

The state of TV music usage in ads and promos across the US

February – March 2022

A deep dive into the use of music in CPA performances
across 47 US TV channels

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 **music usage in ads and promos** in **47 high-rating TV channels**, including CBS, NBC, CNN, ABC, CNBC, FOX and FOX News, as well as ESPN, MSNBC and MTV.

Key Definitions

- **CPA – Commercials, promotional and public service announcements**
- **Commercial Music – Music created by recording artists and released by record labels with a primary purpose other than being part of a production music catalog**

Top findings

- **Music used in CPA formats makes up 20% of the total airing time when music is present.**
- **Production music makes up more than half (57%) of all the music played within CPA performances.**
- **Production music usage is dominant across all CPA format types analysed, with rates as high as 83% in promos, 48% in advertisements and 89% in other formats such as trailers, infomercials and public service announcements.**
- **Ads are the predominant CPA format, accounting for 75% of the total on-air time, with promos at 24%**
- **Production music accounts for almost half (48%) of usage in commercials and 83% of usage in promos.**

1 **US**

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

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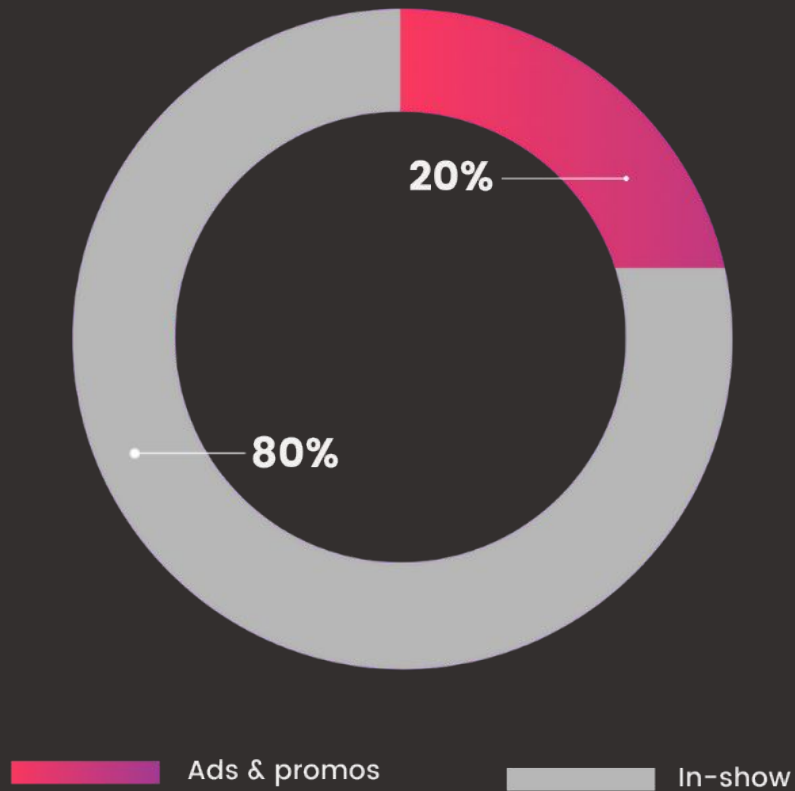
**Music type usage in CPA formats –
breakdowns per channel**

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

We analyzed music usage within CPA formats 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	

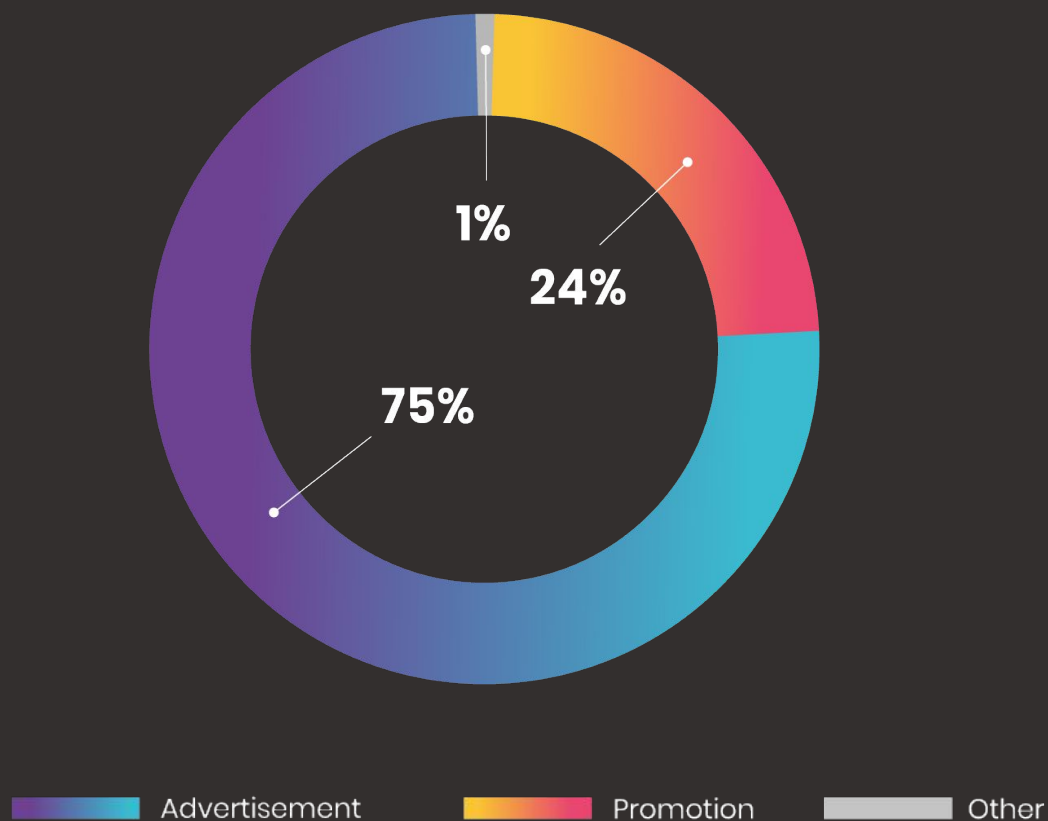
Ads & Promos percentage of total US TV music usage



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

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

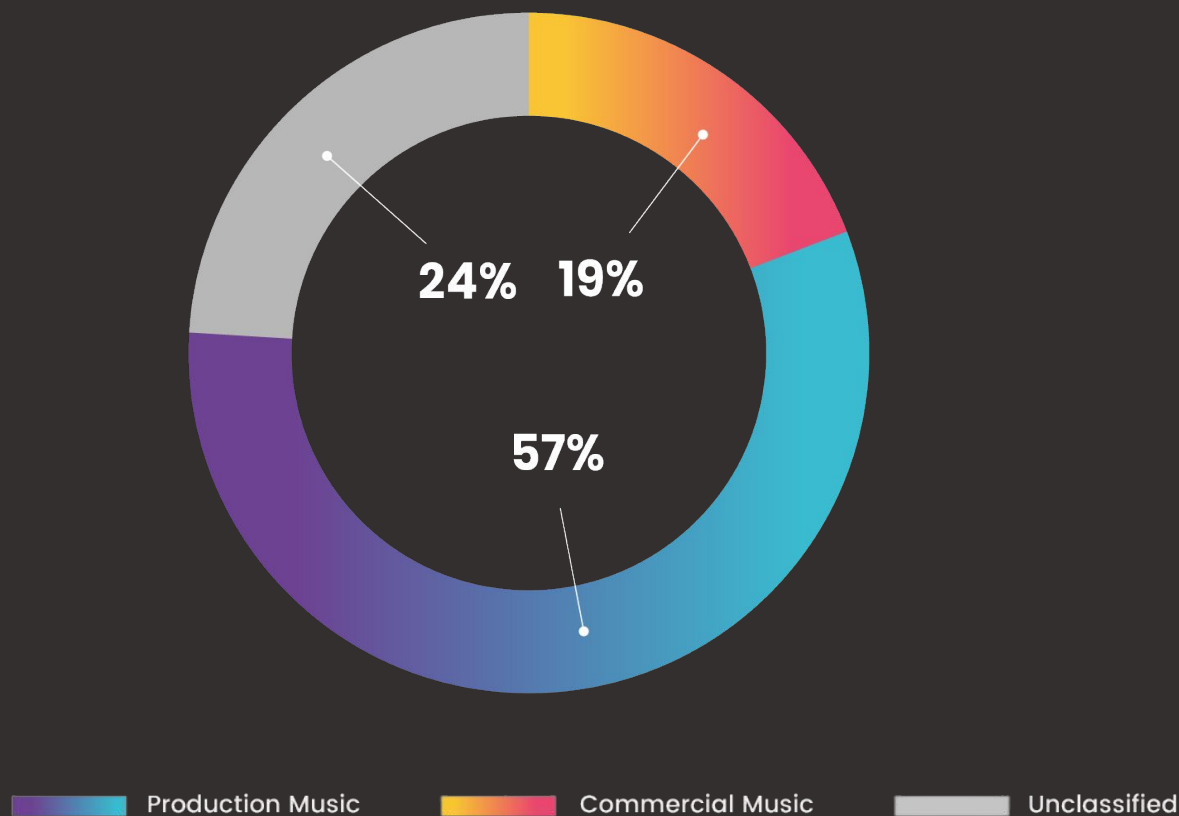
Advertisement / promotion ratio on TVs in the US



Looking across all **47 channels in the US**, we identified that **75%** of the total airing time consisted of ads and **24%** of promos.

“Other” includes but is not limited to trailers, infomercials, public service announcements and advertising formats other than ads and promos. Together, this accounts for 1% of CPA usage in the current analysis.

Music usage types in ads and promos



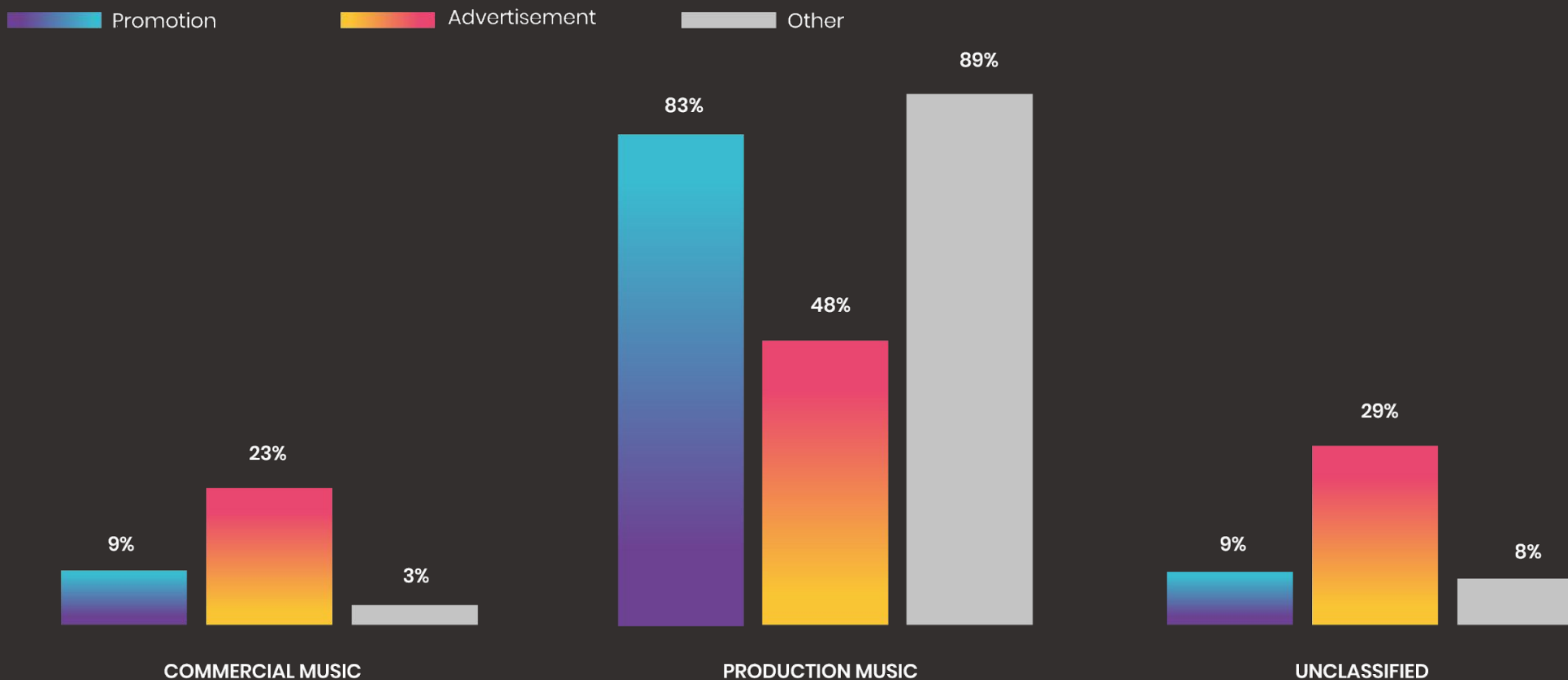
Out of the total on-air time when music was used and identified in ads and promos, we discovered that **57%** was **production music**.

Commercial music adds up to **19%** in the channels we analyzed.

Unclassified music comprises **24%** 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.

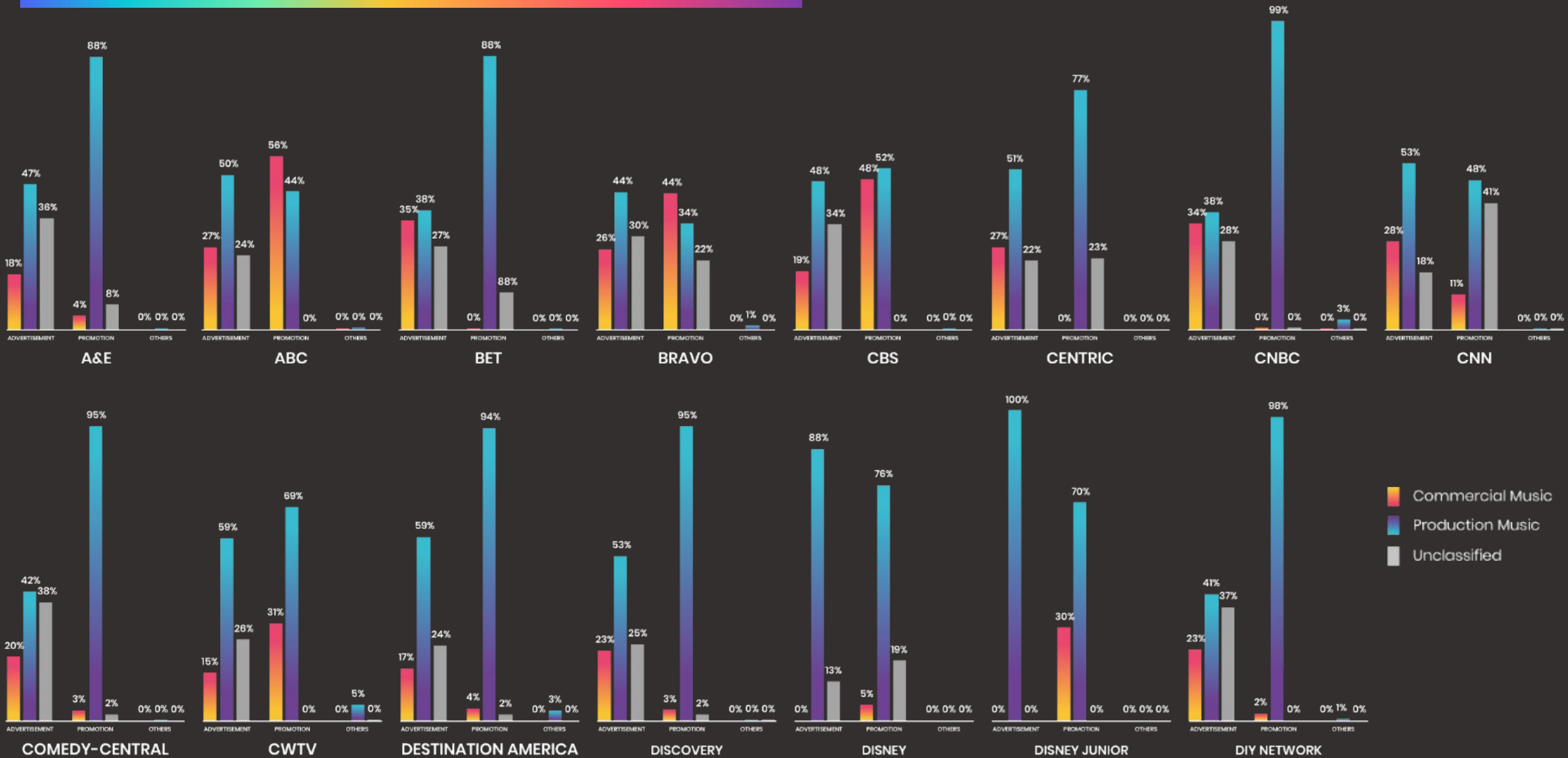
Unclassified music – Music not tagged as production nor commercial.

Music usage types across all ads and promos in the US | February – March 2022



Production music usage is dominant in all CPA types analysed, with rates as high as **83%** in promos, **48%** in advertisements and **89%** in other advertisement formats such as trailers, infomercials and public service announcements.

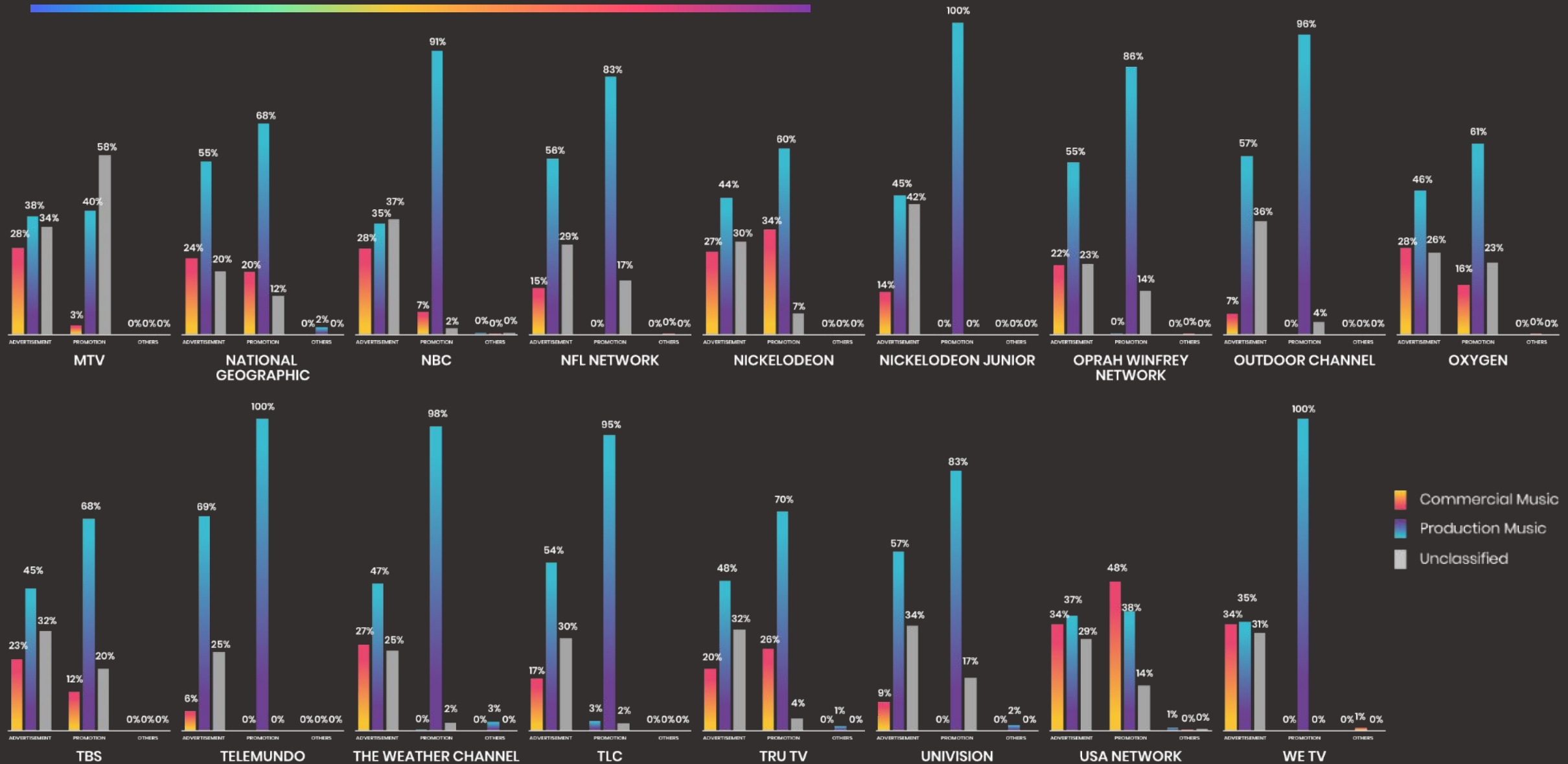
Music usage types across all ads and promos | February – March 2022



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Music usage types across all ads and promos | February – March 2022



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.

"This study establishes that production music is the clear leader in providing music for ads, promos, trailers and other forms of content vitally important to the television industry. These findings highlight the value of production music and demonstrate its impact across a broad spectrum of users. The PMA looks forward to working with BMAT to provide more data-driven insight to all members of our community."

**Joe Saba, Vice Chairman of the Production Music Association
and Co-Founder of VideoHelper**

About BMAT

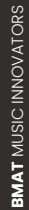


BMAT is a music innovation company with a mission to index all music usage and ownership data. We help all different companies in the music industry better their data operations to make sure artists get paid for their plays.

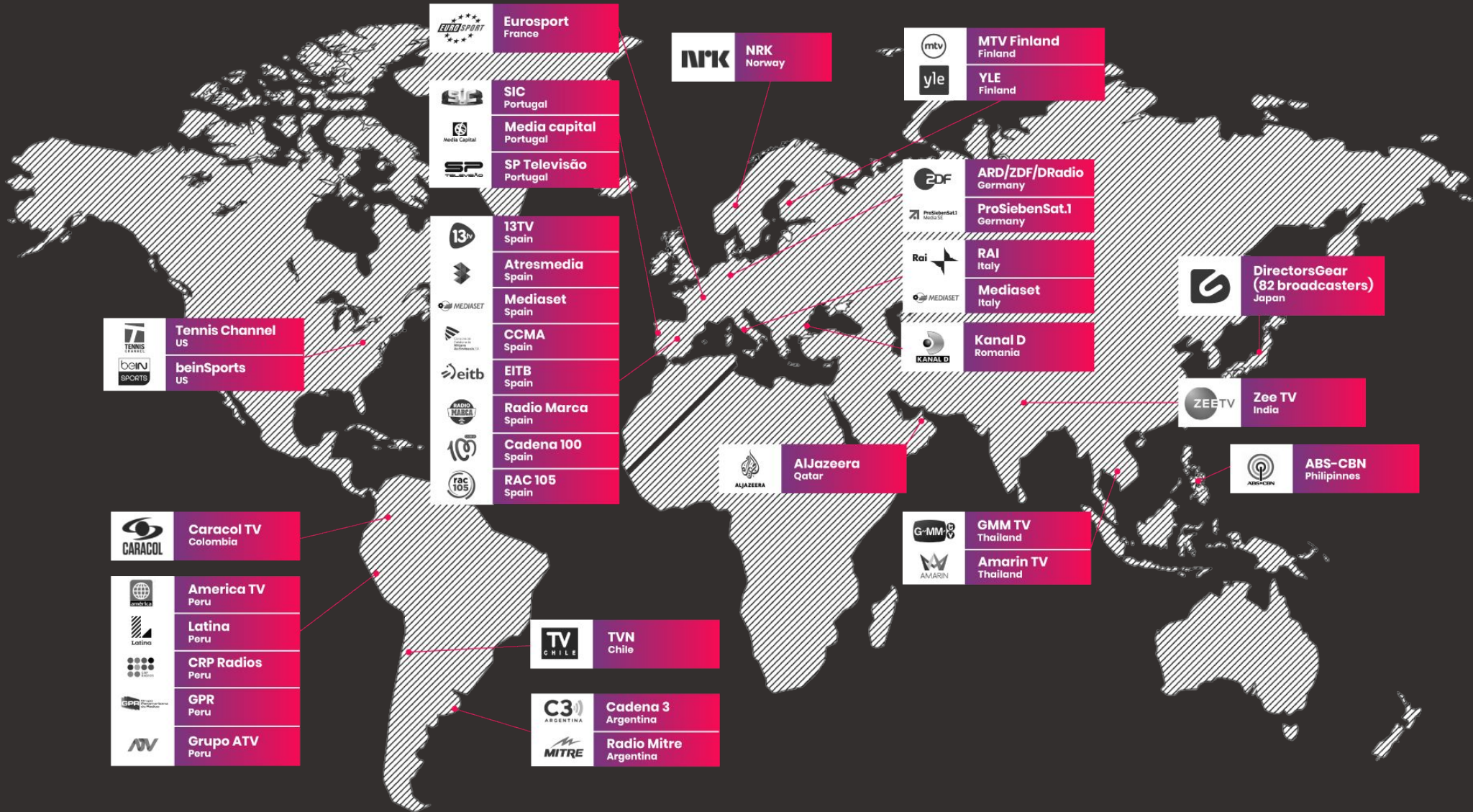
Every day, we monitor over **7000** radio and TV channels, matching against our database of **92 million** unique audio fingerprints. We track and process over **168,000** hours of music on radio and TV, and process music usage reports from +80 DSPs, generating up to **27 billion** music matches per 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 in ads and promos when compared to other types such as commercial and commissioned music. After analysing 47 high-rating channels, we've concluded that production music stole the show. It was present in 57% of the instances where we've detected music in advertising and promotional affairs. 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, VP Rights Admin at 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



We encourage you to reuse, host, or share the data from this study with your loved ones and enemies alike. We only kindly ask you to credit bmat.com.