



The state of TV music usage across the US

February – March 2022

A deep dive into the use of production music, commercial music and other types of music across TV channels in the US

A BMAT study for **Production Music Association**



About this report

The insights are taken from a sample of BMAT's database covering data from the US throughout **February 11 – March 14, 2022**. We looked at **47 high-rating TV channels**, including CBS, NBC, CNN, ABC, CNBC, FOX and FOX News, as well as ESPN, MSNBC and MTV.

Top findings

- **46% of all music played on broadcast & cable TV is production music.**
- **Music is used in 39% of the total air time on broadcast & cable TV across the US.**
- **Music used in ads, promos and trailers makes up 20% of the total airing time when music is present.**
- **Production music is used 6.5x more than commercial music on broadcast & cable TV.**
- **Out of all identified music types, commercial music only accounts for 7% of total usage.**
- **The use of production music is highly predominant in lifestyle, reality and sports TV channels.**

1 **US**

1.1

**Music usage across TV
channels in the US**

1.2

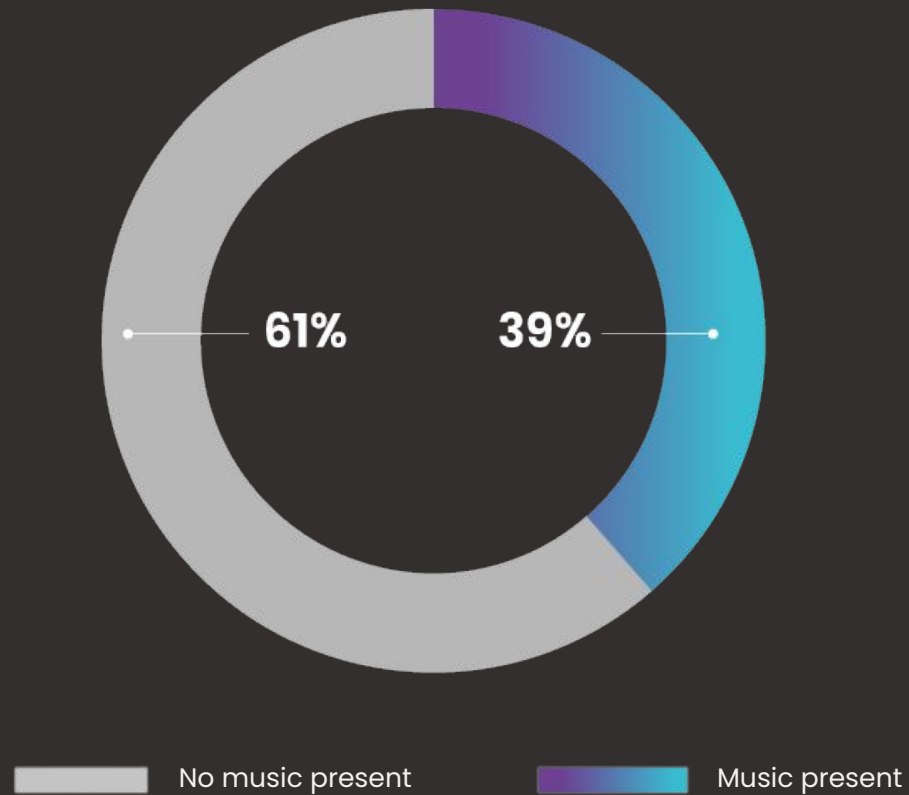
**Music type usage breakdown per
channel**

Music usage across TV channels in the US | February – March 2022

We analyzed music usage from **February 11 to March 14, 2022**, across **47 TV channels** in the US, including –

A&E NETWORK	Disney Junior	HLN	Oxygen True Crime
ABC	E!	Investigation Discovery	TBS
BET	ESPN	Lifetime	Telemundo
BET Her	Food Network	Magnolia Network	The CW
Bravo	FOX	MSNBC	The Oprah Winfrey Network
CBS	FOX News	MTV	The Weather Channel
CNBC	FX	National Geographic	TLC
CNN	GAC Family	NBC	TruTV
Comedy Central	Galavisión	NFL Network	Univision
Destination America	HALLMARK	Nick JR.	USA Network
Discovery Channel	HGTV	Nickelodeon	WE tv
Disney	History	Outdoor Channel	

Music Present/Not-Present ratio on US Television



Looking across all **47 channels**, we identified music present in **39%** of the total airing time.

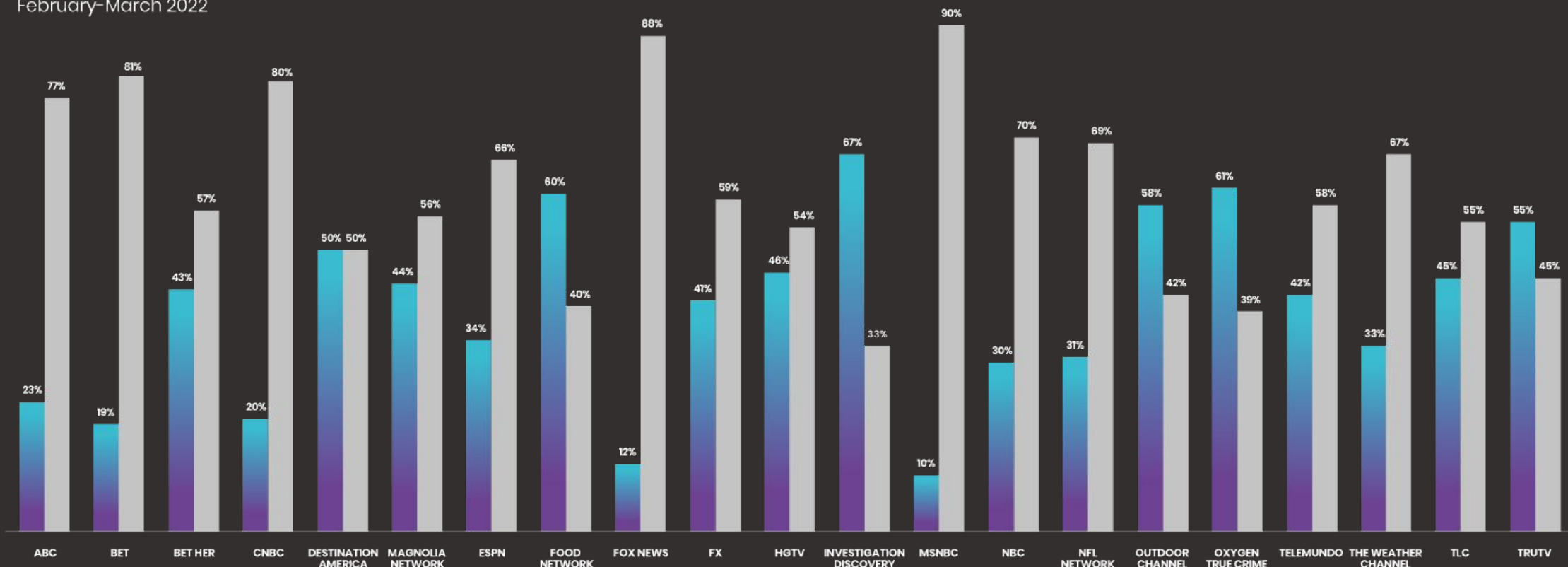
The high usage ratio sheds light on the importance of music in TV productions and the value it conveys to both broadcasters and viewers.

Music usage breakdown per channel | February – March 2022

Music Present/Not-Present ratio on US Television

February–March 2022

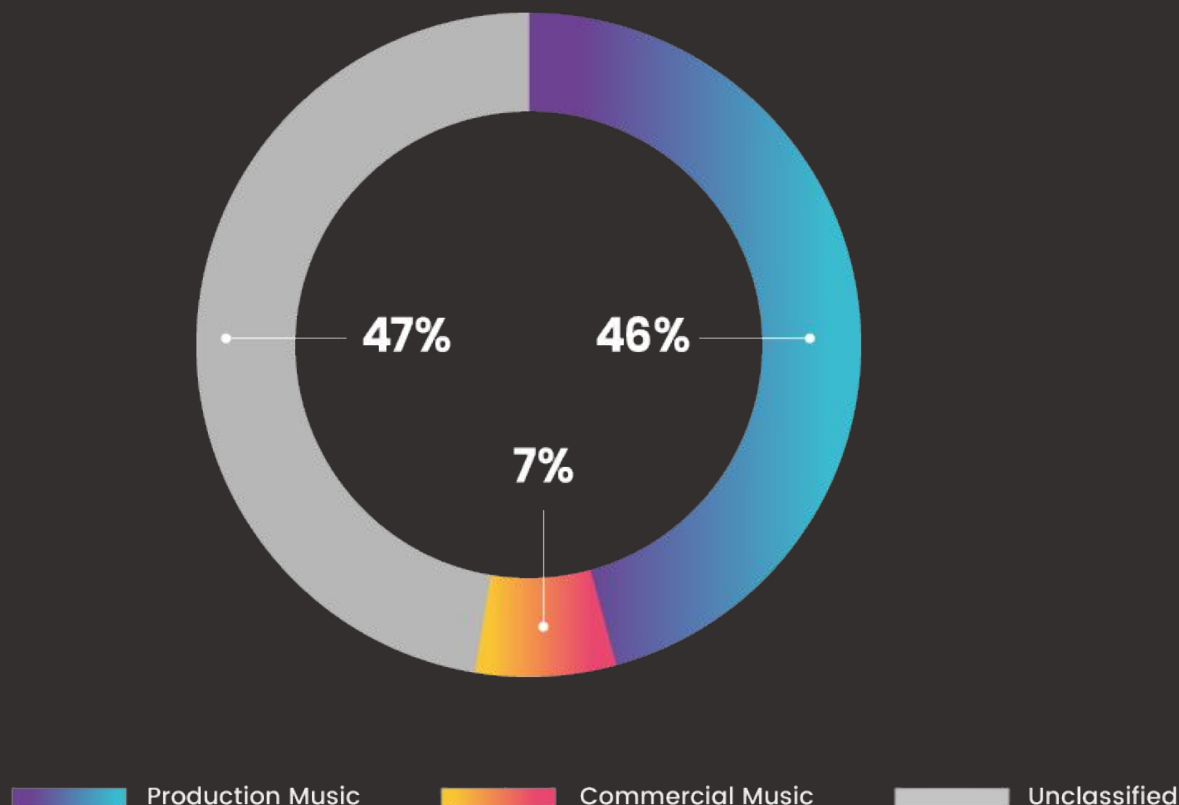
Music present No music present



We discovered the highest **music usage** in lifestyle, documentary and reality TV channels like **Investigation Discovery** (67%), **Oxygen True Crime** (61%), **Food Network** (60%), **Outdoor Channel** (58%), and **TruTV** (55%).

The trend is reversed for channels broadcasting mostly news and talk shows, where speech takes over most of the on-air time. Among the channels where music was used the least are **MSNBC** (90%), **FOX News** (88%), **BET** (81%), **CNBC** (80%), and **ABC** (77%).

Music usage types on TVs in the US



Out of the total on-air time where music was used and identified, we discovered that **46%** was **production music**.

Unclassified music comprises 47% of music usage. This includes, but is not limited to, commissioned music, film & TV scores, catalogs owned by the broadcasters as well as any production music libraries not part of the study.

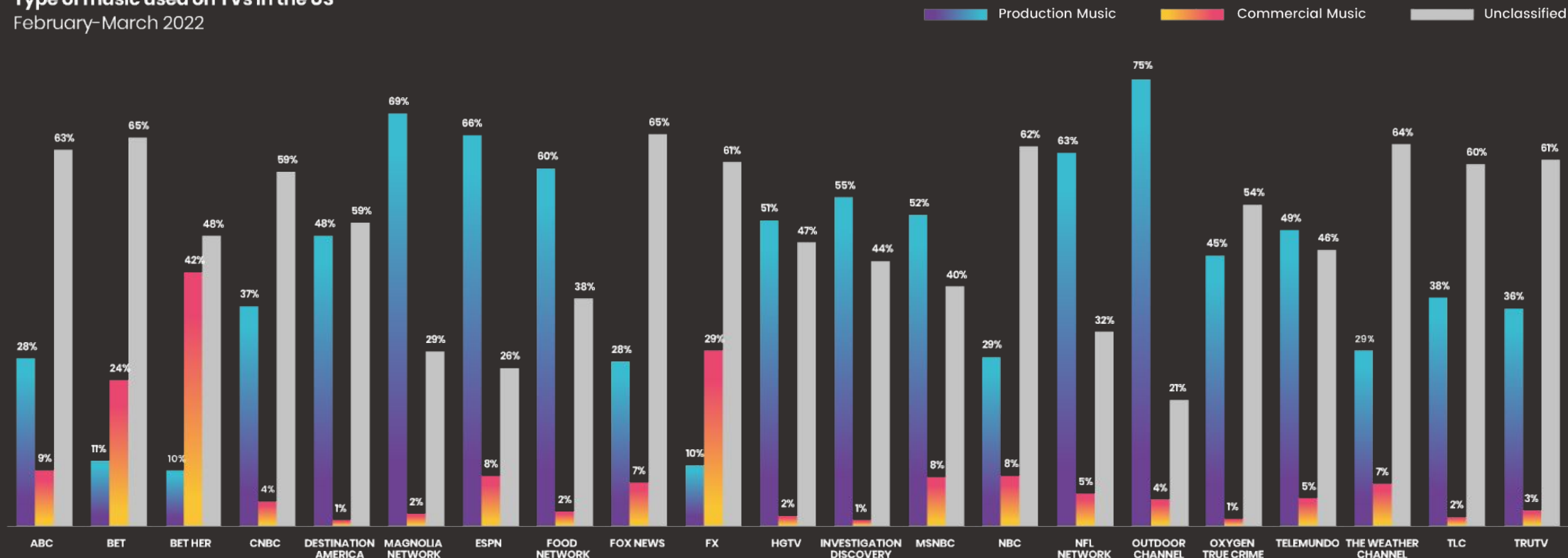
Commercial music only adds up to **7%** in the channels we analyzed.

Unclassified music – Music not tagged as production nor commercial.

Music type usage breakdown per channel | February – March 2022

Type of music used on TVs in the US

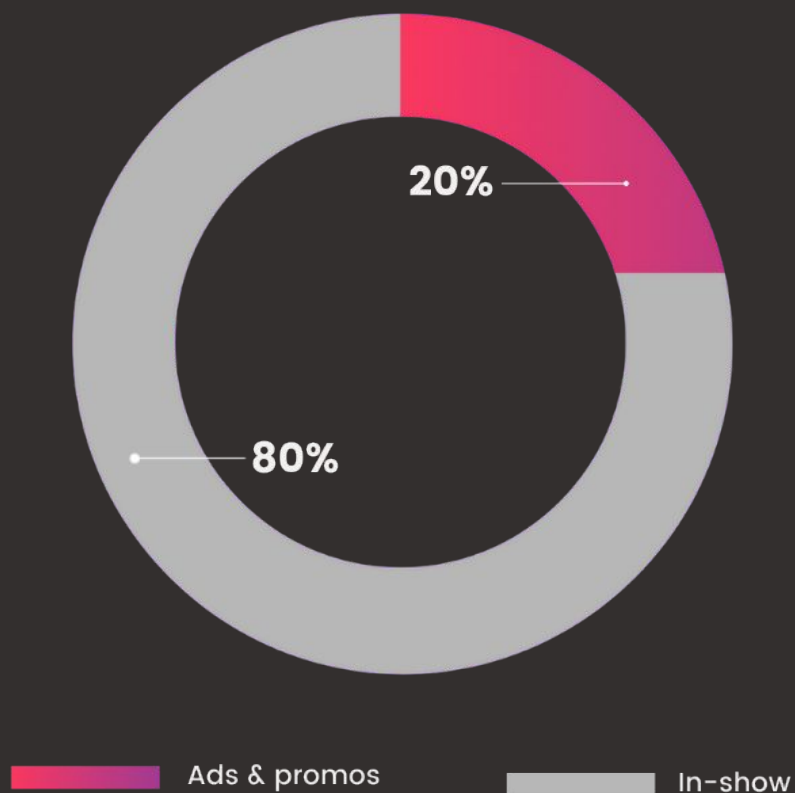
February–March 2022



The use of **production music** is highly predominant in lifestyle, reality and sports channels, including the **Outdoor Channel** (75%), **Magnolia Network** (68%), **ESPN** (66%), **NFL Network** (63%) and **Food Network** (60%).

Commercial music is used less than 10% in most channels. We've seen the lowest rates in channels like **Destination America** (1%), **Investigation Discovery** (1%), **Oxygen True Crime** (1%), **Magnolia Network** (2%), and **HGTV** (2%).

Ads & Promos percentage of total US TV music usage



Music used in ads, promos, trailers and infomercials makes up **20%** of the total airing time when music is present.

Out of all markets we've analyzed, we've seen the highest music usage in ads and promos in the US. Data from previous reports showed lower usage in markets like the UK (8%), France (10%) and Germany (15%).

Ads/Promos vs In-show stats – Closest estimation.

About Production Music Association

The Production Music Association – PMA – is a non-profit organization counting over 670 music publisher and composer members, including Major labels, independent boutiques, emerging composers and Grammy winners. PMA's goal is to provide all members with the needed education, support and advocacy to enhance the value of their craft.

"The findings of this survey validate that production music is the dominant source of music on broadcast and cable TV, making up almost half of all music usage. We are thrilled to see these results, which demonstrate the tremendous value and prominence of our community's creative contributions. This study firmly establishes our industry as an integral part of the media landscape, and confirms what we have intuitively known for years. The PMA will continue to advocate for its publisher and composer members and will continue working to ensure that our community's music is valued fairly and accurately."

Morgan McKnight, Executive Director, Production Music Association

About BMAT



BMAT is a music innovation company with a mission to index all music usage and ownership data. We help all different companies in the music industry better their data operations to make sure artists get paid for their plays.

Every day, we monitor over **7000** radio and TV channels, matching against our database of **92 million** unique audio fingerprints. We track and process over **168,000** hours of music on radio and TV, and process music usage reports from +80 DSPs, generating up to **27 billion** music matches per day. BMAT identifies music longer than **2 seconds** with **99.9%** accuracy in clean audio environment, and with **93%** in distorted environments.

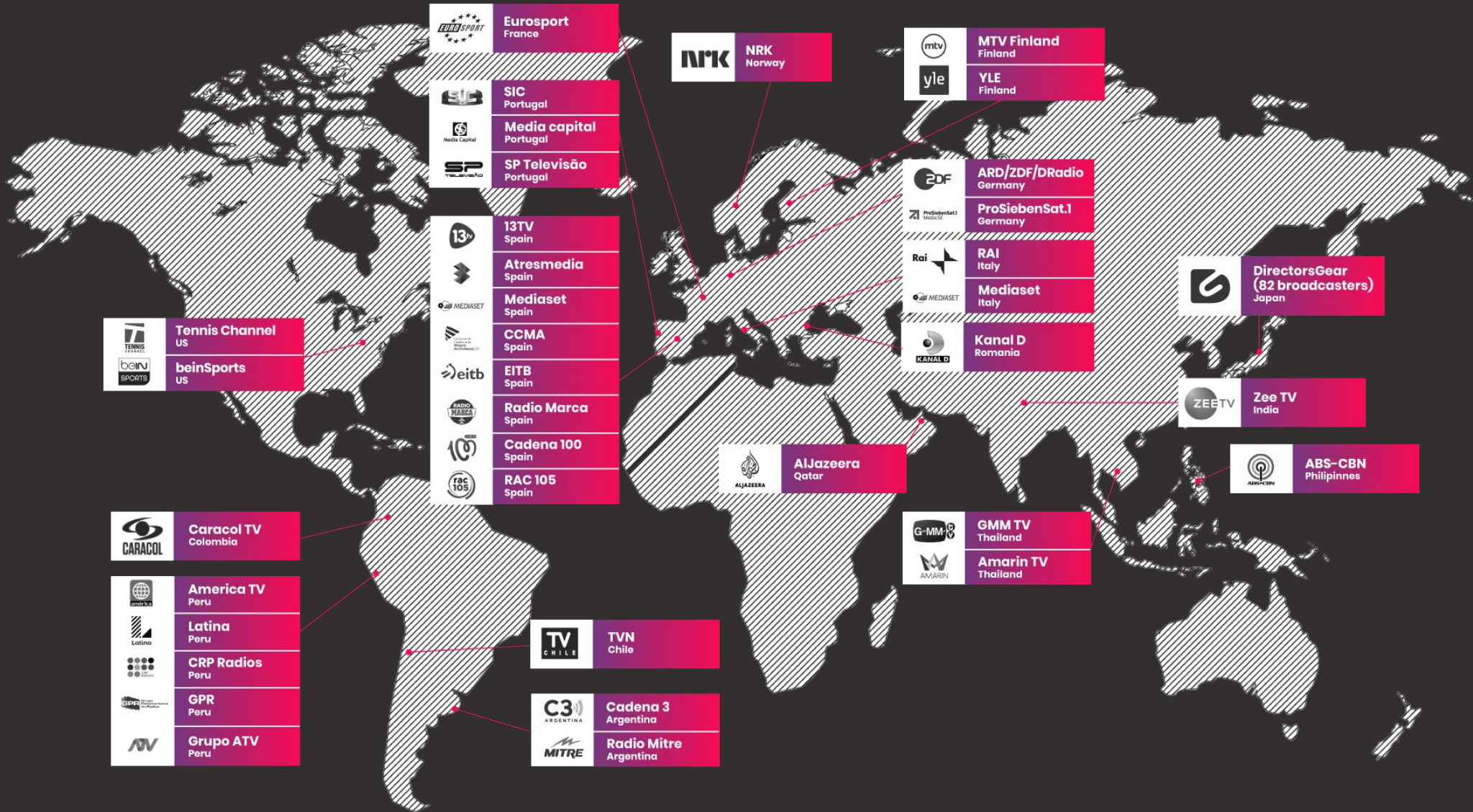
"We teamed up with Production Music Association to quantify the airtime production music gets on US TVs when compared to other types such as commercial and commissioned music. We analyzed 47 high-rating channels, and similar to other territories, the numbers show that production music stole the show. It was present in 46% of the instances where we've detected music. We hope this information will help the libraries, publishers and associations in their task of promoting the value of this type of music, as it offers limitless creative possibilities to both broadcasters and creators."

Luis Ruano, Production Music Service Lead at BMAT

Collective Management Organizations that work with BMAT



Broadcasters that work with BMAT



For more information about music usage on TV, or anywhere else,
contact us via our website

www.bmat.com



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