

Sound of the 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.

30 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.



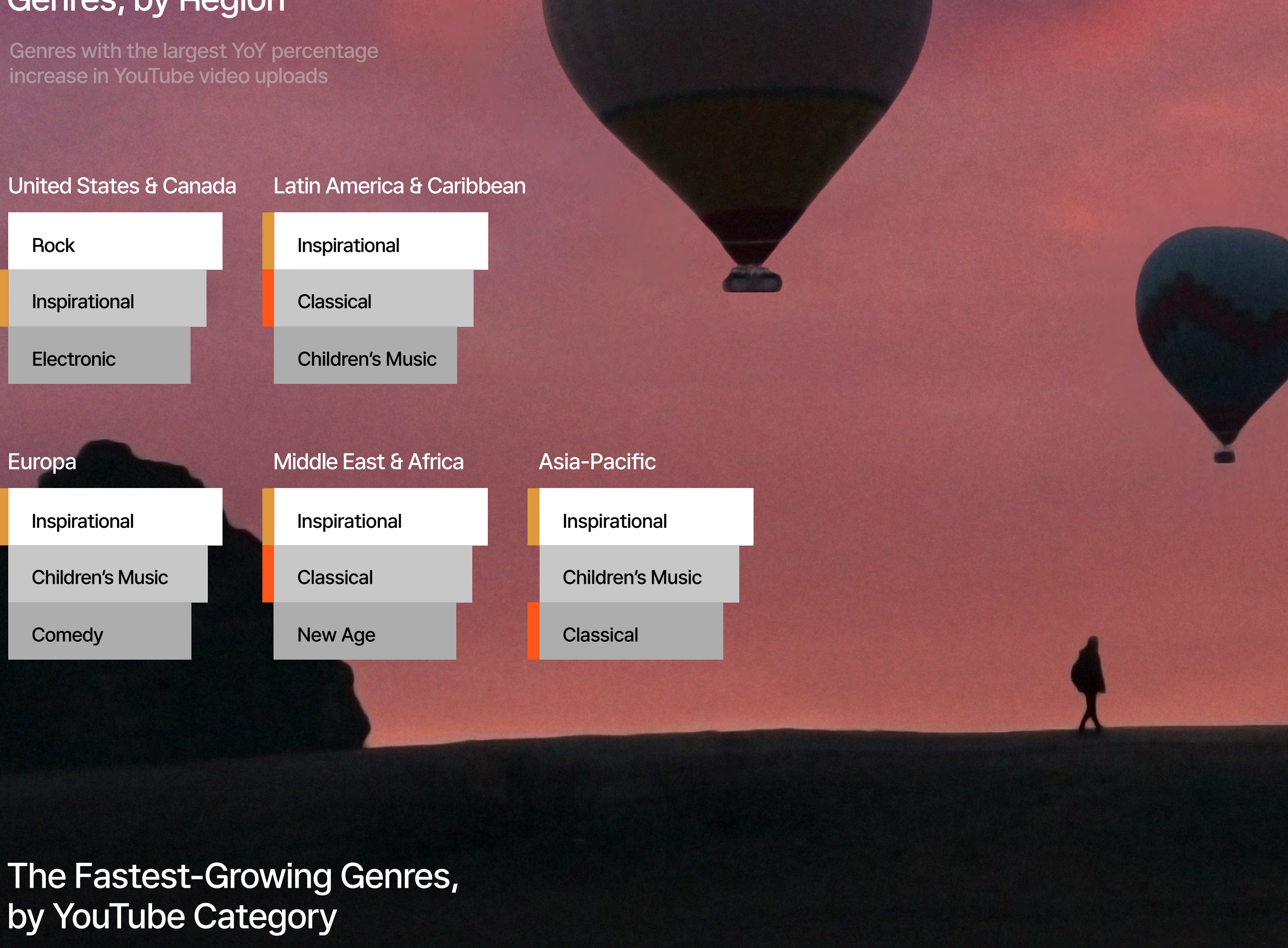
Inspirational and classical music chiming with content creators

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.

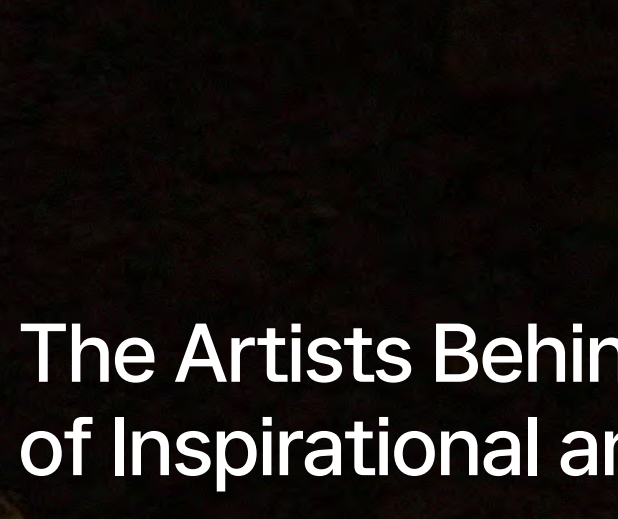
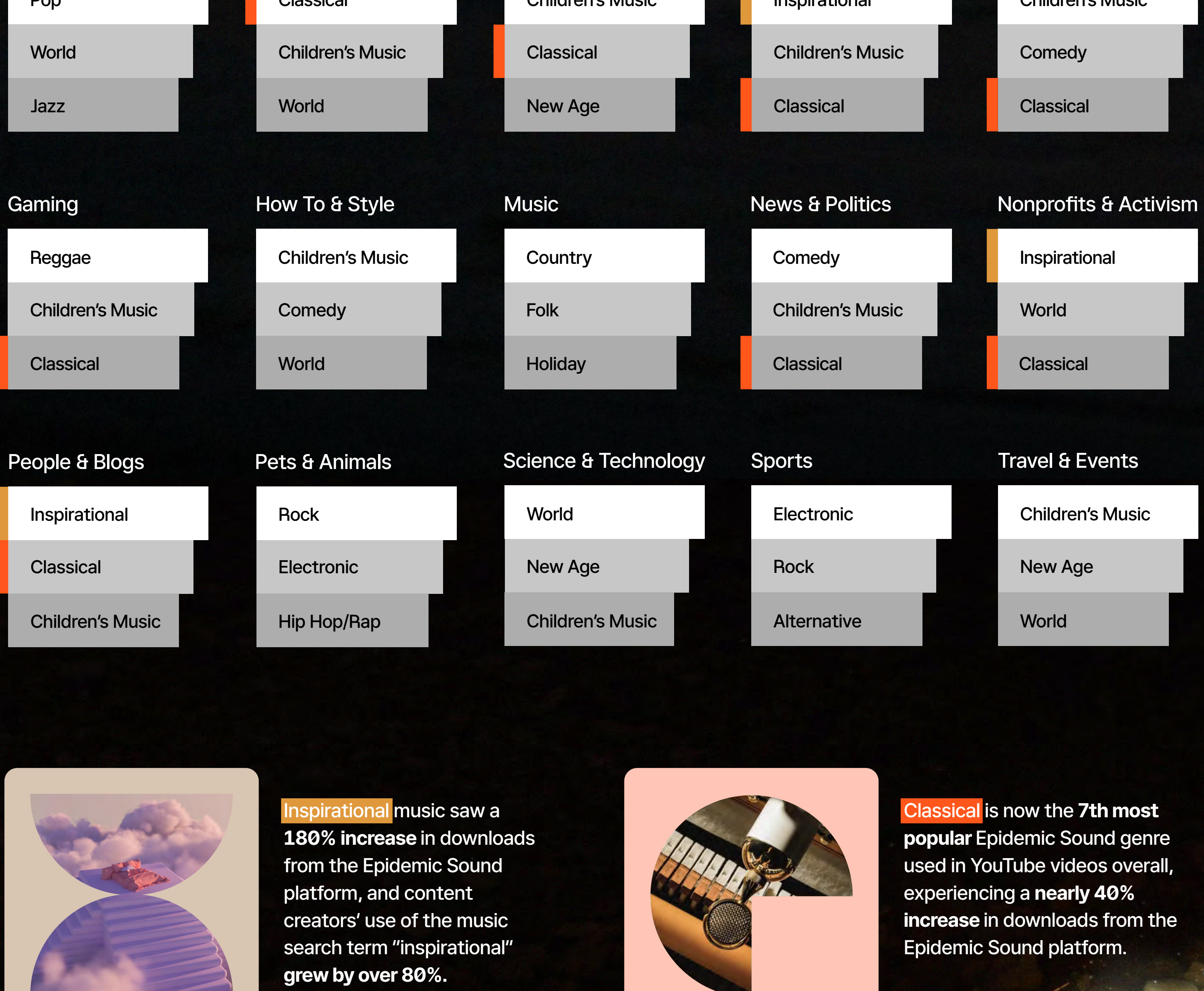
Classical music's YoY percentage growth on YouTube.

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 YouTube Category

Genres with the largest YoY percentage increase in YouTube video uploads



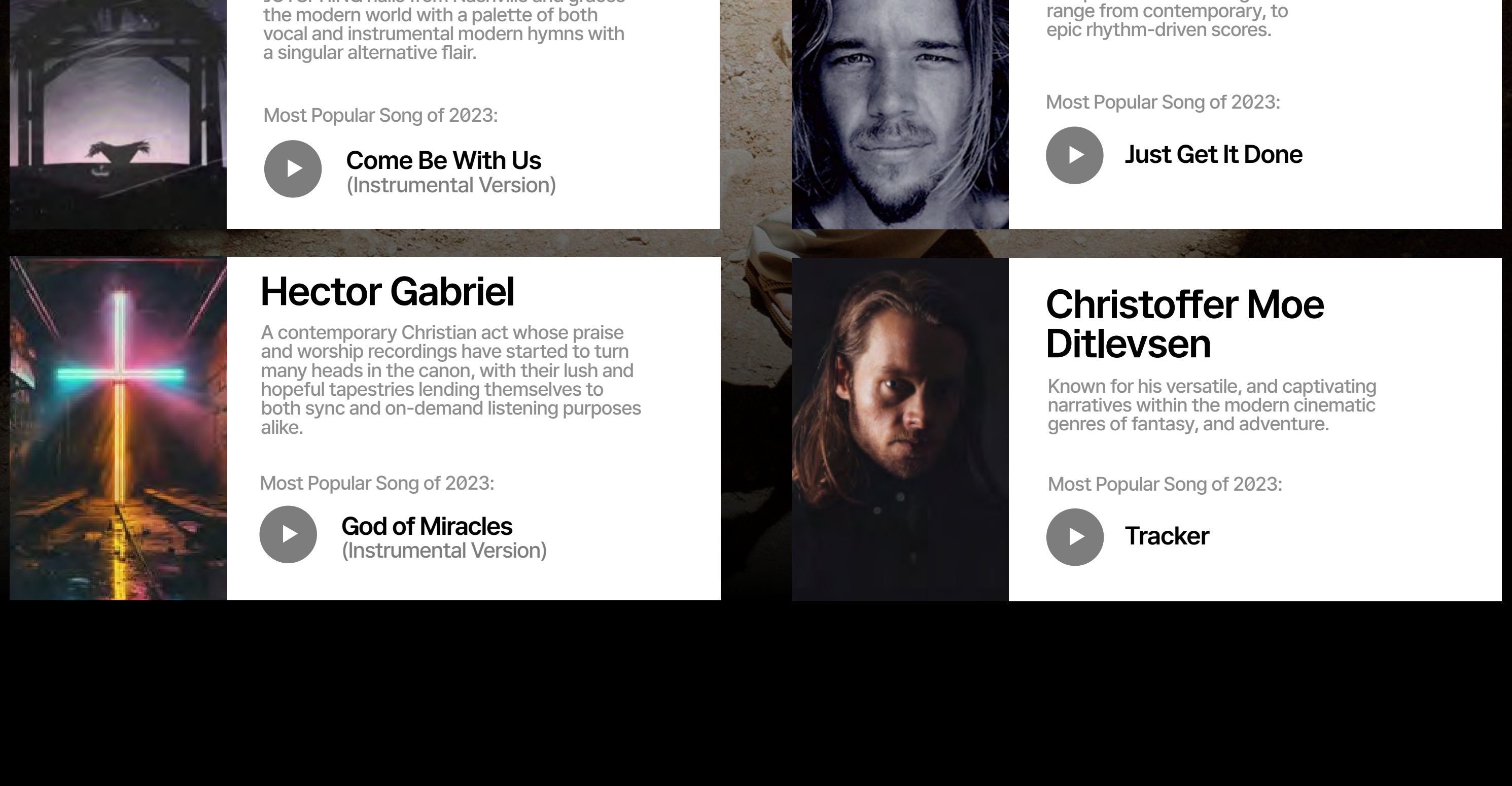
Inspirational music saw a **180% increase** in downloads from the Epidemic Sound platform, and content creators' use of the music search term "Inspirational" grew by **over 80%**.



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



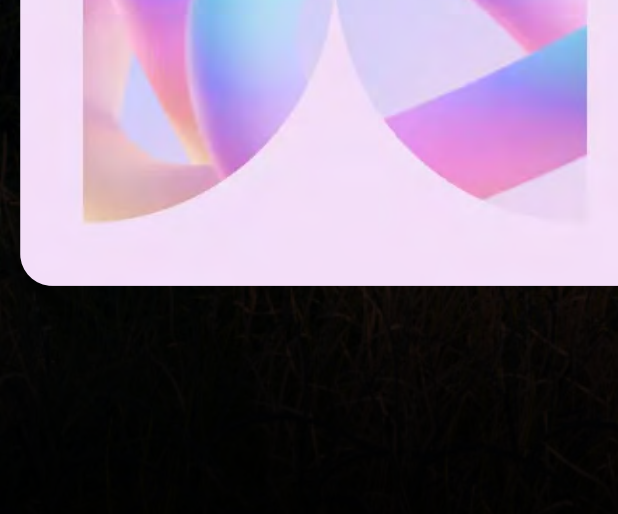
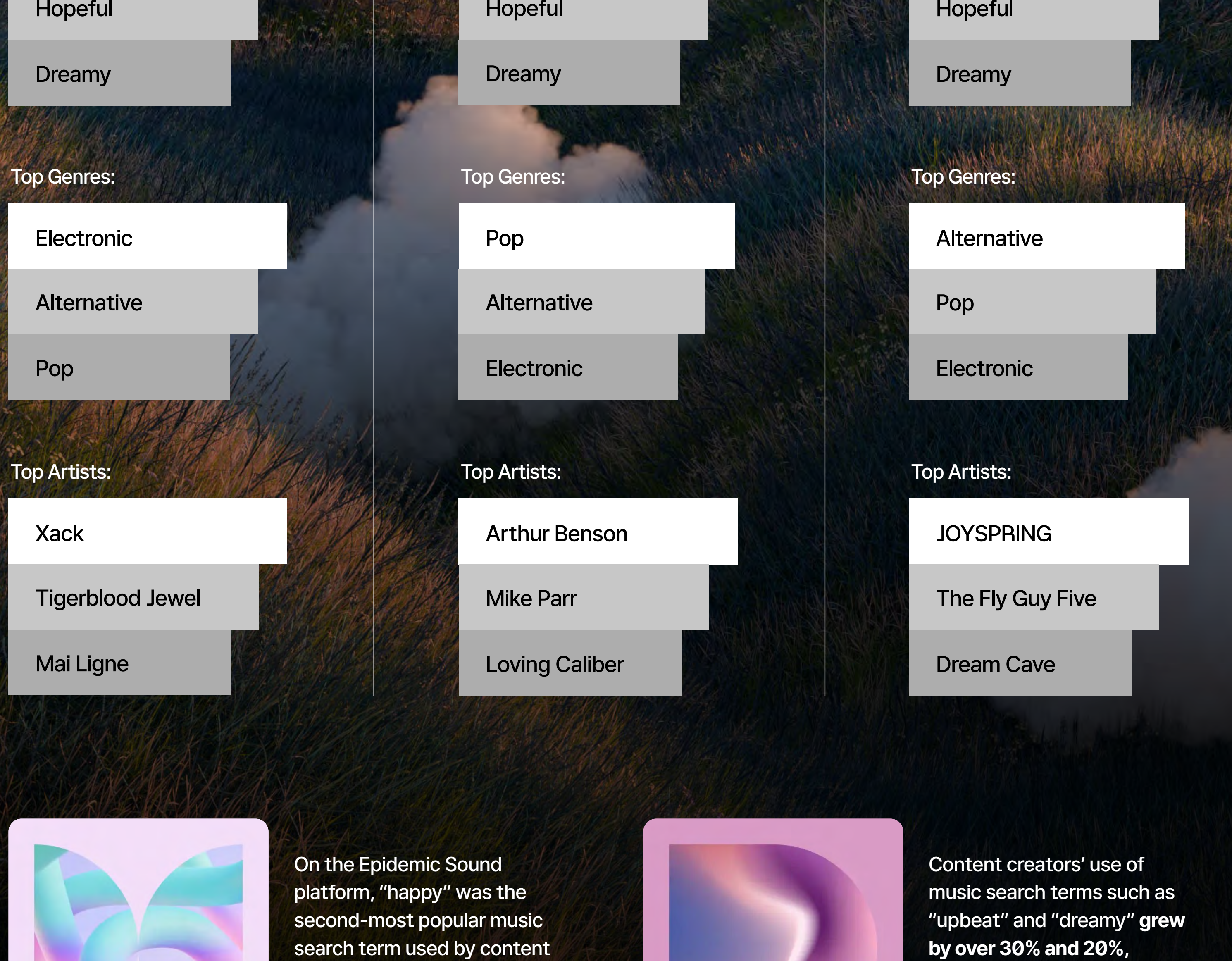
Happy, Hopeful, and Dreamy Soundtracking Across Platforms

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.



The Most Popular Music Overall, by Platform

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



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'Oréal, 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.

Comparing The Most Popular Music Among Brands and Creators

Ranked by the total number of YouTube videos they featured in

