

# PLAY THE MOMENTS

remember hearing that?

As humans we often tend to associate time, memories, places, meals, and even what we were doing with sensations. Of course we do. Some of the strongest associations we make have to do with scents and with sounds. Music is often used to help set a mood, whether it is to relax or to get excited. It can also help you get ready for something upcoming, perhaps a game, a run, or an exam. How much music did you listen to? For most, a good bet may be a lot.

There was so much great music that came out and many different opinions on who and what were the best. Whether a solo artist, or a band, or a solo artist formerly of a 'Boy-Band', there was such a plethora to choose from. Music too found many different ways to become popular, social media (TikTok being a big one), movies, TV, app suggestions, friends, and the ever popular- radio. You may have had some favourites. As always, 'Pop' was big!

## PAY TO PLAY

Music has often been stored on a device, usually the phone in our pocket or purse, but a lot of it, ok most, was either downloaded or streamed from somewhere. What did you use?



Spotify Premium  
Student (Canada)  
\$4.99/mo.

Spotify Premium  
Family (Canada)  
\$15.99/mo.

Spotify Premium  
Student (US)  
\$4.99/mo.

Spotify Premium  
Family (US)  
\$14.99/mo.



Apple Music  
Individual (Canada)  
\$9.99/mo.

Apple Music  
Family (Canada)  
\$14.99/mo.

Apple Music  
Student (US)  
\$4.99/mo.

Apple Music  
Family (US)  
\$14.99/mo.



Amazon Music  
Individual (Canada)  
\$7.99/mo.

Amazon Music  
Family (Canada)  
\$12.99/mo.

Amazon Music  
Student (US)  
\$6.49/mo.

Amazon Music  
Family (US)  
\$14.99/mo.



YouTube Music  
Student (Canada)  
\$4.99/mo.

YouTube Music  
Family (Canada)  
\$14.99/mo.

YouTube Music  
Individual (US)  
\$11.99/mo.

YouTube Music  
Family (US)  
\$14.99/mo.

## GOOGLE PLAY TO YOUTUBE MUSIC

Google announced that their music service, Google Play would be shut down by December 2020 in order to focus on the music streaming app YouTube Music which provides audio and visual musical entertainment.

## DID YOU KNOW?

Streaming is any form of media content, such as recorded or live, delivered to a mobile device or a computer using the Internet and played back in real time. That can be TV shows, sports, movies, music audio, music videos, webcasts and podcasts.

## WHAT WE HEARD

1. Blinding Lights  
The Weeknd
2. Roses (Imanbek Remix)  
SAINT JHN
3. Breaking Me  
Topic and A7S
4. Mood (feat. iann dior)  
24kGoldn
5. death bed (feat. beabadoobee)  
Powfu
6. Intentions (feat. Quavo)  
Justin Bieber
7. you broke me first  
Tate McRae
8. drivers licence  
Olivia Rodrigo
9. Rain on Me  
Lady Gaga & Ariana Grande
10. Watermelon Sugar  
Harry Styles
11. Break My Heart  
Dua Lipa
12. Aftertaste (feat. Morgan St. Jean)  
Loud Luxury
13. Dynamite  
BTS
14. positions  
Ariana Grande
15. Prisoner (feat. Dua Lipa)  
Miley Cyrus
16. Good As Hell  
Lizzo
17. Savage Love  
Jawsh 685 x Jason Derulo
18. Say So  
Doja Cat
19. everything I wanted  
Billie Eilish
20. Levitating (feat. DaBaby)  
Dua Lipa
21. ily (feat. Emilee)  
Surf Mesa
22. In Your Eyes  
The Weeknd
23. 10,000 Hours  
Dan + Shay & Justin Bieber
24. Wonder  
Shawn Mendes







## DUA LIPA

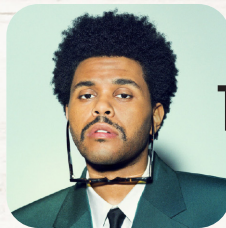
AGE:25  
DOB: August 22, 1995  
POB: London, England

### TOP SONGS:

Blow Your Mind (Mwah) - #1 on 1.13.2017  
New Rules - #1 on 11.3.2017  
IDGAF - #1 on 4.27.2018  
Don't Start Now - #1 on 1.3.2020

### FUN FACTS:

Worked as a model before signing with Warner Bros. Records in 2014.  
She released her debut album in 2017  
Reportedly is great at spelling.  
Her first name means 'Love' in Albanian;  
in Arabic it is similar to the word Du'a for supplication or prayer.



## THE WEEKND

AGE:31  
DOB: February 16, 1990  
POB: Toronto, Canada

### TOP SONGS:

Can't Feel My Face - Peaked at #4 on 9.4.2015  
The Hills - Peaked at #2 on 10.30.2015  
Starboy - Peaked at #2 on 10.14.2016  
I Feel It Coming - Peaked at #7 on 1.20.2017  
Blinding Lights - Peaked at #2 on 1.24.2020  
Save Your Tears - Peaked at #4 on 2.19.2021

### FUN FACTS:

Born Abel Makonnen Tesfaye.  
Was the Halftime Entertainment for the 2021 Super Bowl.  
Spent \$7M of his own money to help put on a great show.



## HARRY STYLES

AGE:27  
DOB: February 1, 1994  
POB: Redditch, England

### TOP SONGS:

Sign Of The Times - Peaked at #6 on 4.10.2020  
Adore You - Peaked at #6 on 4.10.2020  
Watermelon Sugar - #1 on 8.14.2020

### FUN FACTS:

Was once a member of the boy-band, 'One Direction'. Prior to that, he was in a punk band called, 'White Eskimo'.  
Says that Shania Twain is one of his biggest influences in music and in fashion.  
Had a role in the movie, 'Dunkirk'.  
In 2020, he was featured as the front cover of Vogue magazine; the first man to do so.

# SPOTIFY

by the numbers

## 286

Million monthly active users

## 36%

of the global streaming market

## 25

Average hours spent listening per month

## 18-24

Year olds listened to a podcast for the first time this year

## 1400

% increase in work-from-home themed playlists

As of November 2020  
Spotify Newsroom

## 130

Million are Spotify Premium subscribers

## 44%

of users listen on a daily basis

## 50

Million tracks are available

## 1

Billion streams reached by Drake, Wizkid & Kyla's "One Dance"

## 6-9

early AM was the most popular time to listen

## MUSIC TRENDS

- As of December 2020, country music streaming rocketed up by nearly 16%.
- In the first quarter of 2015, 68 million users and 19 million subscribers. By the end of 2020, those numbers were through the roof with 345 million users and 155 million subscribers. That's a lot of data.
- Albums still sell: CD's, vinyl, even digital but now it's because fans want to feel like they are involved with musician.
- Songs are shorter in length, 3 minutes on average.
- Music legends such as The Beatles and Fleetwood Mac gained a renewed interest in their music.
- Appreciation for Indie Artists Boomed.
- Concert tours have disappeared.
- Because concert venues have closed there has been a huge jump in the live-streaming of house concerts, production sessions and DJ sets.
- Rise in visual albums and musical documentaries that capture an intimate look at the music-making journey.

