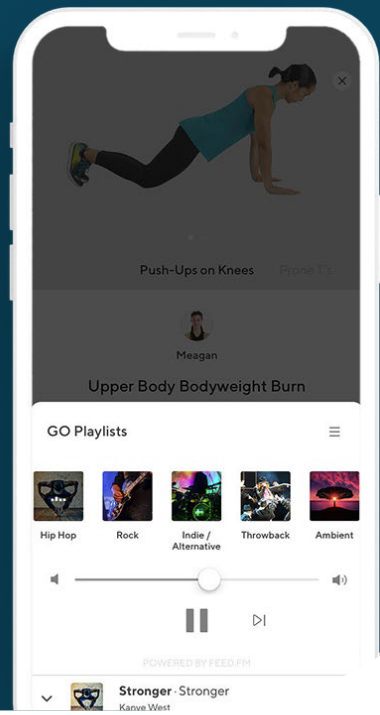


# The Power of Music in Digital Fitness

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



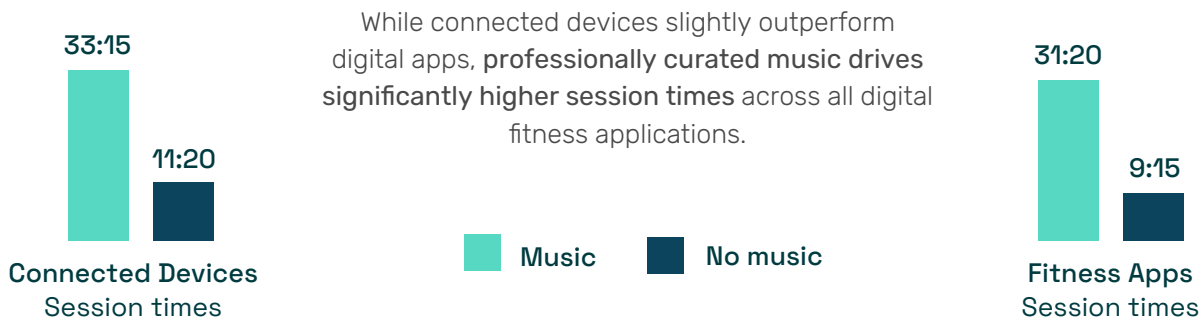
## Connected Devices

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.

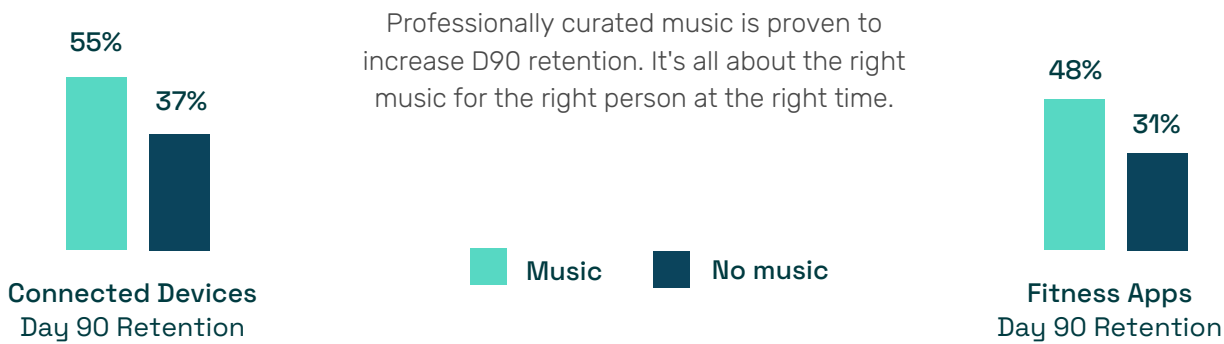
## Fitness Apps

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

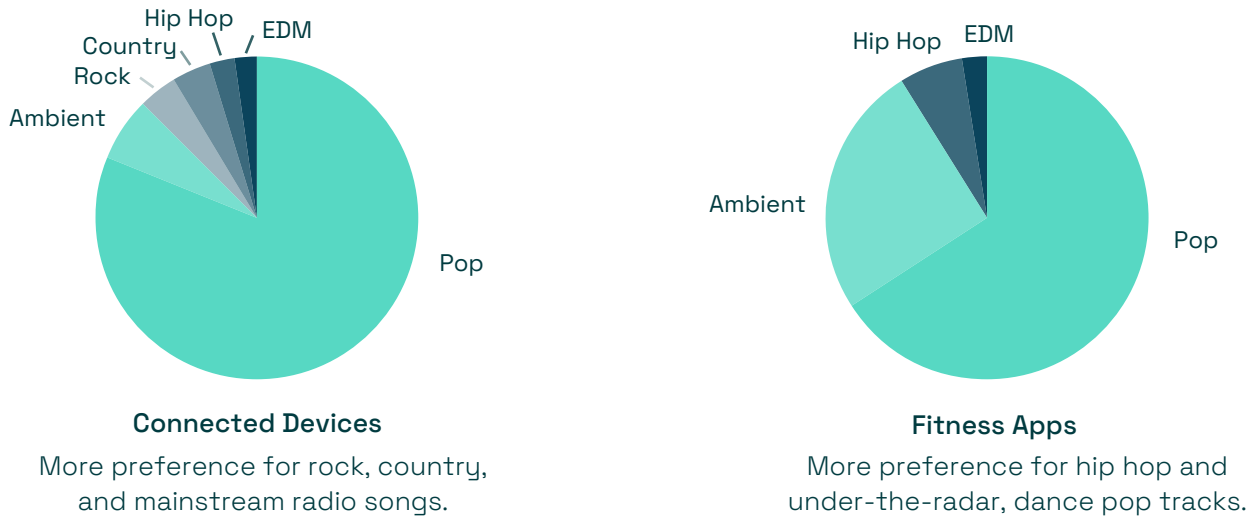


## Music boosts retention 1.7x



## Pop dominates fitness

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



## 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

**Kiss Me More (feat. SZA)**  
Doja Cat

**Shivers**  
Ed Sheeran

**Stay**  
The Kid LAROI & Justin Bieber

**Butter**  
BTS

**Need To Know**  
Doja Cat

**good 4 u**  
Olivia Rodrigo

**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