

Research Materials for Classical Music Rising Digital Project, Fall 2017

Audience:

1. [State of the Media: Audio Today 2017 How America Listens](#) – Nielsen, June 2017
2. [Nielsen Podcast Insights, A Marketer’s Guide to Podcasting](#) – Nielsen Q3 2017 Nielsen
3. [The Infinite Dial 2017](#) – Edison Research
4. [Classical Music Rising State of Play](#), August, 2017
5. [The 10 Biggest Trends to Watch Out For in 2017](#) – Global Web Index, December 13, 2016
6. [The State of the Media 2017](#) – The Media Briefing
7. [Public Radio Classical Audience](#) – NPR Audience Insights, January 2017
8. [National Research for Classical, Focus Group Study](#) – Coleman Insights, June 2013, Executive Summary for Radio Research Consortium, June 2014
9. [What Does the Public Think About Public Radio?](#) – Coleman Insights, June, 2017
10. [MusicWatch: Who is Winning the Music Streaming Wars?](#) – Digital Entertainment Group, Aug 27, 2017
11. [Radio’s Streaming Effort May Be Screwed Part 1 and Part 2](#) – Mark Ramsey Media, September 18, 19, 2017
12. [‘A proxy for personality?’ How Spotify is using music data to understand how its users behave](#) – Mumbrella, June 22, 2017
13. [Understanding People Through Music, How do our listening habits reflect who we are?](#) – Spotify For Brands
14. [Amazon’s Steve Boom: ‘Music Streaming Still Needs to Get A Lot Easier for Consumers’](#) – Music Business Worldwide, April 11, 2017
15. [From Airwaves to Earbuds. Lessons from Knight Investments in Digital and Audio Podcasting](#) – Knight Foundation, January 26, 2017
16. [Top 20 Ranker](#) – Triton, June 2017

17. [The New Radios](#) – Amplifi Media, September 19, 2017
18. [What is YouTube’s role in the music industry?](#) – Google, May 11, 2017
19. [Music is Just 4.3% of YouTube Traffic, Research Shows](#) – Digital Music News, August 16, 2016
20. [Paradigm Shift: Why Radio Must Adapt to the Rise of Digital](#) – Musonomics, August 30, 2017
21. [What is Localism?](#) – Dick Taylor blog, September 3, 2017
22. [Edison Research and NPR Smart Audio Report: Part One and Part Two](#) – Edison Research
23. [Edison Share of Speech webinar](#) – Edison Research Facebook Live video (9/13/17)
24. [Here is How Radio and Podcasting Work Together Magnificently](#) – Amplifi Media, September 10, 2017
25. [Digital vs. Traditional Media Consumption, Analyzing time devoted to online and traditional forms of media at a global level, as well as by age and across countries](#) – Global Web Index
26. [Edelman Digital’s 2017 Trends Report](#) – Edelman Digital
27. [Larry Miller Explores Radio’s Diminishing Role in the American Musical Diet](#) – Steinhardt, NYU, August 30, 2017 (At a Glance)
28. [New Sonos One Speaker with Alexa](#) – The Verge, October 4, 2017
29. [Do People Really Ask Alexa to Play Local Radio?](#) – Integr8 Research, October 10, 2017
30. [Alexa and the Vanishing AM/FM Radio](#) – Integr8 Research, October 3, 2017
31. [The Three Threats to Radio’s Role in New Music Discovery](#) – Integr8 Research, October 17, 2016
32. [Who is the Cross-device Consumer?](#) – Verto Analytics
33. [Rise of the Machines: How AI-Driven Personal Assistant Apps are Shaping Digital Consumer Habits](#) – Verto Analytics
34. [Verto Index: Streaming Music](#) – Verto Analytics, March 24, 2017
35. [From SoundCloud to Spotify: Snapshot of Music Streaming Audiences](#) – Hit Wise, May 15, 2017
36. [Why Music Streaming Services Need to Attract an Older Audience](#) – Hypebot, June 30, 2016

37. [The Benefits of Using Streaming Data to Pick Music](#) – Bridge Ratings July 17, 2016

Marketing

38. [Brand Discovery, Examining the ways that digital consumers discover new brands, products and services](#) – Global Web Index, Q3, 2017
39. [21 Social Media Marketing Statistics You Need to Know in 2017](#) – Dream Grow, August 16, 2017
40. [Creating ads for today's streaming audience](#) – Spotify for Brands
41. [5 Things Streaming Music Data Can Teach Marketers That Top 40 Radio Can't, Insights from Pandora's data journalist](#) – Ad Week, August 31, 2016
42. [Apple Music Surveys, Jan Dawson](#) – Jackdaw Research, October 2015
43. [Spotify thinks people who listen to the same songs are more likely to buy energy drinks](#) – The Verge, July 11, 2017

Revenue

44. [IAB-Edison Research Podcast Advertising Study](#) – Edison Research, September 7, 2016
45. [NPR Podcasts, On Demand Listening, Unparalleled Engagement, 2017](#) – NPR Podcast Sponsorship
46. [How a CPR Digital Program Boosted a Public Media Station's Pledge Drive by 25%](#) – Media Shift, October 10, 2017
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49. [Digital Metrics for Classical, Beginning the Discussion](#) – Classical Music Rising, August 2017

50. [Classical Music Rising Digital Activities](#) – Classical Music Rising, August, 2016
51. [21 Essential Mobile Metrics for Measuring Success](#) – Web Analytics World, April 25, 2017
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53. [The 8 Mobile App Metrics that Matter](#) – Localytics, May 25, 2017
54. [62 Must-Know Live Video Streaming Statistics](#) – livestream
55. [Introducing MIDiA Fuse](#) – Music Industry Blog, September 29, 2017
56. [iHeart Radio Introduces “SmartAudio,” Its New Audio Digital Data Advertising Product for Broadcast Radio, During ‘SoundFront’ Event for Brands and Agencies](#) – iHeart Media

Best Practices

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59. [What are the Goals of Your Radio Station’s Website?](#) – Jacobs Media, December 9, 2016
60. [The Two Types of Content Your Radio Station’s Website Should Have](#) – Jacobs Media, March 26, 2016
61. [How to Launch a Successful Radio Station Blog](#) – Jacobs Media, April 22, 2016
62. [7 Places Where Forms Should Appear on Your Website](#) – Jacobs Media, February 22, 2016
63. [7 Mistakes Radio Station Website Menus Make That Alienate Listeners](#) – Jacobs Media
64. [Here’s What Your Radio Station Should Put in Its Website Sidebars](#) – Jacobs Media
65. [To Make a Successful Podcast, Start with These Eight Essential Questions](#) – Amplifi Media, August 13, 2017

(10/20/17)