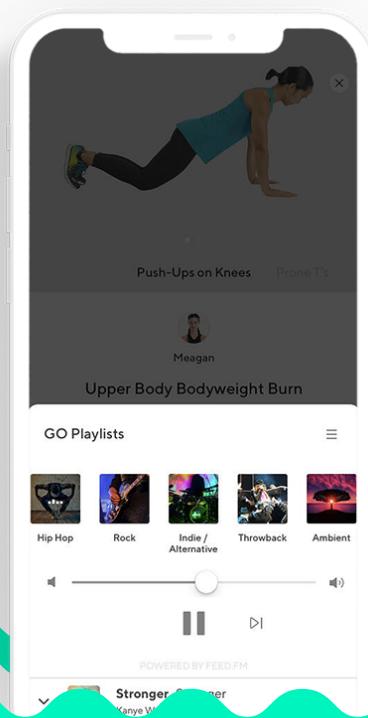




The Power of Music in Digital Fitness

2022 Feed.fm data compares engagement across connected devices & digital fitness apps.



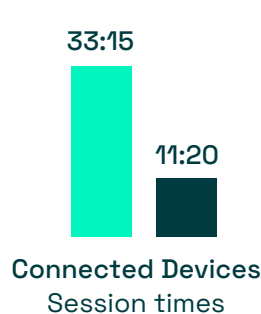
Connected Devices

Hardware devices (including wearables and workout equipment like rowing machines and spin bikes) that are integrated with digital fitness apps. Workouts tend to be more intensive, cardio-based activities.

Fitness Apps

Apps that can be accessed via mobile, tablet, or OTT devices. No connected hardware devices allow for freestanding exercises such as yoga or bodyweight-based activities.

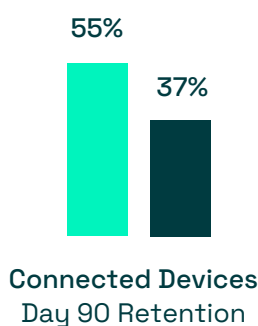
Music drives 3x longer session times



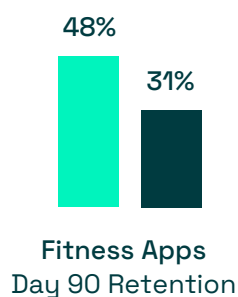
While connected devices slightly outperform digital apps, professionally curated music drives significantly higher session times across all digital fitness applications.



Music boosts retention 1.7x

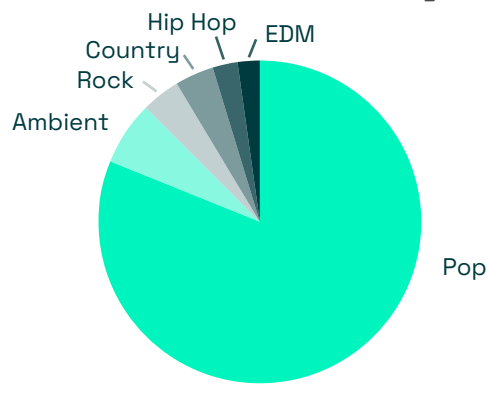


Professionally curated music is proven to increase D90 retention. It's all about the right music for the right person at the right time.

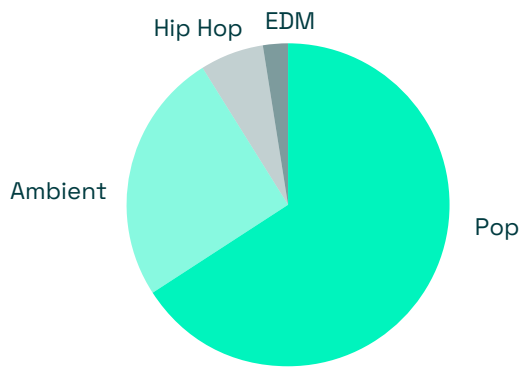


Pop dominates fitness

Pop continues to dominate the listening habits of fitness enthusiasts across devices, followed by ambient sounds for slower flows.



Connected Devices
More preference for rock, country, and mainstream radio songs.



Fitness Apps
More preference for hip hop and under-the-radar, dance pop tracks.

The songs that rose to the top

These songs made the top 20 across both connected devices and fitness apps. The common thread? Massively popular, upbeat, strongly melodic hits, from post-genre pop artists blending different styles in unique ways.

MONTERO (Call Me By Your Name)
Lil Nas X

Shivers
Ed Sheeran

Butter
BTS

good 4 u
Olivia Rodrigo

Kiss Me More (feat. SZA)
Doja Cat

Stay
The Kid LAROI & Justin Bieber

Need To Know
Doja Cat

Hold On
Justin Bieber

Tips for Your Fitness Music Strategy

1. Know your audience.

Pick appropriate artists & songs for your target demographics

2. Focus on intensity.

Go beyond tempo to consider how the energy feels

3. Keep it fresh.

Complement familiar hits with frequent additions of new and trending music