THE EDM AUDIENCE ANALYSIS

Eventbrite | mashwork
Methodology

Our goal was to understand the unique behavioral tendencies and topics of conversation among electronic dance music (EDM) fans. Additionally, we wanted to surface the nuanced differences between fans of EDM and fans of other genres of music.

To accomplish this, we developed a multi-faceted approach designed to derive maximum and actionable insights. Our first step was to identify and collect 1,000 EDM Fans who were active on Twitter. We ensured that we gathered a representative sample from the most popular sub-genres of EDM, such as “Trance” and “Progressive House,” to ensure that no one genre would skew our sample set. We also paid particular attention to gather individuals who expressed high levels of affinity for EDM, not simply people who tweeted once that they were listening to an electronic dance music song. Our goal was to gather people who had the desire to attend, or who already attend, EDM concerts and events.

Once we gathered these individuals, we utilized a process called “whitelisting,” which allowed us to analyze conversation from this particular group of EDM Fans, and analyzed a year of their conversation data (January 1, 2013 – December 31, 2013). We then grouped samples of their conversation into thematic “buckets,” and then used our technology to replicate our organizational judgement on the conversation at large. We then dissected the results for accuracy, trends in behavior, and actionable insights.

Following this, we performed a similar analysis on a group of 1,000 General Music Fans. We gathered a balanced sample of individuals from a pool of ten broad musical genres: Classical, Reggae, Jazz, Hip-Hop, Indie, Rock, Folk, Country, Pop Music, and R&B. Within each genre, we gathered fans from a wide spectrum of sub-genres, such as opera fans for classical music and classic rock fans among rock music. Similar to our process for the EDM Fans, we ensured that we gathered a balanced sample of individuals that would result in a non-skewed conversational output. We also gathered people who expressed a high level of fandom for their respective music genres, and who were very interested in attending concerts. We then performed the same thematic organization of these individuals’ conversation, creating parallel categories of conversation to allow for comparison between General Music Fans and EDM Fans where possible. We then compared the conversational tendencies between both groups, dissecting the key differences for trends and actionable insights.

We then analyzed the journey that EDM Fans take when purchasing electronic dance music tickets and music/merchandise. We began by developing a complex Boolean framework, designed to capture all relevant conversation surrounding EDM genres, major artists and labels, concerts and events, as well as behavioral words and terms (such as “P.L.U.R” or “Khandi”). Similar to our approach to understanding EDM Fan topics of conversation, we analyzed a year of social media conversation (January 1, 2013 – December 31, 2013) across Twitter, public Facebook posts, blogs, and forums. We then grouped the conversation into thematic “buckets,” but this time according to where the conversation resided from the perspective of EDM purchase intention. Once again, we had our technology replicate our organizational judgement across the conversation at large. We then organized these “buckets” of conversation to showcase the unique path to purchase that EDM Fans take when buying concert tickets and music, outputting the result in a beautiful, illustrative purchase journey. We then dissected these results for behavioral trends and actionable insights.
Top Findings
Drivers of Conversation Analysis: 
Social Media and the Live Experience are Critical Drivers of EDM’s Popularity

**EDM Fans are hyper-active in their social media usage.** The individuals we studied tweeted an average of 11 times per day, roughly 6 times more active than the average Twitter user, who tweets roughly 1.85 times per day. EDM Fans also tweet with significantly greater frequency than General Music Fans, generating roughly 72% more conversation about core topics in their life. This is significant because General Music Fans were substantially more active than the average Twitter user. This higher level of social media activity is particularly important because EDM Fans also talked significantly more about music. In total, EDM Fans tweeted about the music they were listening to 4 times more than General Music Fans did. Brands that have a strong social presence will be able to leverage this active social behavior to drive engagement with this group of consumers, particularly since so much of their conversation centers around EDM.

**Compared to other music fans, EDM Fans exhibit less fandom for specific artists and more around EDM as a whole.** EDM Fans expressed significantly less fandom around specific artists compared to fans of other genres of music. General Music Fans advocated for their favorite artists roughly 2 times more than EDM Fans did. While there was still a significant portion of conversation driven by people advocating for, and communicating with, their favorite artists, EDM as a whole is less artist-centric and more based around the EDM lifestyle.

**EDM Fans talk significantly more about concerts compared to other music fans.** EDM Fans talked about events and concerts 30% more compared to General Music Fans. This higher level of conversation surrounding events, combined with their extreme levels of social media usage, means that EDM Fans can be leveraged by event organizers to drive advocacy and build awareness about EDM concerts compared to other genres of music.

**EDM Fans talk about EDM a lot, and they talk more about music compared to General Music Fans.** 1 in every 3 posts among EDM Fans consisted of them talking about electronic dance music. This was roughly 52% more than fans of other music genres, further underscoring the intense levels of fandom that EDM aficionados exhibit. Beyond the sheer volume of conversation, these individuals actively engaged within the EDM subculture. Overall, 14% of all EDM fan conversation was driven by EDM subculture topics, such as PLUR lifestyle discussion and EDM Podcasts and DJ mixes. Online, they talked about developing their dancing routines, and they used social media as a communication tool with their rave family, or groups of people who travel to attend shows as a tightly knit, loving group of friends. As a comparative example, these individuals tweeted about EDM nearly 2 times as much as the average Twitter user tweeted in a year.

**EDM Fans exhibit extremely high levels of social TV/entertainment engagement.** EDM Fans talked frequently about their favorite television shows, sports teams, and other types of non-music entertainment. This behavior was prevalent among EDM Fans, as they drove roughly 2.5 times the amount of non-music entertainment conversation compared to General Music Fans. Viewed alongside EDM Fans’ social music listening behavior, which was 4 times greater than General Music Fans, this suggests that EDM Fans have extremely actionable entertainment behaviors. These people are significantly more likely to declare that they are watching a show or listening to a podcast, which allows for many opportunities for brand engagement.

**EDM Fans are social media exhibitionists.** These individuals demonstrated an extreme willingness to share even the most personal elements of their lives, such as their sex lives, their relationships with friends and families, and their sometimes excessive consumption of alcohol. 12% of their conversation centered around Sex and Relationships, and 10% of their conversation discussed Partying. The public nature of these individuals’ lives online means that brands will have very little trouble uncovering actionable trends within this audience, as these people will publicly talk about anything that matters to them, even if it is culturally taboo.

---

1 Bennett, Shea. “Are You Addicted To Twitter? Here’s How To Find Out.” MediaBistro. 5 May 2012; www.mediatryst.com/alltwitter/how-often-do-i-tweet_b19170
There are multiple purchase phases within the EDM decision journey. EDM Fans are the consummate social consumer. The purchase decision journey of EDM Fans offers brands numerous opportunities for engagement for several reasons. One of the most powerful and actionable behaviors is their multiple stage purchase behavior surrounding events. Whereas other consumer groups have 1 moment of purchase which must be targeted, EDM Fans have 3 separate phases that offer the potential for brand interception. This trend is further amplified by the overwhelming preference for Twitter, which drove roughly 9 out of every 10 posts about EDM. This means that brands can make Twitter their central social presence and leverage its highly public and searchable data to intercept EDM Fans at one or more of their multiple purchase phases.

Visual posts peak during live events. EDM Fans are extremely visual consumers. EDM Fans exhibited a massive interest in images and video, with nearly 1 out of 10 posts about EDM containing some form of visual media. Combined with the fact that EDM Fans drive huge amounts of social conversations during events, 27% of all EDM Decision Journey conversation in fact. Additionally, much of this conversation is visual documentation of these concerts, which represents a highly actionable brand opportunity. This behavior runs in parallel with the nature of EDM events, which emphasize highly colorful and strongly visual concert decorations. Brands that emphasize visual trends in their marketing and on their social channels can leverage this behavior to drive greater engagement with EDM Fans.

Affinity is the single largest phase within the EDM decision journey, accounting for 40% of all discussion. Affinity is where individuals begin to fall in love with various EDM artists and genres. Within this conversation, declarations of Affinity are overwhelmingly expressed in real time.

People discussing live streams of EDM events is still a nascent trend, but there is a great deal of evidence to support that there is a massive potential audience for them. Roughly 1 out of every 10 posts consisted of someone expressing the desire to attend an EDM event. This suggests that many individuals, though they may lack the means to attend events in person, would have a tremendous interest in live streaming EDM events. This is further supported by the large amount of social shares while listening to music, which accounted for 4% of all EDM Fan conversation, and the widespread behavior to tweet during live events, which drove 27% of all EDM Decision Journey conversation. The crucial obstacle for adaption of this behavior lies in optimizing live streams for mobile devices, since nearly 9 out of 10 posts within the EDM Decision Journey occurs on Twitter, a primarily mobile platform. Brands that can effectively disseminate live concerts streams to mobile devices through the use of social channels have the potential to become top-of-mind for what will most likely become a incredibly popular EDM behavior.