

Friends' tips, radio still drive musical choices

By Sam Ward, USA TODAY

The digital revolution may not be as revolutionary as believed, according to a music survey that found listeners more in tune with friends' tips and radio than blogs and social networking.

The Nielsen study shows that file sharing, legal and illicit, is not a primary source of discovering and acquiring music, and that only 10 percent of fans share music on social network sites. Those uploading music: 8 percent.

Positive recommendations from friends are most likely to influence music purchases for 57 percent of respondents, compared to the 27 percent who prefer music blogs and chat rooms.

Data were collected from 3,000 online surveys for the Nielsen Music 360 Study, a comprehensive look at U.S. consumer interaction with music: where it's consumed, through which devices, apps and services, digital vs. physical preferences, the process of discovery, buying decisions, retailer choices, concert attendance and more.

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