

Culture

WHERE ADVERTISERS
BECOME TRENDSETTERS



SiriusXM
Media

THE 2024 CULTURE TRENDS REPORT
BROUGHT TO YOU BY SIRIUSXM MEDIA



Culture

Enter: Audio



Attention is the name of the game. Fall out of touch with the greater culture and risk irrelevance. If there's anything we've collectively learned, it's that culture moves at the speed of sound; something that advertisers know all too well. A basic cultural comprehension is imperative for anyone and everyone in-market—so why can it be so difficult to connect with consumers?

When it comes to understanding your greater audience, understanding the waves in culture is step number one. As sophisticated and complex as targeting and measurement capabilities have become for advertisers, it's still difficult for brands and agencies to speak clearly to their audiences and find them where they express individuality and preferences.

Audio has long solidified its place in culture. Whether it's setting the trends, breaking the news, or connecting communities, its influence continues to grow and expand across borders, cultures, and generations. It's what makes audio the best environment to predict upcoming trends, while also providing the platforms to execute on any marketing strategies that arise out of those discoveries.

That's what we're doing with the 2024 Culture Trends Report. By compiling proprietary insights straight from our listeners, exclusive data across the entirety of our portfolio, and analysis from audio experts with 20+ years of experience, you get a comprehensive take on the culture at large, where it intersects with audio, and how to move with it.



“Audio content helps to let me know that I am not alone; others share my ideas, hopes, aspirations; and that I have a sense of community.”

SiriusXM Media—across our entire portfolio of SiriusXM, Pandora, SoundCloud, and podcasts—is dedicated to the understanding of pop culture, industry trends, and listener behavior. It's who we are at our very core. This report was derived from the perspectives, research, and expertise of our devoted team.

**Who does that consist of?
Well, a lot of folks.**

Culture team

Fluency



Nidia Serrano



Erin Harris



Nikki Buchanan



Briana Mendez



Lauren Godwin



Brianna Oates



Loryn Williams



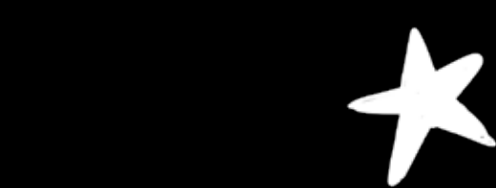
Lucelenia Amparo



Jordan Evangelista



Antonio Francisco



Sales Marketing



Sophie Anderson



Alexandria Caggia



Devon Geelan



Casey Fandacone



Emma Stellwagen

Marketing



Liz Lacey



Jocelyn Hudak



Kendel Goonis



Jeff Zemetis



Deirdre Locksley



Research



Mark Khamsakul



Jesse Du



Melissa Paris



Courtney Hazzard



MaryKate Breslin

SoundCloud



Andrea Ropp



Stephenie Hornstra



Gabrielle McGarvey



Rachel Sa-onoy



Jade Green



Aman Lodha





Trend 01

Substream

Subcultures

Rising

What is “mainstream”? The answer to that question has become increasingly more complex, diverse, and varied. Through nearly every touchpoint of contemporary culture —music, podcasts, film, television, art —a singular monoculture is nowhere to be found.

In their stead: subcultures. While subcultures are not new, they are gaining in both popularity and support, so much so that they have risen through the ranks to actually redefine what is considered “mainstream.” From regional Mexican music, to one-person Letterboxd review factories, to anime-lovers creating their own podcast category, interest has been piqued by the way of niche (or now, not-so-niche) communities around the globe finding a foothold in a larger space.

This has resulted in barriers breaking down in a way unlike any other in history. Lines once formed along national, gender-based, and/or racial lines are starting to blur; the substream is now the mainstream.





46% A18+ don't typically follow mainstream culture

46%



36% of listeners like to listen to music and audio content from other cultures

36%



44% of listeners think audio makes them feel more connected to people like them, their community, or to artists/podcast hosts they listen to

AUDIENCE BREAKOUTS ↴

A18-24	62%	142 index
LGBTQ+	55%	124 index
Multicultural	53%	120 index
HA18+	55%	120 index
AA18+	54%	123 index
Asian 18+	49%	111 index

44%

Subgenres are booming

RMX

The regional Mexican scene on SoundCloud has seen its listenership increase by 122% since 2021, with 79% of listeners being 30 years old or younger and 69% male. Notable members of the genre include Peso Pluma, Eslabon Armado, and Xavi.



Jersey club

This style of electronic club music gained popularity in the 2000s, inspired by Baltimore club's uptempo hybrid of house and hip-hop. The recent resurgence has been a viral hit on social media and saw 43.9% YoY increase in plays on SoundCloud.



Witchhouse/vapor

As the third most listened to Scene in the US, witchhouse is a creative crossroads where ominous trap and ethereal ambient meet. Collectives like Team SESH and #1c are pushing rap toward a disorienting and surreal frontier.



Vinahouse

A Vietnamese house genre that sits right alongside and takes creative inspiration from Korean EDM, Vinahouse saw a 167% YoY increase in plays on SoundCloud.



Subtopics are thriving

Astrology

Astrology has now taken over the soundwaves, luring in listeners (172% YoY increase in downloads) with a mix of science, history, and cosmic magic.



Golf

A 297% growth in YoY listening means that the sports fandom is branching out into every corner of the podcast space. Sports specialty shows are popping up left and right, with golf leading the charge.



Video Games

Esports is an enormous community that has found another space to share their passion for everything gaming—with listening spiking 128% YoY.



Investing

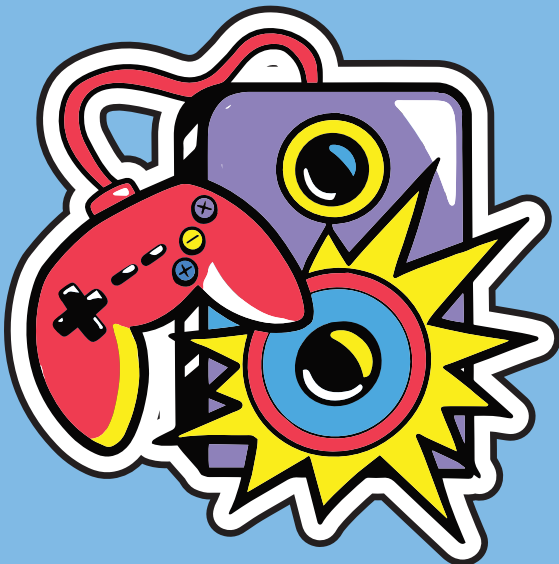
Looking for a little money advice? So are the listeners who drove a 144% increase in YoY downloads in the finance podcast subcategory. Investment podcasts are hitting the market, proving that money is a great topic of conversation.



1

Redefine your market

Just as “mainstream” culture has been redefined, so should your definition of “general market.” It’s time to break out of the monolithic marketing approach, or else suffer the consequences from an audience that no longer identifies with the messages pushed their way.



2

Embrace diversity of platforms

Audio is a crucial factor in driving subcultures forward, while also becoming increasingly important in consumers’ lives. While traditional media still holds influence, adjusting your media mix to include digital audio only expands your brand impact and reaches incremental, more engaged audiences.

3

Leverage targeted campaigns

"Subcultures" mean loyal, committed audiences, so tap into them in meaningful ways. Digital audio allows you to hyper-personalize your engagement with micro (and not-so-micro) communities across streaming, podcasts, and live activations. From our Latin Enthusiast targeting to our HBCU Homecoming events, we have solutions to personalize your message to diverse communities.



COMMISSAANCE



Trend 02

Femmissance

Stepping into the Spotlight

The power of women may not be riding in on a giant, sparkly horse, but it is riding on \$30 trillion in household assets (how about that for some girl math). But this isn't just a financial shift, it's a mindset one. There's no denying that women have completely taken over pop culture: from the Barbie film blowing out box offices (and music charts), to Beyoncé and Taylor Swift selling out billion dollar tours, to the emergence of a new take on the breakup song. It's going even further.

From a cultural standpoint, space is being held by those who push norms, reflecting the greater dynamism that women hold in culture. Women have always been multifaceted, with different viewpoints and backgrounds—but in popular culture, we find a greater swell of appreciation for women who are resetting expectations.



Audience highlights



● 53% think that society’s expectations of women have shifted over time, for the better

53%

● 7 in 10 (70%) of female listeners like to see women being represented and celebrated through audio content (music/podcasts/etc.)

AUDIENCE BREAKOUTS ↴

LGBTQ women	88%	126 index
AA women	78%	111 index

70%



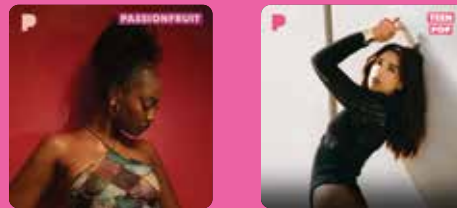
1 in 3 female listeners seek out female-led audio content (music or podcasts)

AUDIENCE BREAKOUTS ▾

LGBTQ women	56%	167 index
Multicultural women	38%	115 index
AA women	44%	132 index
Asian women	40%	119 index
Gen Z women (A18-24)	44%	132 index
Millennial women (A25-44)	39%	117 index

33%

The breakup song is redefined



Breakup songs have taken on a completely different tune. Led by top female popstars—the new movement trades in melancholy for empowerment. And it's resonating: Miley Cyrus's "Flowers" was the #1 song on Pandora last year.

Rap goes glam



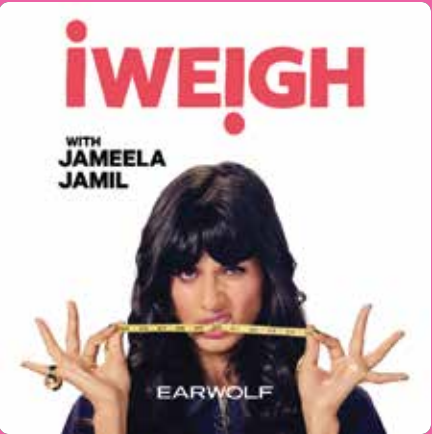
Bright pink, colorful wigs, and high-pitch vocal inflections have become common ground in today's female rap. On SoundCloud, Barbie/glam rap has seen a 92.3% increase YoY, and an even bigger spike (+123%) after the release of Nicki Minaj's *Pink Friday 2*.

Women take over the air



Entrepreneur and podcast superstar Ashley Flowers is taking her #1 true crime podcast and renowned audiochuck network to SiriusXM with an exclusive channel featuring a selection of top shows and a brand new series.

Unfiltered and unbothered



55% of female listeners say it's important that podcasts include unfiltered conversations that can't be heard elsewhere, and they are tuning into their favorite female podcast hosts more than ever.

1

Lean into a dynamic narrative

The story and perspective is always evolving—which makes it so important to be aware and stay in the present. It's crucial that you don't pander to women—celebrate them.



2

Support communities; it makes a difference

The female community is powerful, and their support for each other is even stronger. By investing in women and women's voices, you're investing in perspectives and conversations—and that goes a long way. One in three women actively seek out female-hosted content, and 31% are more likely to buy a product/service when heard on a female-hosted podcast.



Rethink your targets

We're looking at you finserv, sports, and home improvement. Traditionally male-dominated industries and audiences are balancing out, so rethink your strategy and consider bringing entirely new segments on board (and >50% of our female listeners agree).

3



No more tears, ladies. The breakup song has transformed into a sign of power and potential—and now, you can make your own.

I'm Good, Thanks

VERSE 1

There isn't anything _____ about you

(EXCITING ADJECTIVE)

That I can't get somewhere else

Where before I found _____

(BORING NOUN)

I now have found myself

Because when push comes to shove

I feel _____

(STRONG, FLOWERY ADJECTIVE)

And don't you worry about me

There's lots to _____

(FUN VERB)

CHORUS

Hello, I'm a _____

(POWERFUL SINGULAR NOUN)

I'm good doing me

Where I used to be _____

(SAD ADJECTIVE)

Now I'd say I'm free

VERSE 2

Too many voices

Everyone's got their _____

(COMMON NOUN)

All about choices

Baby, I'm the _____

(POWERFUL NOUN)

Maybe you're _____

(ADJECTIVE DESCRIBING WEAK PERSON)

But I really don't care

I've got a good _____

(ADMIRABLE SINGULAR NOUN)

But I really don't care

CHORUS

Hello, I'm a _____

(POWERFUL SINGULAR NOUN)

I'm good doing me

Where I used to be _____

(SAD ADJECTIVE)

Now I'd say I'm free

I'm good, thanks



REALITY



We're in a moment of complete paradox. As we grow more excited about the possibility of increased efficiencies that technological advancements bring, it's also driving us to crave a deeper sense of realness and humanity. While technology has opened up accessibility to content, information, and personalization, it's also quickly escalated the importance of trust.

All of these attempts at generating synthetic authenticity only drive people closer together at a more rapid pace, underscoring the need for actual, true authenticity, real communities, and organic connections between people on the internet and IRL. And, with a somewhat skeptical eye—and ear—toward everything, consumers have developed their investigative nature to dig deeper for their own information sources of truth.

Time to Be Real

Audience highlights

● People think the information they're exposed to now (e.g. news stories, issues, and topics) is less reliable than it was a few years ago

● 65% of listeners think it is hard to tell what information is truthful in the media

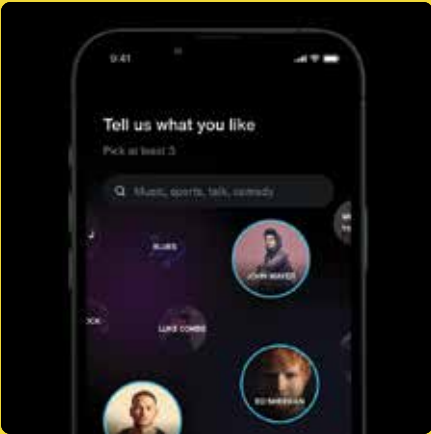
65%





“ Audio is the most personal form of media. It’s people speaking directly about themselves and their feelings... makes me feel close to whoever I’m listening to, even though I don’t know them in real life.

The perfect mix of human + AI



The SiriusXM app mixes human touch with cutting-edge technology for a personalized experience that allows fans to get closer to their favorite music, artists, and personalities—from the first moment listeners enter.

A new source for truth



46% of listeners describe podcasts as "authentic and trustworthy" versus 5% for broadcast television and 2% for social. Podcasts are a source of unbiased, 360-degree information from multiple perspectives, giving them more insights than traditional sources.

Tech makes its way onto the music scene



Hard industrial/techno

Coming out of pandemic-era lockdowns, hard and fast techno got even harder and faster with a 13% increase in BPMs. But that's not the only thing that sped up—listening to the genre doubled just last year.



Glitchcore/sigilkore

A frenetic and hypnotizing new wave for the very online, glitchcore/sigilkore is an often dark electronic music with a 182.5% increase in plays YoY. Visually, it implements a maximalistic use of sigils (occult symbols), video game and anime references, and elements from both recent and 2000s subcultures.



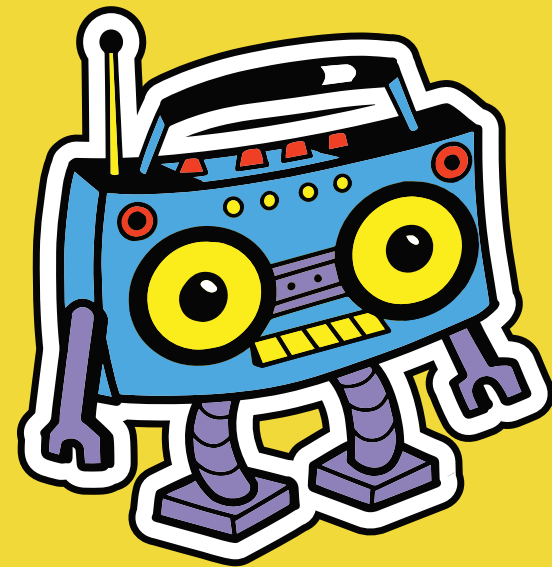
Experimental/ambient trap

With a 20.6% increase in plays YoY, this fairly new hybrid genre takes production to new levels by layering the gentle, electronic instrumentals and atmospheric sounds of ambient music with added trap beats.

1

Create human moments

What’s more real than a connection between someone and their favorite song? Audio is one of the most powerful emotional drivers, period. People want to break out of their day to day, and your brand can help provide that by leaning into IRL events and out-of-the-box moments.



2

Follow the consumer

Listeners are leaning into other platforms and onto trusted voices (vs. your traditional mediums). Working with the voices they trust gives your brand credibility. And if brand safety is a concern, our best-in-class suitability controls make it a non-issue.

3

Use AI responsibly

There’s no escaping AI, it’s here. We’re seeing ways it can improve our workflows and media planning, but only when done thoughtfully. With AI-generated audio creative, it can help lower-budget advertisers get into the audio space—but it takes a human eye (and ear) to help mitigate risk.



What's wrong with this image?



The internet is swarming with “is this real?” images.
Can you find the AI giveaway?

THE HANDS. ALWAYS CHECK THE HANDS.





Trend 04

Fandemonium

Fandom on a Whole New Level

Believe it or not, fandom power—already a mega industry on its own—is furiously growing. Listeners are craving connection and finding it by way of always-available, 360-degree content. It's not just a movement; it's a self-perpetuating cycle with compounding interest, and it's three-fold:

1 Influencers are busting out of their own industries. From world tours shown in movie theaters, to athletes producing hit podcasts, they're driving their influence even further into pop culture.

2 An entire ecosystem of platforms—message boards, streaming platform comment sections, podcasts, documentaries, et al—give fans easier access to their favorite celebrities, as well as a way to connect with each other and build powerful communities.

3 These powerful communities have now become an entity of their own, with a mind of their own. They demand respect, have certain expectations of their idol, and in some cases, want an equal say in their actions. And boy, are they good at making their voices heard.

Get on their good side and reap the benefits

Audience highlights



1/5 of listeners consider themselves a superfan or stan of any of the people, content, or categories they're a fan of

AUDIENCE BREAKOUTS ↴

Women	17%	101 index
Multicultural	22%	130 index
HA	24%	137 index
AA	25%	146 index
LGBTQ	27%	155 index

84% of listeners consider themselves fans of any music artists, podcasts, celebrities, sports, content creators, brands, TV shows/movies, books, etc.

84%

20%

Sports fandom becomes a 365-day season



43% of sports fans say they closely follow the personal lives of the athletes they like, with two in three saying they like hearing/seeing their favorite athletes in ads. SiriusXM Sports covers every aspect of fandom, all year-round, from live play-by-play broadcast channels to 20+ talk channels.



Fandoms make things happen



The Swifties

The Swifties are a straight-up economic force. Their influence has impacted 100-year-old sports leagues, multi-billion dollar organizations, and of course, the music industry. Taylor Swift was the #1 artist on the Billboard Top 100 and the second most created artist stations on Pandora.



The Beyhive

Nearly \$600M in Renaissance World Tour revenue and the the highest-grossing tour for both an R&B artist and a black female artist. That is the power of the Beyhive. Besides the gross revenue element, the Renaissance effect was apparent from album launch through the entire tour—reaching a 115% increase in Beyonce stations in July at the very height of the tour. Country genre, you're next.



The K-Poppers

K-Pop is one of the most popular genres in the US. Originating in South Korea, K-Poppers have made the likes of BLACKPINK, BTS, and MONSTA X mainstays on the charts. K-Pop's newest group, LE SSERAFIM, experienced a 3.5x increase in station adds after the release of their debut album, *UNFORGIVEN*.

1

Lean into larger cultural moments with audio

The Super Bowl? A major musician world tour? Niche reality TV moments? All of these no longer just exist on one medium—they reach all corners of pop culture. Capitalize on these moments with a lower cost by investing in their audio counterparts.



2

Expand your idea of influencer marketing

It’s not just social anymore. There’s an entire creator economy out there that now encompasses talk shows and podcast hosts, with listeners saying they are 2.2x more likely to pay attention to podcast ads than ads on social or streaming.

3

Design participatory experiences

Fandoms crave live experiences with their favorite artists, genres, podcasts hosts, and the like. You can power said experiences by sponsoring concerts, podcast tours, and the like to drive connection and brand loyalty.





Choose all that apply and compare to our SiriusXM Media listener data.

What kind of fan are you?

☐

I can't get enough of my favorite music artist.

LIKE 72% OF OUR LISTENERS

☐

For me, it's all about the podcasts.

35% OF LISTENERS ARE BIG FANS OF PODCASTS

☐

I'm a fan of all things: music, podcasts, sports, TV, books, etc

84% OF LISTENERS CONSIDER THEMSELVES FANS

☐

I'm also all about the community; some of my best friends are fellow stans.

25% OF LISTENERS ARE LIKE YOU

IF YOU CIRCLED 1-2 ANSWERS...

You're a passive fan

You catch the latest episode, listen to the newest album, watch the game every now and then (when you have time of course). And you know what, that's enough. Don't let anyone else tell you otherwise; you do you.

☐

If my favorite celeb was on a podcast, I need the link.

83% OF LISTENERS WHO ARE FANS USE AUDIO TO CONNECT

☐

Shirts, hats, koozies—I've got all the merch.

67% OF LISTENERS HAVE MADE A FAN PURCHASE

☐

Tour dates released? Movie premiere set? Meet and greets? I'm first in line.

48% OF LISTENERS ALSO LOVE IRL EVENTS

☐

For me, the fandom is cultural; helps me feel closer to my community.

LIKE 44% OF OUR LISTENERS

IF YOU CIRCLED 3-5 ANSWERS...

You're an active fan

You're in the world of fandom, but you're not obsessed. You love your favorite artist, show, athlete, and are curious about the ways of the superfan, but you know when to tap out. You're a bit of a lurker: following on social but observing from afar.

☐

I'm watching alllll the documentaries, features, roasts, etc. Popcorn, please.

LIKE 49% OF OUR LISTENERS

☐

Yes, of course I follow my favorite artists on social media.

AND SO DO 80% OF OUR LISTENERS

☐

I absolutely expect my favorite artist to engage the fandom; we're part of this too, you know.

32% OF LISTENERS AGREE



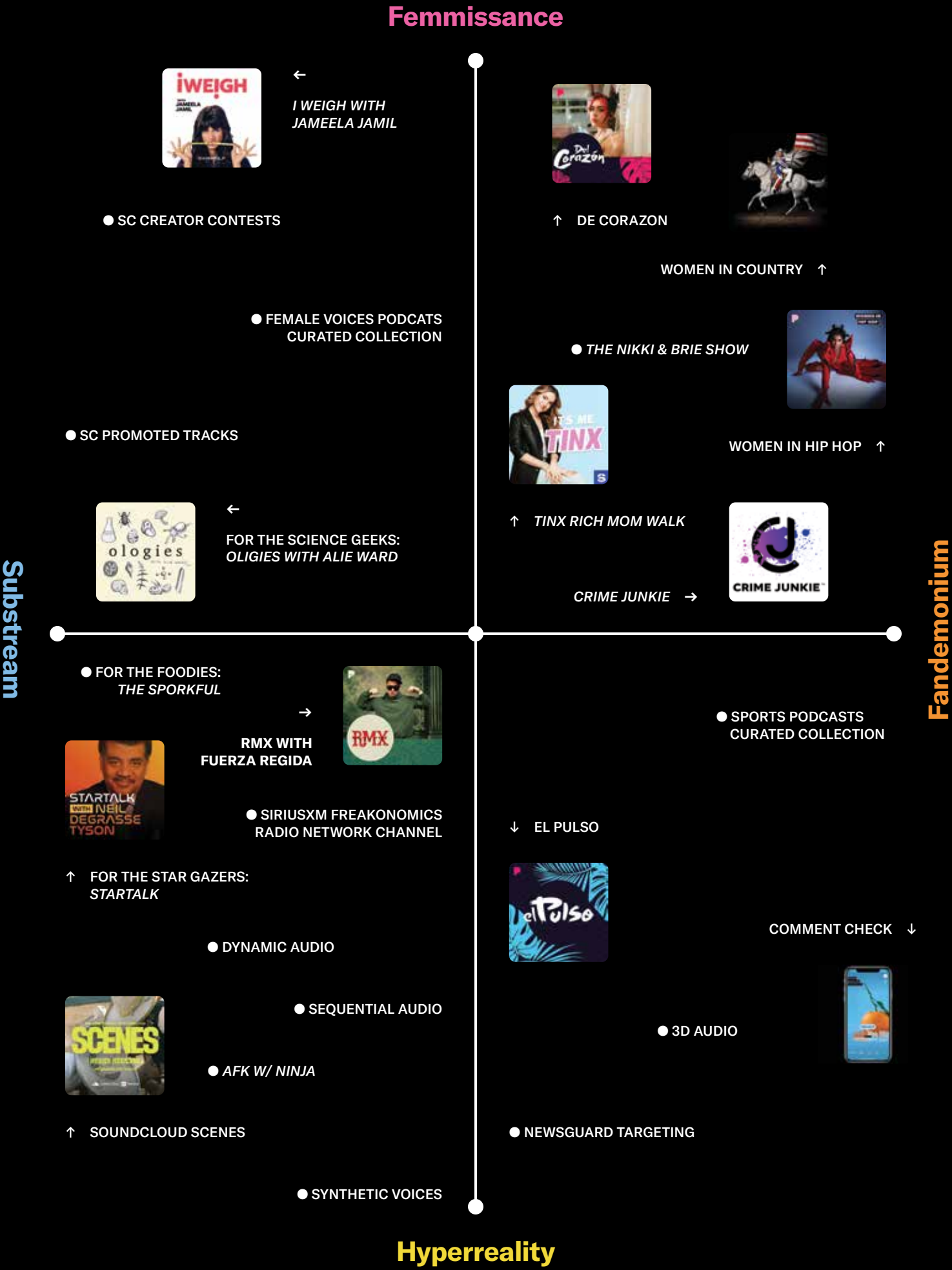
IF YOU CIRCLED 6+ ANSWERS...

You're a super mega stan

This isn't just a hobby, this is a lifestyle. You're a force in your own right: a master engager, ticket buyer, first-to-listen superstar. You help power a major fandom and passionate community, just like 17% of our listeners. You deserve a Doctorate in Stanology from the University of Fandom—congrats on your commitment.

The Why- We're-A- Must-Buy Capabilities Matrix

SiriusXM Media is the best fit for
your brand, no matter your objective





1 (Audience highlights): Pandora Soundboard, 2024 Culture Trends Study, (N=2,370), Q12024.

- (Mainstream culture): Pandora Soundboard, 2024 Culture Trends Study, A18+, (N=378), Q12024.
- (Other cultures): Pandora Soundboard, 2024 Culture Trends Study, (N=863), Q12024.
- (More connected): Pandora Soundboard, 2024 Culture Trends Study, (N=2,370), Q12024.
- A18-24: (N=86)
- LGBTQ+: (N=139)
- Multicultural: (N=380)
- HA18+: (N=166)
- AA18+: (N=137)
- Asian 18+: (N=83)

2 (Audience highlights): Pandora Soundboard, 2024 Culture Trends Study, (N=653), Q12024.

- 70% of female listeners): Pandora Soundboard, 2024 Culture Trends Study, (N=862), Q12024.
- LGBTQ women: (N=127)
- AA women: (N=123)
- (1 in 3): Pandora Soundboard, 2024 Culture Trends Study, (N=653), [BASE: WOMEN PODCAST LISTENERS], Q12024.
- LGBTQ women: (N=80)
- Multicultural women: (N=108)
- AA women: (N=51)
- Asian women: (N=24)
- Gen Z (A18-24) women: (N=36)
- Millennial (A25-44) women: (N=235)

3 (\$30 trillion): Smith, Talmon Joseph, and Karl Russell. “The Greatest Wealth Transfer in History Is Here, (with Familiar (Rich) Winners.” The New York Times, May 14, 2023.

4 (Audience Highlights): Pandora Soundboard, 2024 Culture Trends Study, (N=2,370), Q12024.

5 (#1 true crime podcast): Edison Research Podcast Ranker, A13+ (n=21,200), Q22023-Q12024.

6 (55% of female listeners + Support communities): Edison Research, The Women’s Podcast Report, Monthly Podcast Listeners W18+ (n=1500), 2022.

7 (Summer of women): Ubs. “2023: The Summer of Women.” us, October 16, 2023.

8 (Audience highlights): Pandora Soundboard, 2024 Culture Trends Study, A18+ (N=2,370), Q12024.

9 SiriusXM Media Podsurvey User Study, Podcast Listeners A18+ (N=2,642), Q2 2023.

10 (Audience highlights): Pandora Soundboard, 2024 Culture Trends Study, A18+ (N=2,370), Q12024.

- (1/5 of listeners): Pandora Soundboard, 2024 Culture Trends Study, A18+ (N=2,370), Q12024.
- MC: (N=162)
- HA: (N=71)
- AA: (N=64)
- Women: (N=216)
- LGBTQ: (N=68)

11 (43% of sports fans): Sports Audio Report, SiriusXM Media, GroupM, Edison Research, A13+ 0.142 in (N=3,500+), [BASE: SELF-IDENTIFY AS SPORTS FANS], Q12024.

12 (Renaissance World Tour): Horowitz, Steven J. “Beyoncé’s Renaissance World Tour Earns \$579 Million.” Variety, October 3, 2023.

SoundCloud artist data is sourced from Internal SoundCloud metrics.
SiriusXM Podcast Network data is sourced from Internal Simplecast metrics.
Pandora data is sourced from Pandora Internal Metrics 2023.

Attention 🎮 is the
🎮 name of the 🎮
game. Keep up or
risk 🎮 irrelevance.

