Sound ofthe Internet 2023

Each year, millions of the internet's storytellers, tastemakers, brands, and influencers use Epidemic Sound music to take their content to the next level. To understand how global creators used music in their content in 2023, Epidemic Sound analyzed metadata and user-generated content of YouTube and TikTok videos, including tracks from Epidemic Sound's catalog of restriction-free tracks.

Epidemic Sound: Year at a Glance

26 million The number of YouTube and TikTok videos that featured Epidemic Sound music.

2.5 billion

The number of views per day across YouTube and TikTok videos including Epidemic Sound's music.



billion

The number of video views Epidemic Sound's 100 most popular tracks of 2023 have racked up this year on YouTube alone, a 50% increase from 2022.

40 million The average number of daily

plays of Epidemic Sound tracks on music streaming platforms.

Inspirational and classical music chiming with content creators



Inspirational music's YoY percentage growth on YouTube.

It is Epidemic Sound's fastest-growing genre of 2023, striking a chord with content creators in many regions and categories of content.

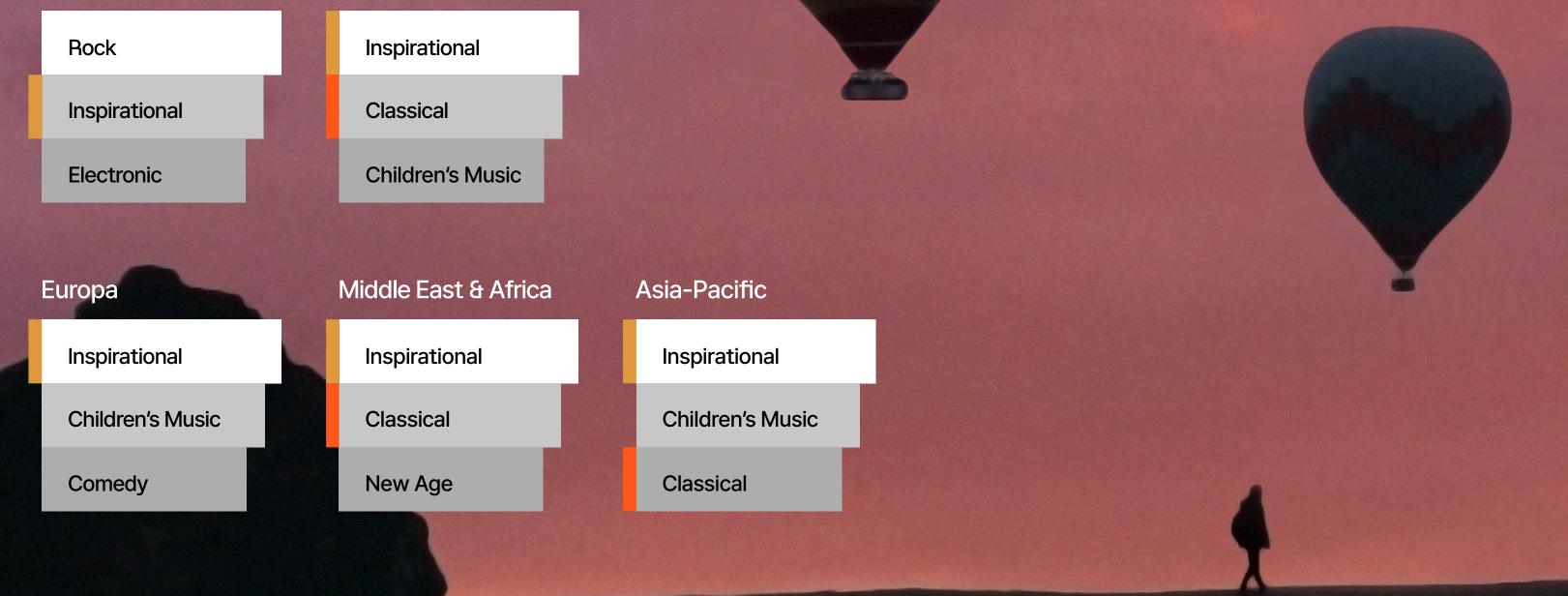


Classical music's YoY percentage growth on YouTube.

It has continued to trend among modern creators, featuring as one of the fastest-growing genres in several categories of content and three out of five regions.

The Fastest-Growing Genres, by Region

Genres with the largest YoY percentage increase in YouTube video uploads



The Fastest-Growing Genres, by YouTube Category

Genres with the largest YoY percentage increase in YouTube video uploads

Autos & Vehicles	Comedy	Education	Entertainment	Film & Animation
Autos a venicies	Comedy			
Рор	Classical	Children's Music	Inspirational	Children's Music
World	Children's Music	Classical	Children's Music	Comedy
Jazz	World	New Age	Classical	Classical
Gaming	How To & Style	Music	News & Politics	Nonprofits & Activism
Reggae	Children's Music	Country	Comedy	Inspirational
Children's Music	Comedy	Folk	Children's Music	World
Classical	World	Holiday	Classical	Classical
People & Blogs	Pets & Animals	Science & Technology	Sports	Travel & Events
Inspirational	Rock	World	Electronic	Children's Music
Classical	Electronic	New Age	Rock	New Age
Children's Music	Hip Hop/Rap	Children's Music	Alternative	World



Inspirational music saw a 180% increase in downloads from the Epidemic Sound platform, and content creators' use of the music search term "inspirational" grew by over 80%.

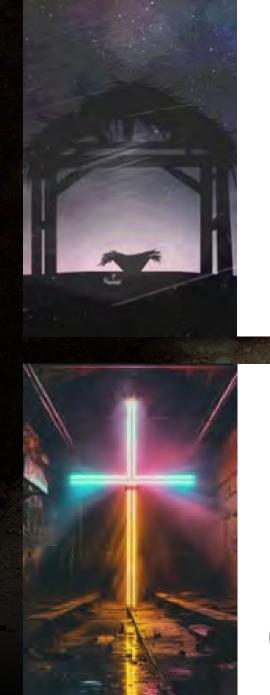


Classical is now the 7th most popular Epidemic Sound genre used in YouTube videos overall, experiencing a **nearly 40%** increase in downloads from the Epidemic Sound platform.

The Artists Behind the Rise of Inspirational and Classical

Ranked by the total number of YouTube videos they featured in

Inspirational

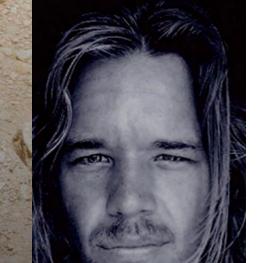


JOYSPRING

Faith-centric collaborative outfit JOYSPRING hails from Nashville and graces the modern world with a palette of both vocal and instrumental modern hymns with a singular alternative flair.

Most Popular Song of 2023:

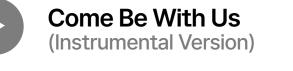
Classical



Hampus Naeselius

A film, game and visual media composer whose arrangements range from contemporary, to epic rhythm-driven scores.

Most Popular Song of 2023:



Hector Gabriel

A contemporary Christian act whose praise and worship recordings have started to turn many heads in the canon, with their lush and hopeful tapestries lending themselves to both sync and on-demand listening purposes alike.

Most Popular Song of 2023: God of Miracles (Instrumental Version)





Christoffer Moe Ditlevsen Known for his versatile, and captivating

narratives within the modern cinematic genres of fantasy, and adventure.



Most Popular Song of 2023:

Happy, Hopeful, and **Dreamy Soundtracking Across Platforms**

Across the nearly 30 million videos published on YouTube, TikTok, and YouTube Shorts using Epidemic Sound tracks in 2023, the data reveals striking consistency in music trends. Happy, hopeful, and dreamy moods resonate universally, while electronic, alternative, and pop are the dominant genres on all three platforms.





Dreamy

The Most Popular Music **Overall, by Platform**

Ranked by the total number of videos they featured in per platform

YOUTUBE

Top Musical Moods:

	ł
Нарру	
Hopeful	
Dreamy	
COMPANY STOREST	

Top Genres:

Electronic

Alternative

Pop

Top Artists:

Xack

Tigerblood Jewel

Mai Ligne

Top Musical Moods:
Нарру
Hopeful
Dreamy
Top Genres:
Рор
Alternative
Electronic
Top Artists:
Arthur Benson
Mike Parr
Loving Caliber
All All All All and a start of the

YOUTUBE SHORTS

Top Musical Moods:

Нарру Hopeful

Dreamy

Top Genres:

Alternative

Pop

Electronic

Top Artists:

JOYSPRING

The Fly Guy Five

Dream Cave



On the Epidemic Sound platform, "happy" was the second-most popular music search term used by content creators, seeing a **nearly 30%** increase in downloads.



Content creators' use of music search terms such as "upbeat" and "dreamy" grew by over 30% and 20%,

respectively.

Brands and Content Creators United in Music Selection

By comparing musical trends among YouTube content creators against those within a subset of thousands of YouTube channels from brands including Red Bull, Ubisoft, and L'Oreal, it's clear these two creative groups are both strategically incorporating uplifting musical choices into their YouTube content. Equally gravitating toward happy, hopeful, and dreamy moods that reflect the desire for positivity and inspiration, they are also united by electronic and pop music genres featuring heavily in their top choices overall.

BRANDS

ON YOUTUBE

Comparing The Most Popular Music Among Brands and Creators

Ranked by the total number of YouTube videos they featured in

CREATORS ON YOUTUBE

Top Musical Moods:	Top Musical Moods:
Нарру	Нарру
Hopeful	Hopeful
Dreamy	Dreamy
Top Genres:	Top Genres:
Electronic	Рор
Alternative	Electronic
Рор	Hip Hop/Rap
Top Artists:	Top Artists:
Xack	Dream Cave
Tigerblood Jewel	Sarah, the Illstrumentalist
Mai Ligne	The Fly Guy Five

C Epidemic Sound

Methodology

Epidemic Sound's 2023 Sound of the Internet Report is based on an analysis of metadata from YouTube and TikTok user-generated content featuring music from Epidemic Sound's catalog of over 40,000 tracks. The data analyzed was from YouTube and TikTok video uploads between January 1, 2023, and September 30, 2023. To measure popularity, Epidemic Sound identified the genres, moods, artists, and tracks with the highest quantity of inclusions in YouTube and TikTok videos during that time frame. The fastest-growing genres were determined by the music with the largest year-over-year percentage increase in YouTube video uploads from January 1, 2023 to September 30, 2023, compared with the same period in 2022.

For more information, visit: www.epidemicsound.com/blog