

GEN Z WRAPPED

A GENERATIONAL MUSIC REPORT

2023

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WRAPPED + REPLAYED:

We worked with our community of Gen Z'ers to capture screenshots of Spotify Wrapped and Apple Music Replay stories.

Gen Z Wrapped is a compilation of **1025 screenshots** from verified Gen Z'ers within our Loop network of both Spotify Wrapped and Apple Music Replay highlights that were shared on Instagram.

This is raw, straight-fromthe-screenshot-results.



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methodology

ACCESSING OUR NETWORK OF 100K+ GEN Z'ERS

We asked community Ambassadors in our network to submit screenshots of friends' Spotify Wrapped and Apple Music Replay playlists. In order to be a valid submission for our scraped, the screenshot had to include the full top 5 artists, top 5 songs, minutes listened to and top genre (the last clip of a Spotify Wrapped highlight). All other posts were manually entered.

For our Apple Music sample, demographics were estimated by compiling all publicly available demographic data (age, gender, race) of each participant in their Instagram profile.

For our Spotify Wrapped sample, demographics were estimated by using demographic data reported from our Ambassadors who provided the submissions. The reported race/ethnicity, age, and gender data was then compiled together, along with the Apple Music submission estimates to provide this estimation of demographics.

Ambassadors were compensated for submitting screenshots.

Race

BLACK OR AFRICAN AMERICAN 32.5%

WHITE 37.1%

HISPANIC OR LATINO 13.5%

ASIAN OR PACIFIC ISLANDER 17%



MEAN 22.6 **MODE** 23

MEDIAN 23 MIN 15 MAX 27

Cender

FEMALE 63%

MALE 36%

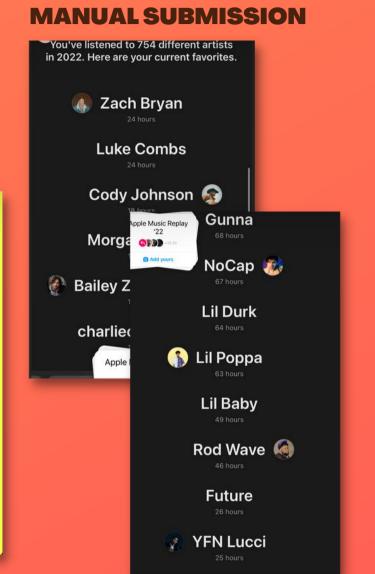
NON-BINARY/CHOOSE

NOT TO ANSWER: 1%

Demographics are estimated based on the methodology described above.

IMAGE->TEXT->.CSV





We collaborated with one of Gen Z's brightest computer scientists to scrape the text data from the images, extracting a comprehensive .csv data file with line-by-line vetted data points from each of the screenshots. Other data that did not get scraped was entered manually from our team at dcdx.



<u>INTRODUCTION</u>

what is it contents methodology

HOW MUCH MUSIC?

daily average minutes listened

WHAT ARE WE LISTENING TO?

top 15 songs top 5 genres

WHO ARE WE LISTENING TO?

top 15 artists | top 5 profiles | rising artists

WHAT DOES IT ALL MEAN?

final thoughts appendix of songs + artists



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DAILY AVERAGE MINUTES LISTENED BIGGEST LISTENERS



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125

CUMEG IMS

GENZAVERAGE

% listening to <30 mins/day

3%

% listening to >5 hours/day

7%

compared to the average of 140 minutes per day in the US average.

SCREEN TIME DATA COMPARISONS

It's no secret Gen Z is streaming; but the question is on what devices are these coming from, and how does that compare across apps? Data in the 2nd Annual Gen Z Screen Time Report shows us that much of our listening is on mobile. Spotify placed 9th overall in most popular apps by screen time for Gen Z on mobile, compared to Apple Music at 13th.

% in Top 10

Average pickups/day

WAST* in Top 10

1:55:43

% in Top 10

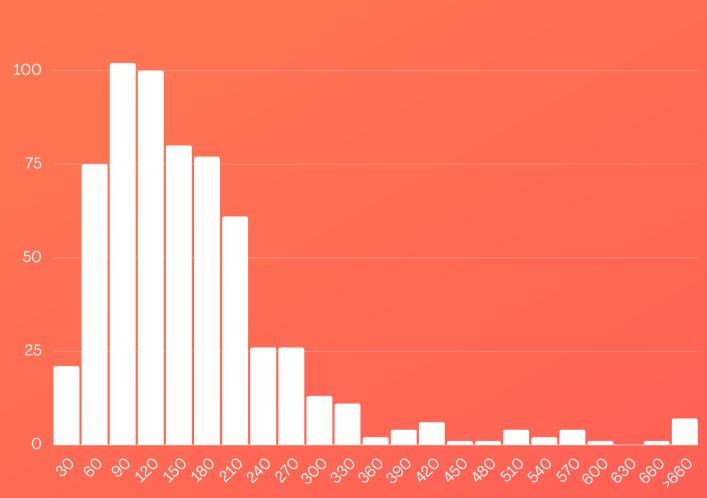
Average pickups/day

WAST* in Top 10

2:46:00

*Weekly average screentime when app is in the user's top 10 most used apps.

Distribution of data



Average minutes listened per day



Gen 45 topsompsoff2022

TOP 15 SONGS FOR GENERATION Z TOP GENRES





Right Where You Left Me

Taylor Swift 0,98% 0,14%



Satellite

Harry Styles

1.12% 0.14%

% as top song



Efecto

Bad Bunny

0.98% 0.14% % as top song



august

Taylor Swift

1,12% % in top 5

0.I4% % as top song



Daylight

Harry Styles

0,93% 0,514% % as top song







Titi Me Pregunto

Bad Bunny 1,12%

0.42% % as top song



WAIT FOR U

Future, ft. Drake, Tems 0.98% 0.42% % as top song



Glimpse of Us

1.26% 0.28% % in top 5 % as top song



Moscow Mule

Bad Bunny 1,12%

0.42% % as top song



Late Night Talking

Harry Styles

红40%

% as top song

0%

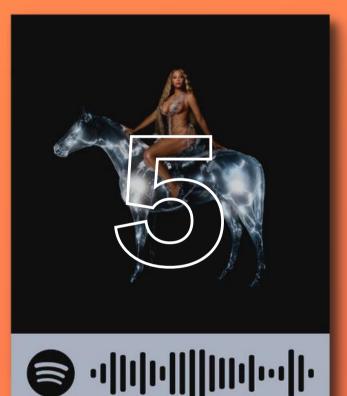


gem z's topsongs 012022



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#5 to #1 Gemzstopsongsof2022











CUFFIT

Beyoncé

1.54% 0.70% % in top 5 % as top song

Bad Habit

Steve Lacy

1.33%

% in top 5

0.42%

% as top song

Stick Season

Noah Kahan

1.33% 0.34% % in top 5

% as top song

Me Porto Bonito

Bad Bunny

2,119% % in top 5

0.56% % as top song **As It Was**

Harry Styles

5.34% 2.67%

% in top 5 % as top song

Ranked by the percentage of submissions with the song in their top 5 most-listened to songs from the year.



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FROM MOODS TO MANIFESTATION

The top songs for Gen Z in 2022 represented the way they explored the possibilities of life throughout the year. Whether the possibility of a new romance, of new beginnings, of personal growth, of new adventures and new experiences, the top songs showed it all. Gen Z's soundtrack to the year highlighted the relationship they have with music – more than just a mood, Gen Z used music as a manifestation of their futures.

BEYOND GEN Z ARTISTS: GLOBAL ICONS

Dominant in the top 15 were 4 songs by both Harry Styles and Bad Bunny. On top of its #1 appearance for Gen Z, As It Was was also the most streamed song globally on Spotify, with Me Porto Bonito and Titl Me Preguntó at 4 and 5 respectively.

Unsurprisingly, these two artists also held the top 2 spots in the most streamed albums globally. These are not just some of Gen Z's favorites. These are global superstars.



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Gen Z's Copgemes of 2022



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#5 to #1 99m z's topgemres of 2022



Rock

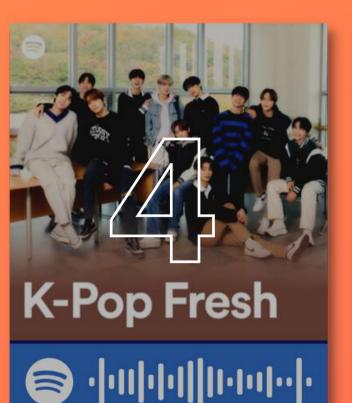
% as top genre

minutes/dau when top genre

2.00% 154

Top Artist

Arctic Monkeys



K-Pop

% as top genre

when top genre

minutes/dau

2.13%

Top Artist

BTS

108



Indie Pop

% as top genre

minutes/day when top genre

7.88% 164

Top Artist

Taylor Swift



minutes/dau

160

when top genre

Rap

% as top genre

16.8%

Top Artist

Drake



Pop

% as top genre

32.7% 143

Top Artist

Taylor Swift



minutes/dau

when top genre

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Ranked by the percentage of submissions with the genre as their top genre from the year.

Gen Z's topartists of 2022



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#15 to #11 gen z's top artists of 2022











Brent Faiyaz

4.39% % in top 5

1.07% % as top artist

Summer Walker SZA

4.49% % in top 5

0.88% % as top artist

4.59% % in top 5

0.78% % as top artist

NBA YoungBoy

4.59% % in top 5

1.56% % as top artist

Doja Cat

4.98% % in top 5

0.59% % as top artist



#10 to #6 genzs topartists of 2022











Kendrick Lamar

5.46%

% in top 5

0.59%

% as top artist

Kanye West

5.76%

% in top 5

1.37%

% as top artist

Lil Baby

5.95%

% in top 5

0.68%

% as top artist

Future

5.95%

% in top 5

0.88%

% as top artist

Beyoncé

6.73%

% in top 5

2.83%

% as top artist

GENZ:
WRAPPED:

Ranked by the percentage of submissions with the artist in their top 5 most-listened to artists from the year.

overall ranking



The Weeknd

PERSISTENTLY RELEVANT, CONSISTENTLY GENIUS.

In 2022 The Weeknd was being streamed by Gen Z like never before. He was the #4 most streamed artist on Spotify globally, and #5 most streamed in the US. His 2019 hit song 'Blinding Lights' became the most streamed song on Spotify of all time, with 3.3 billion streams recorded at the end of 2022. His older music along with his new album release Dawn FM, continue to be favorites with Gen Z. The Weeknd's top songs in this year's report were Out of Time (.7% in top 5) and Take My Breath (.56% in top 5), both coming from his newest album Dawn FM.

ranking % as top artist

1.3%
ranking % in top 5

5.9%



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overall ranking

Bad Bunny

AN INTERNATIONAL PHENOMENON TAKING LATIN MUSIC MAINSTREAM.

Bad Bunny had quite the year in 2022. After being named Apple Music's 2022 artist of the year, he topped that by also becoming Spotify's most streamed aritst in the world-for the 3rd year in a row. He is the first artist ever to hold that title on Spotify for 3 consecutive years. Despite this international success, Bad Bunny's focus remains on his roots – consistently bringing Puerto Rico and their political issues into the conversation, and rejecting English language from his music. Un Verano Sin Ti exposed Bad Bunny to new audiences with its varying styles among the 23 songs, creating immediate new fandoms across the world and solidifying his iconic pursuit as one of the most successful artists of all time.

ranking % as top artist

3.8%
ranking % in top 5
7.2%



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overall ranking

Harry Styles

IT'S HARRY'S HOUSE, AND WE'RE ALL JUST LIVING IN IT.

2022 was undoubtedly the year of Harry Styles, from headlining Coachella, to releasing the <u>most streamed song in the world on Spotify 'As It Was,'</u> and taking the world by storm with his Love on Tourfeaturing 15 nights in Madison Square Garden. Everywhere you looked this year in music and media, Harry Styles was a force. Harry's fandom has evolved over time, from followers in his One Direction days to those in his multi-faceted songwriting, acting, and performing career. After his huge Grammy win for album of the year for Harry's House, Harry made a statement to the world - there is much more to come from this pop superstar.

ranking % as top artist
2.4%

ranking % in top 5
10%



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overall ranking

ranking

ranking

% as top artist

#9.4%

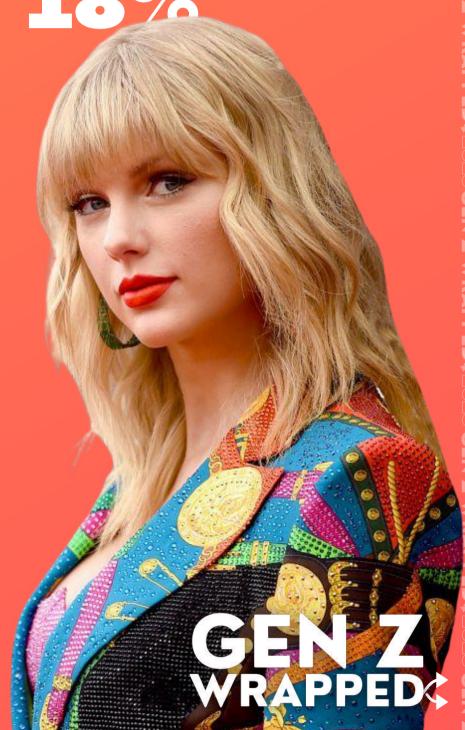
% in top 5

#2 18%

Taylor Swift

TAYLOR SWIFT CONTINUES HER REIGN AS ONE OF THE BEST POP ARTISTS OF ALL TIME.

Taylor shattered records with her new album 'Midnights', received an honorary doctorate from NYU, and we can't forget how she quite literally broke <u>Ticketmaster</u>. She also showed there is nothing she can not do, writing and directing the short film for her song 'All Too Well'. What is clear about Taylor is that when you listen to her, you listen to her a lot. Of the 18% that had Taylor Swift in their top 5, more than 50% of those had Taylor as their #1 most streamed artist. That is commitment - and just shows the pure influence of the artist. As Taylor continues her journey atop Gen Z's most-listened to artists, her Swifties anxiously await any hint at her next drop.



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overall ranking

Drake

IT'S OFFICIAL: DRAKE DOES HAVE MORE SLAPS THAN THE BEATLES.

Drake earned his spot as the #1 artist with Gen Z in 2022 by accomplishing things no other male hip-hop artist has ever done. Drake passed The Beatles with the most top 5 songs on the Billboard Hot 100 chart when the song 'Staying Alive' made the charts this year, giving Drake 30 songs to have made the top 5 list. Drake's album he released this year with 21 Savage titled 'Her Loss', was the biggest thing to happen to hip-hop in 2022, quickly reaching #1 on the Billboard 200 within the first week it was released. Drake is more than a record smashing hip-hop artist, he a household name that has dominated media and culture for over a decade. And for Gen Z, he is a perennial icon, a lyrical genius recognized by all as hip-hop's biggest name.



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what does this tell us about Gen Z?



ARTISTS AS DIVERSE AS GEN Z

Gone are the days where young people only listen to boy bands and pop music. Gen Z has shown that their music taste ranges across multiple genres and languages, with the top artists from this year representing hip-hop, R&B, Latin trap, and pop. Gen Z is the most ethnically diverse generation in the country, and they are listening to the artists who represent themselves and their cultures.

GETTING IN TUNE WITH GEN Z

The most streamed artists from this year's Gen Z Wrapped report are windows into culture itself – each of them showing unique fandoms, interests and reflections of the behaviors and emotions of this generation. While Gen Z has become almost synonymous with change, what these artists show us is a powerful lesson in brand and cultural resonance – the top artists this year are not new. And they don't focus directly on Gen Z. They persist over time in building and maintaining their powerful presence. TikTok fame may accelerate a career path, but a notable absence this year from Olivia Rodrigo shows us that while moments matter, what matters most is what happens in between them.

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Gen Z's Pising aptists

we asked our network of 100,000+ Gen Z'ers... what artist do you think will be huge in a few years?

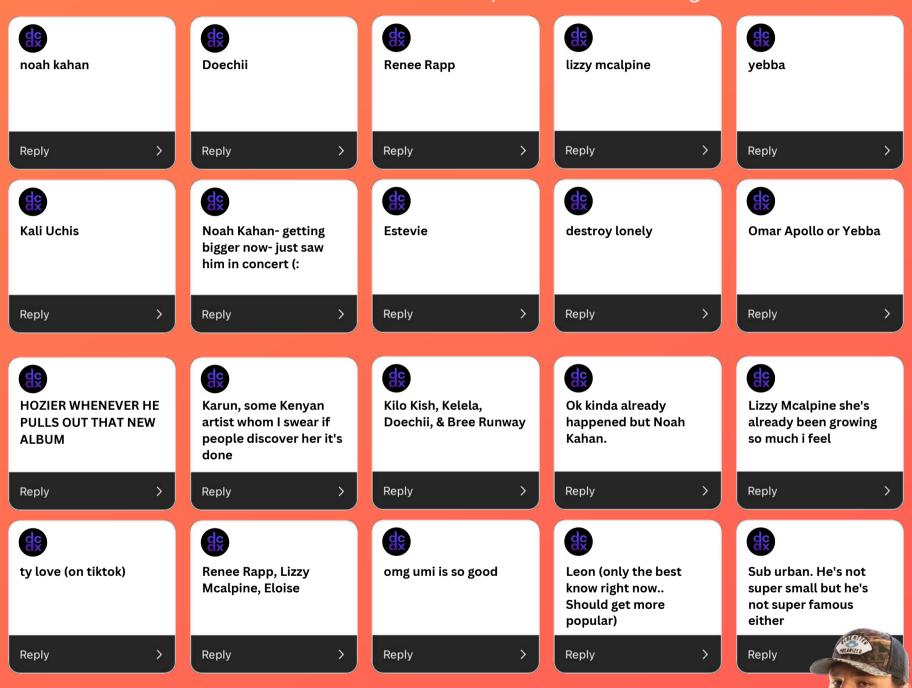


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PISING APTISTS

q: what artist do you think will be huge in a few years?

growing NoSo Yebba Jorge Rivera Musgraves friends destroy right benches Spice ferrel really Teen Honne Sierra fucking Leon Kahan Evolution HOZIER 20 of the 139 submissions collected from The Loop network in February of 2023





PISING APLISTS:

artists projected by Gen Z and our Wrapped data to go big (or bigger) in 2023 and beyond.



Noah Kahan

2.58% mentioned by Gen Z

1.56%

% in top 5 of Wrapped



Renee Rapp

5.16% mentioned by Gen Z

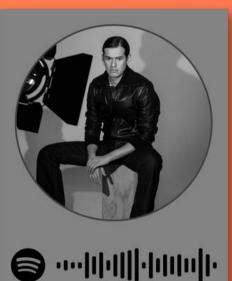
0.10% % in top 5 of Wrapped



Lizzy Mcalpine

1.94% mentioned by Gen Z

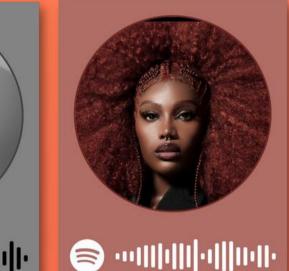
1.56% % in top 5 of Wrapped



Omar Apollo

0.65% mentioned by Gen Z

1.46% % in top 5 of Wrapped



Doechii

1.29% mentioned by Gen Z

0.10% % in top 5 of Wrapped



Yebba

1.29% mentioned by Gen Z

0.10% % in top 5 of Wrapped



Destroy Lonely

1.29% mentioned by Gen Z

0.10% % in top 5 of Wrapped

CRITERIA FOR EMERGING ARTISTS

In addition to the responses from our network, there were 3 criteria we used to define rising artists. First, the artist must be in less than 2% of the sample's top 5 artists. Second, of the sample who had the artist in their top 5, the artist must have the most mentions in the 3rd, 4th, or 5th spot. Lastly, the artist must have started producing music recently, with the earliest acceptable production starting in 2017. All of the artists showcased above meet these criteria and, most importantly, are supported by Gen Z'ers as new and emerging artists.



thoughts

+ APPENDIX OF ARTISTS AND SONGS



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what did we learn about ten Z and music?

ARTIST DISCOVERY AND LONGEVITY IN THE TIKTOK ERA.

What was particularly noticeable in the rising artists from this year's submissions were the references to TikTok as the place these artists were blowing up. And that should come as no surprise - TikTok has been talked about since its early days as a potent catalyst for artist growth and artist discovery. Yet what is particularly noticeable about the TikTok effect is its lack of impact on the top artists. Songs and rising artists may get boosts from the platform, but the artists that continue to resonate with Gen Z over time are strikingly absent from the platform - or at least in their strategy on the platform. How could Gen Z's number one artist, Drake, not have a TikTok account? And what about their obsession Harry Styles? While both artists have benefitted significantly from the platform with their songs and names thrown around constantly, would that not justify leveraging their platform for further success?

These actions lead to the question: could TikTok actually harm the value of an artist's brand? Is its widely accepted recognition as a discovery tool antagonistic to the expectations of music's biggest superstars? Could their lack of presence contribute to their mystery, and actually heighten audience engagement around releases?

In her May 2022 podcast, Emma Chamberlain said: "There was so much more mystery around celebrities back in the day which gave them this enticing feeling, because they were such a mystery...and that was exciting. That was what gave these mainstream celebrities the power that they had - because they were a mystery. And nothing is more enticing to human beings than a mystery. Whereas now, mainstream celebrities all have social media."

Could, as Emma points out, the lack of mystery around celebrities today actually be harming their longevity? Could platforms like TikTok actually be harmful to the careers of superstars? Or do the 52B views on #taylorswift justify her presence on the platform? While the answer may be muddled for now, what is clear is this: the intentional time Gen Z spends listening to an artist speaks volumes to the artist's impact. And in 2022, Gen Z's #1 most-streamed artist was nowhere to be found on TikTok.



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ARTIST APPENDIX

artist	% in top 5	artist	% in top 5	artist	% in top 5
Drake	19.12%	SZA	4.59%	Steve Lacy	2.83%
Taylor Swift	17.66%	Summer Walker	4.49%	Mac Miller	2.73%
Harry Styles	10.05%	Brent Faiyaz	4.39%	Morgan Wallen	2.63%
Bad Bunny	7.22%	Tyler, The Creator	4.20%	Frank Ocean	2.63%
The Weeknd	6.93%	Megan Thee Stallion	3.90%	Lil Uzi Vert	2.63%
Beyoncé	6.73%	Rod Wave	3.80%	Zach Bryan	2.44%
Future	5.95%	Gunna	3.80%	Lana Del Rey	2.44%
Lil Baby	5.95%	Ariana Grande	3.51%	Juice WRLD	2.34%
Kanye West	5.76%	Lil Durk	3.51%	Mitski	2.34%
Kendrick Lamar	5.46%	Chris Brown	3.22%	Phoebe Bridgers	2.34%
Doja Cat	4.98%	Nicki Minaj	3.12%	Billie Eilish	2.24%
NBA YoungBoy	4.59%	BTS	3.02%	GIVĒON	2.05%

contact for full list + data



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SONG APPENDIX

song	% in top 5	song	% in top 5	song	% in top 5
As It Was	5.34%	Daylight	0.98%	All Too Well	0.70%
Me Porto Bonito	2.11%	Efecto	0.98%	You Proof	0.70%
Stick Season	1.83%	Right where you left me	0.98%	ALIEN SUPERSTAR	0.70%
Bad Habit	1.83%	Kilby Girl	0.98%	Out of Time	0.70%
CUFF IT	1.54%	erase me	0.84%	Sunshine	0.70%
Late Night Talking	1.40%	King	0.84%	Alien Blues	0.70%
Glimpse of Us	1.26%	BREAK MY SOUL	0.84%	Tarot	0.70%
Titi Me Pregunto	1.12%	CHURCH GIRL	0.84%	It's Called: Freefall	0.70%
august	1.12%	Moon Song	0.84%	ENERGY	0.70%
Satellite	1.12%	Need to Know	0.70%	Keep Driving	0.70%
Moscow Mule	1.12%	30/90	0.70%	HEATED	0.70%
WAIT FOR U	0.98%	Matilda	0.70%	cardigan	0.70%

contact for full list + data



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report oredits

This report was developed by the research team at dcdx. The findings and insights are based on the objective data analysis of user-generated content, and are independent of relationships with previous, current or prospective clients.

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A big thank you to our tremendously talented team at dcdx that believes so strongly in our vision to make the future human.

Onward we go.





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