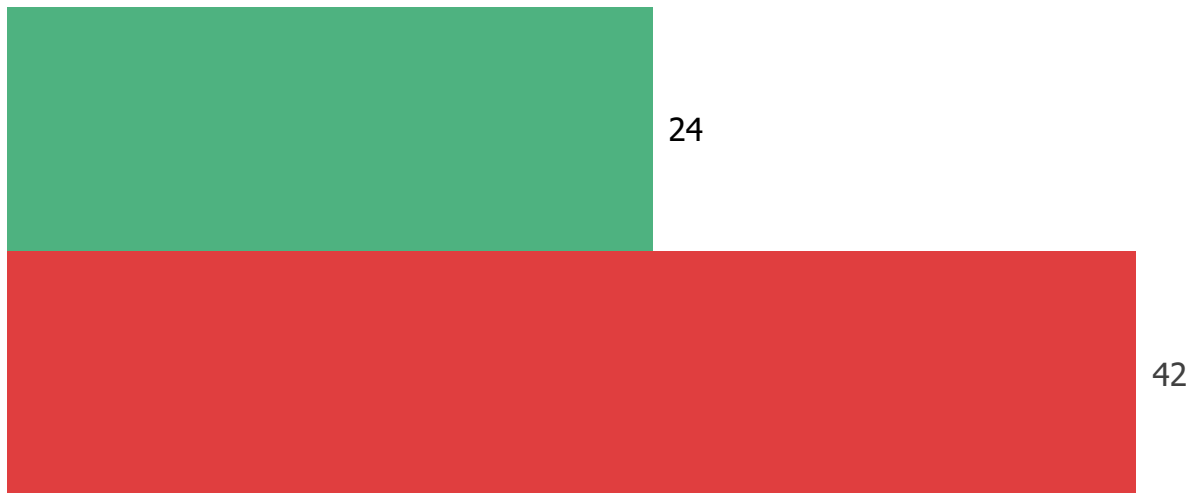


Adults say current laws are unfair after hearing U.S. regulation is in line with China, Iran and North Korea

Please indicate whether each of the following statements makes you think current regulations governing music licensing and copyright protections are fair or unfair.

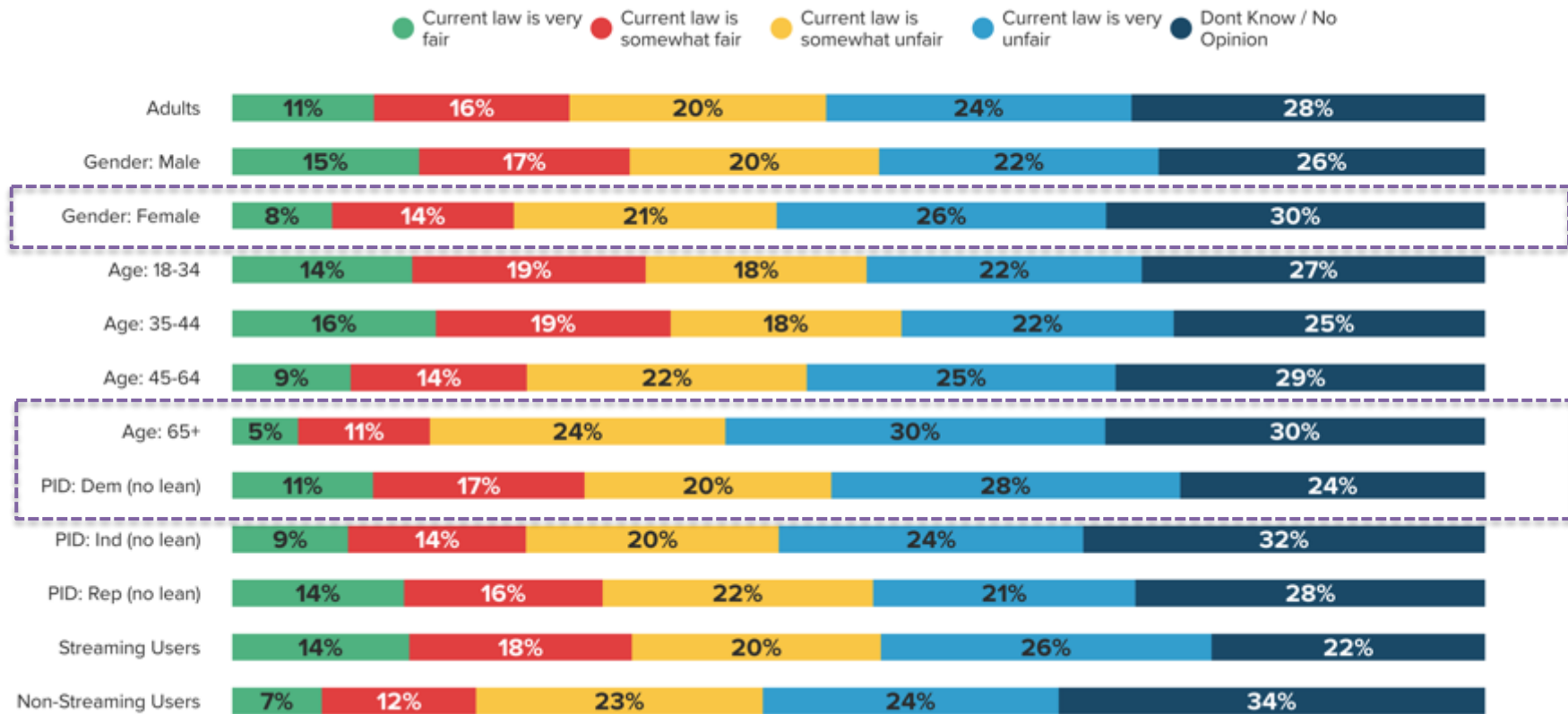
■ Fair ■ Unfair

The U.S. stands alongside just a few other countries including China, Iran and North Korea, in not recognizing a performance right for music creators.



Women, Dems and those 65+ most likely to say current law is very unfair to older music artists after hearing about this law

Artists of the Motown era, classics of Jazz & Blues and the people who created Rock n Roll are not being compensated when their work is played on digital radio, satellite radio or broadcast radio because royalties are not required to be paid for songs recorded before February 15, 1972 under current U.S. federal copyright laws.



Grouping the U.S. with China, Iran and North Korea helps reinforce for adults that current laws are unfair

The U.S. stands alongside just a few other countries including China, Iran and North Korea, in not recognizing a performance right for music creators.

