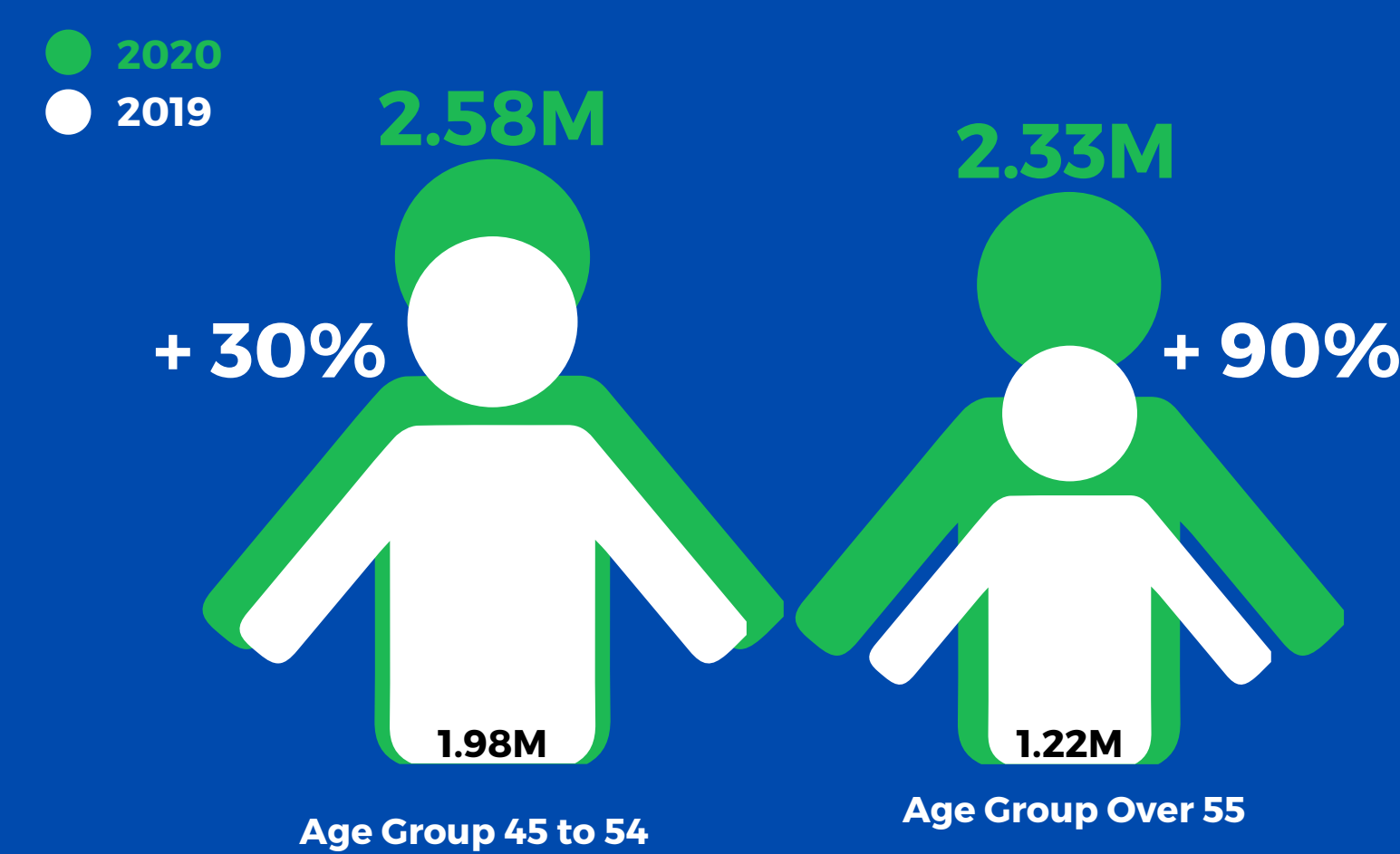


# Did Covid-19 Affect Spotify Listening Behavior of the UK?

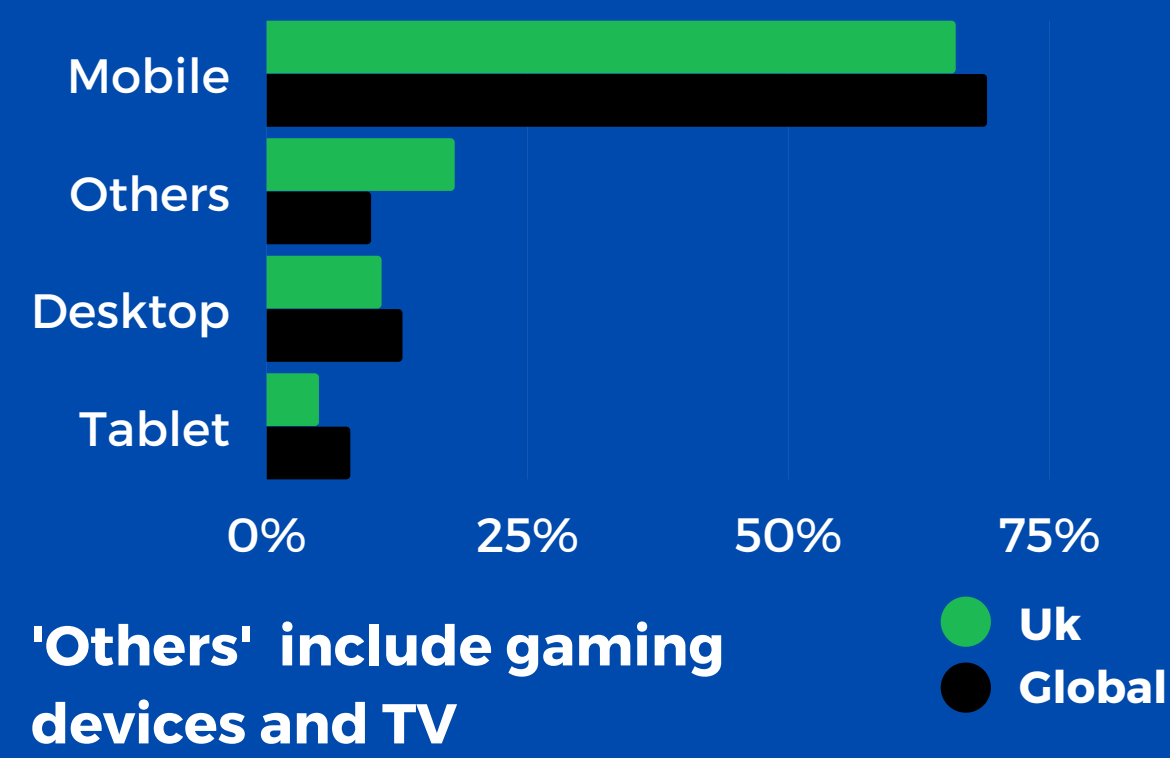


## 2020 WRAPPED

Users grew in 2020 from 2019. The fastest growth is seen in people aged 45+

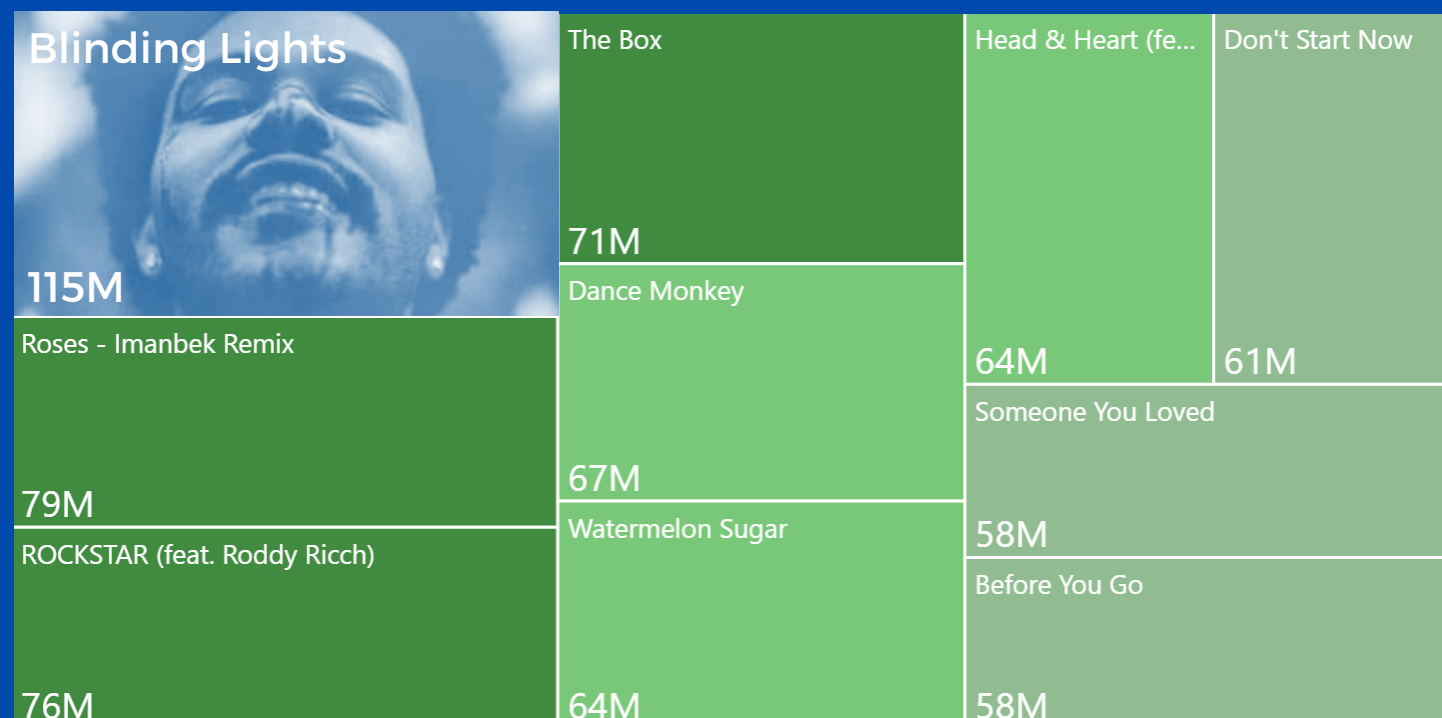


People tend to use different devices to listen to Spotify. This is the split for 2020

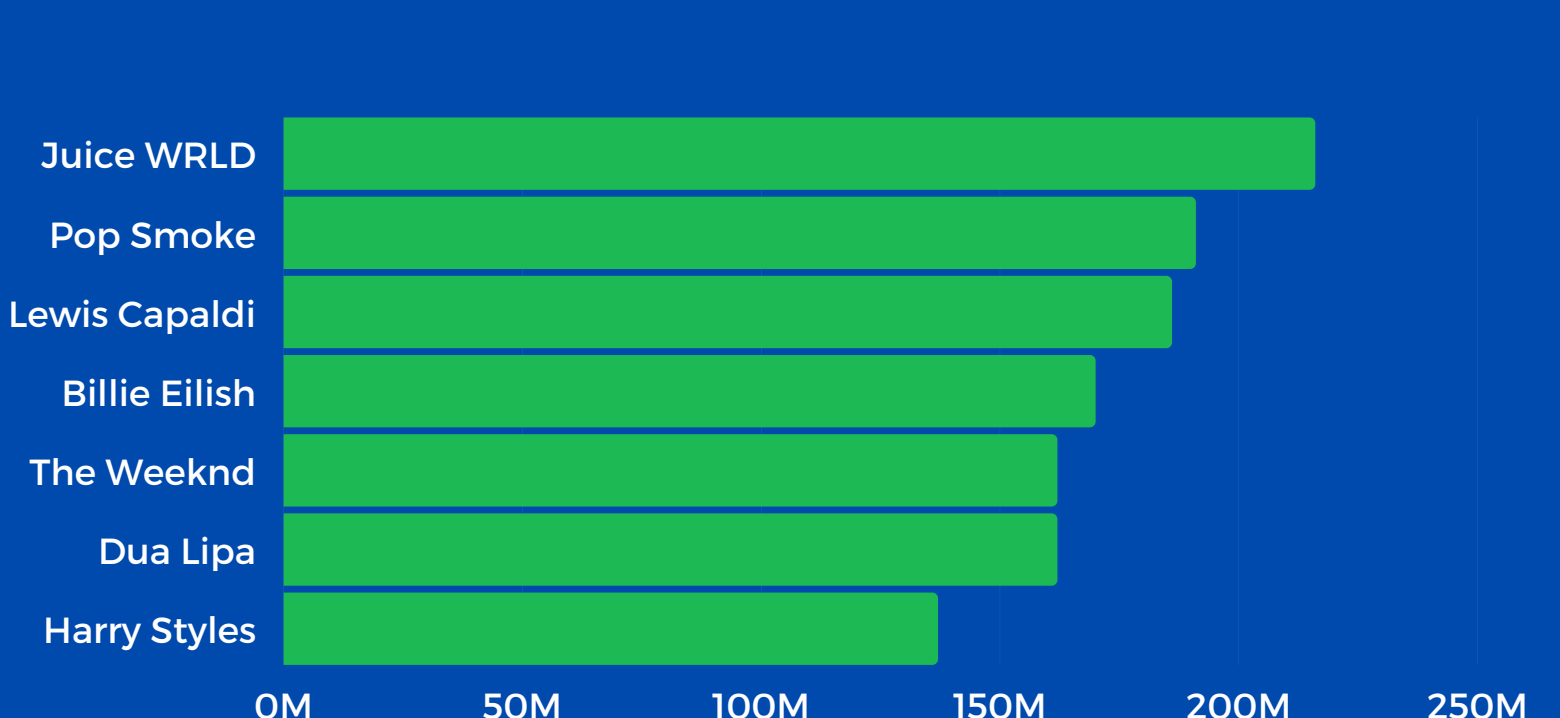


## 2020 TOP 200 UK PLAYLIST

Top Songs by Streams



Top Artists by Streams



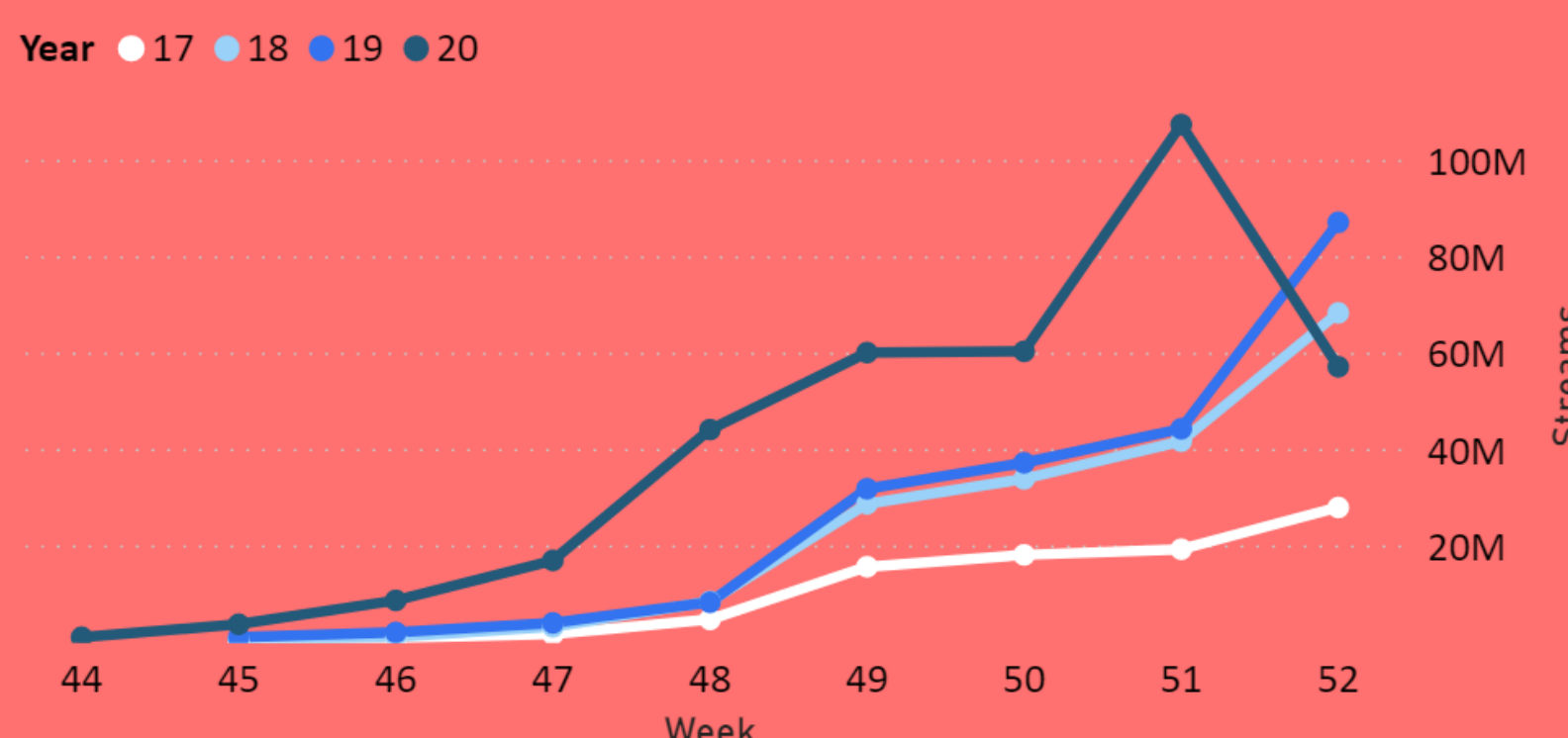
Total Number of Streams: **7.31B**

Total Number of Artists: **406**

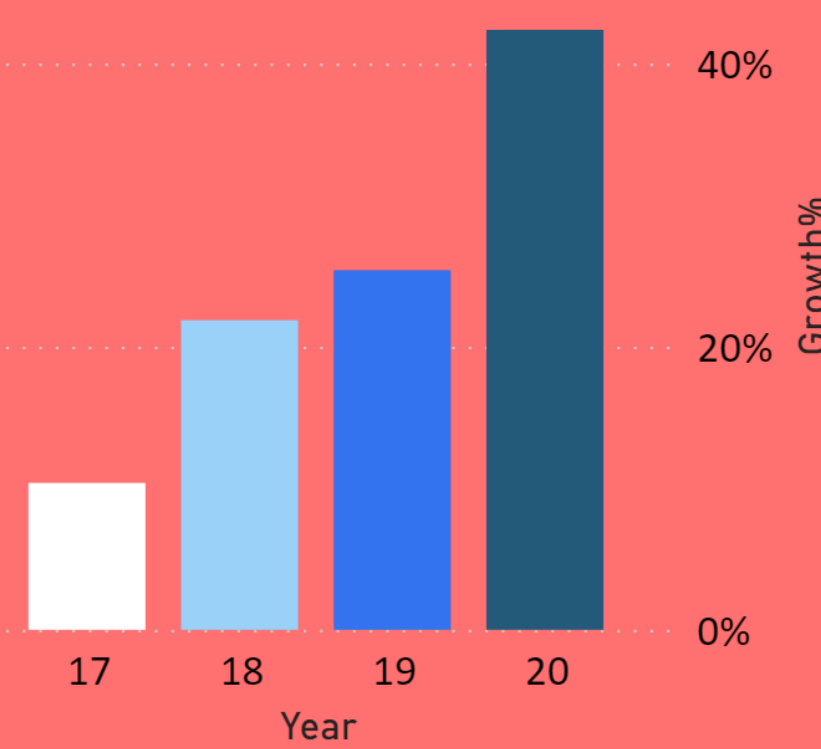
## STREAMING AROUND THE CHRISTMAS



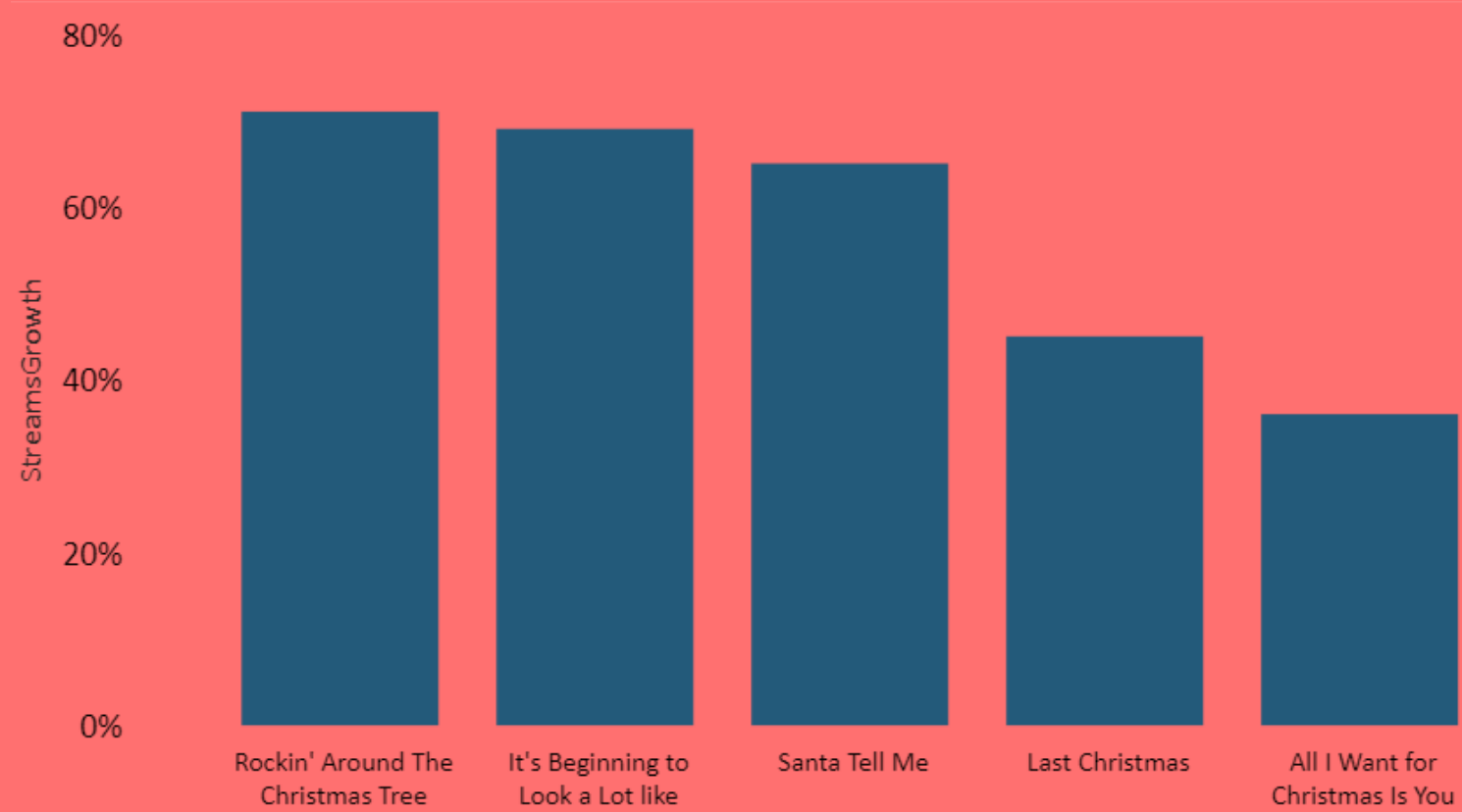
Christmas spirit arrived earlier in 2020. People started earlier to listen to Christmas songs, and the number of streams went beyond the previous years



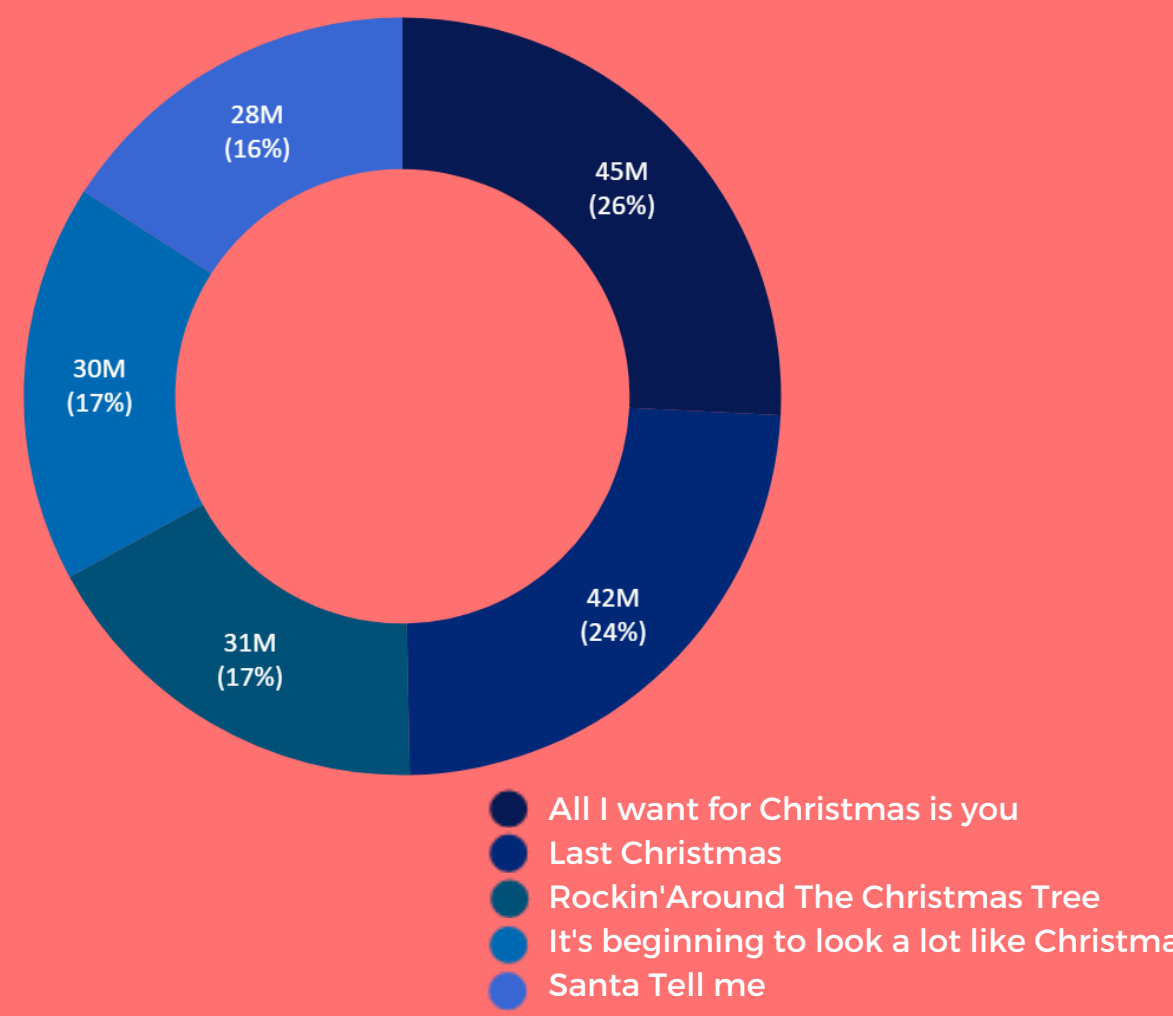
During 2020 we listened to Christmas songs almost double the previous year



How the top 5 Christmas songs grew from 2019 to 2020



Pandemic or not, All I Want for Christmas is still You



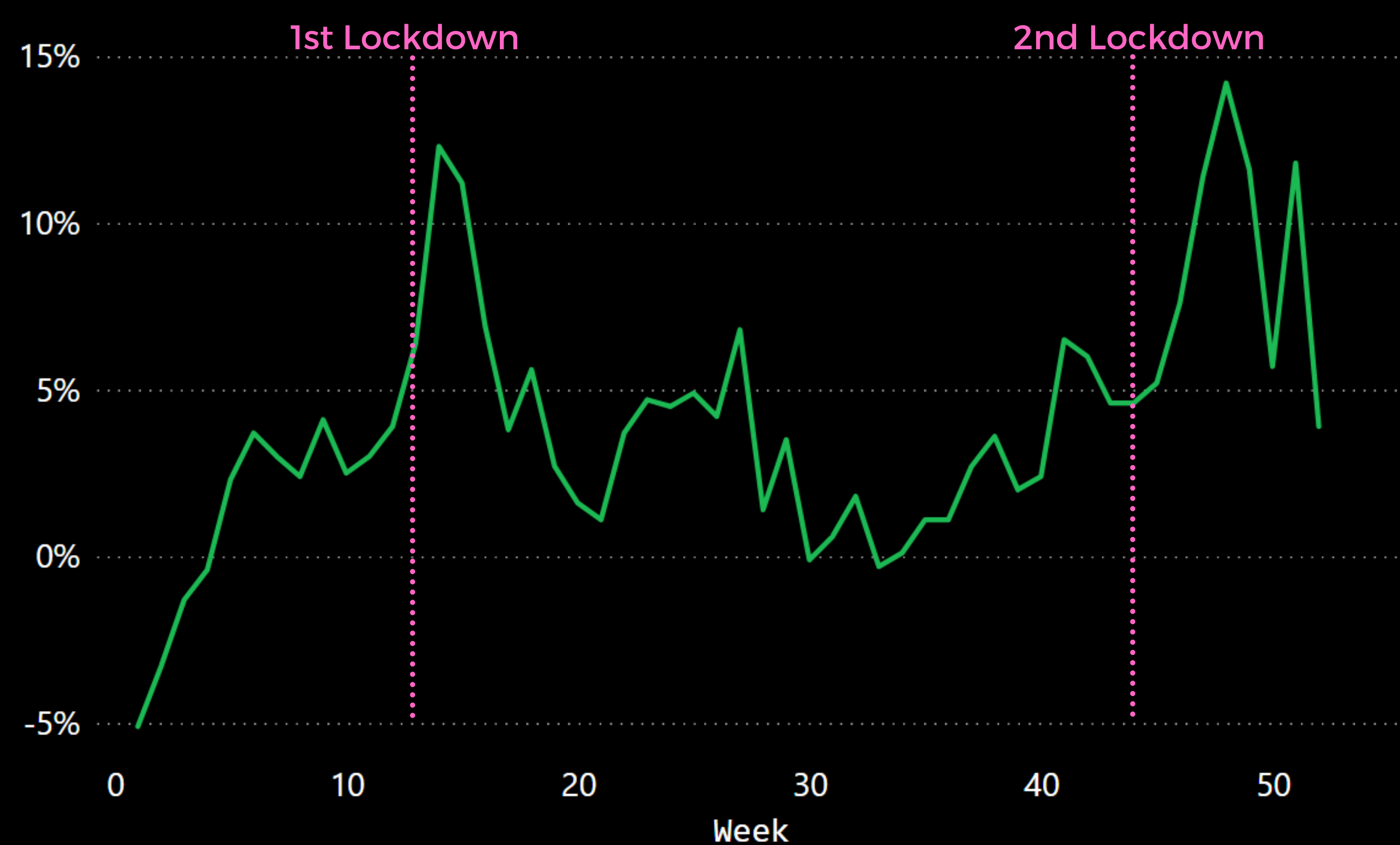
## 2020 VIBE CHECK

Music characteristics of Spotify weekly top 200.

% change in 2020 trend compared to the previous 3-year (weighted average by weekly stream count)

### VALENCE

Musical positiveness conveyed by a track

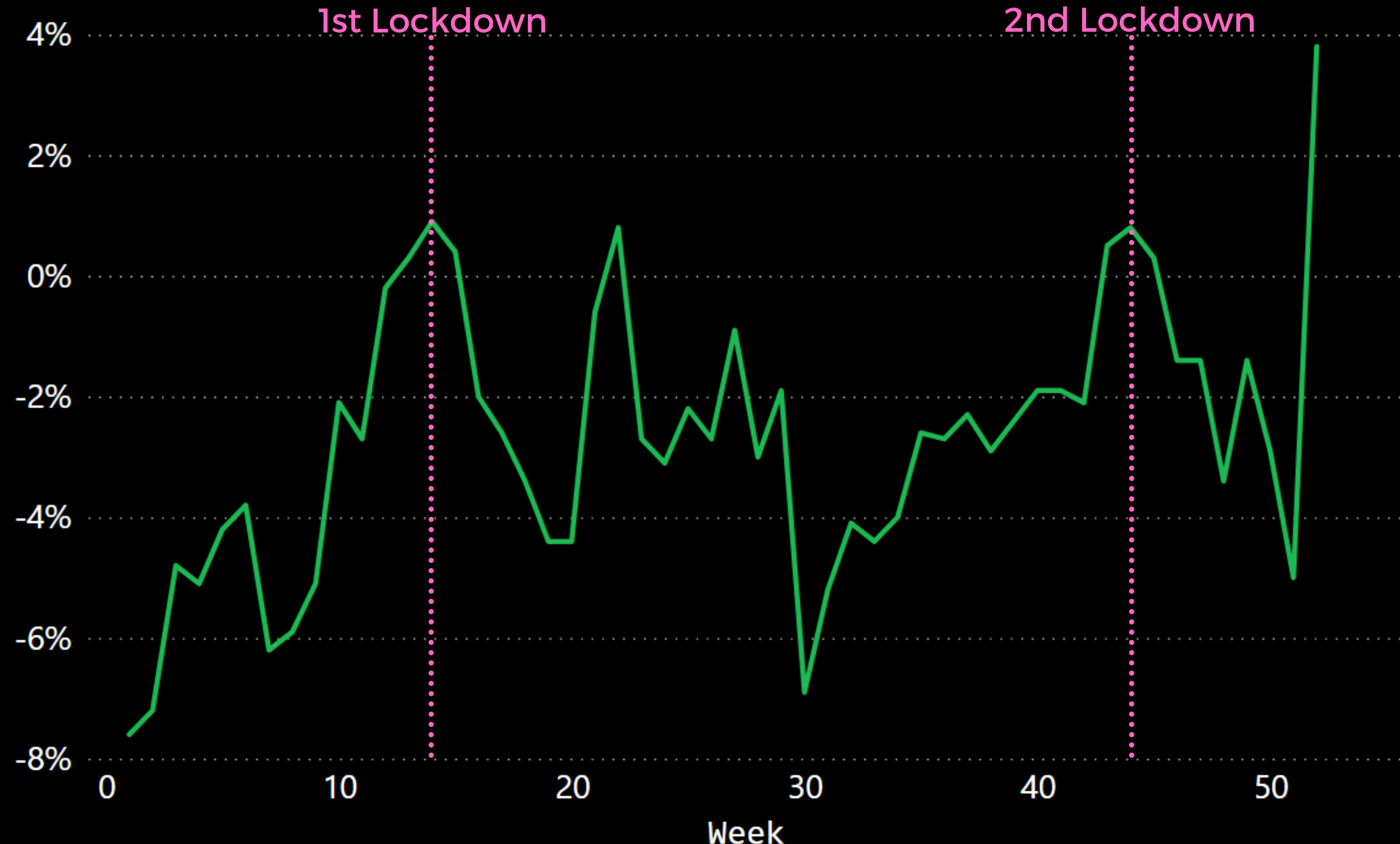


**01 We sought more positive vibe this year**

The lockdowns in Week 13 and 44 were followed by a temporary boost of musical positiveness, then a sharp fall when compared to the previous years. Even so, higher valence was preferred throughout the year.

### ENERGY

Perceptual measure of intensity and activity. Energetic tracks feel fast, loud, and noisy



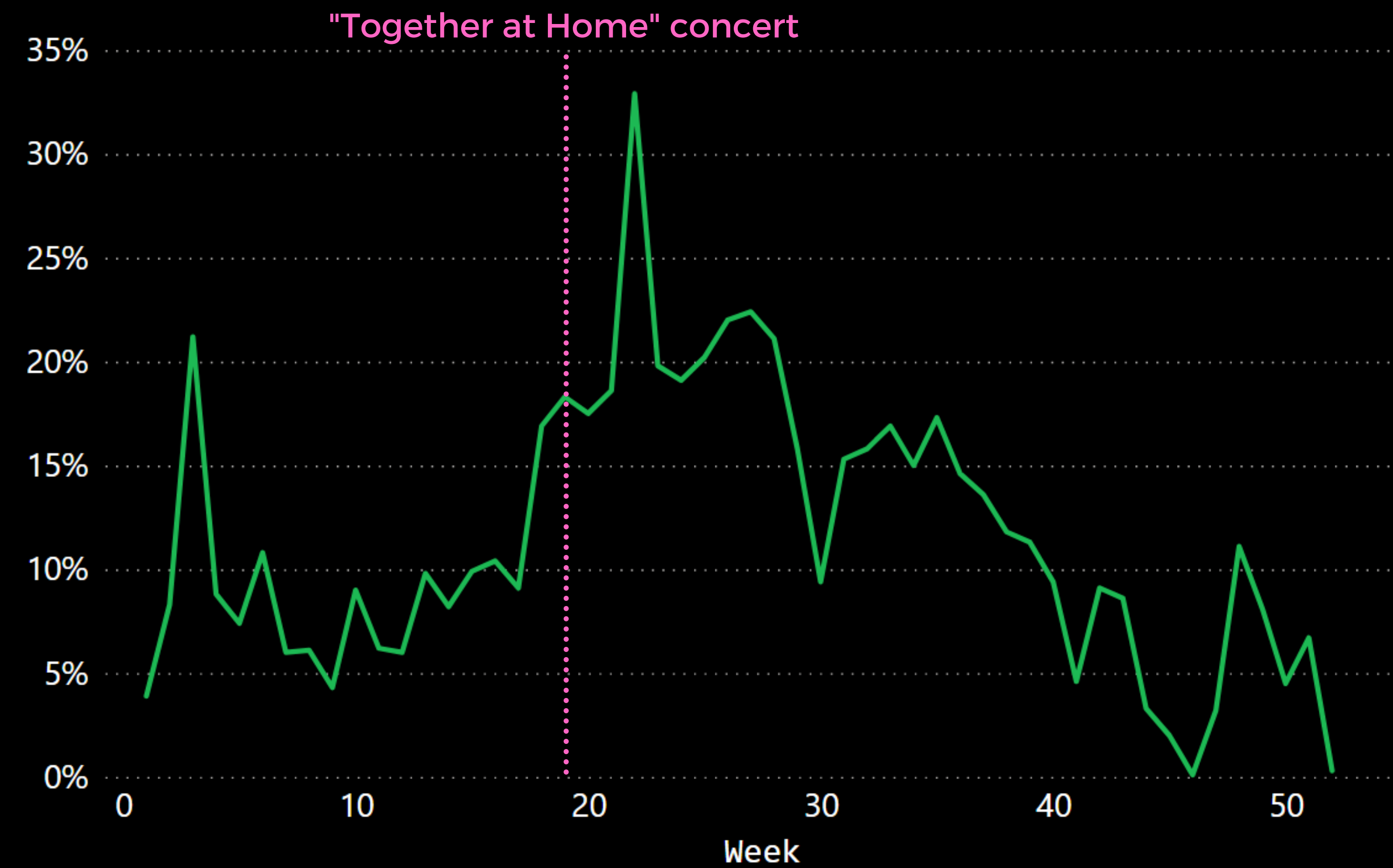
**02 We weren't so energetic in 2020.**

**But that doesn't mean we were sad.**

Higher valence yet lower energy trend indicate chill/relaxing tunes were popular in 2020.

### LIVENESS

Probability that the song was recorded with a live audience



**03 We longed for live performance from home**

Liveness of popular songs were higher throughout the year when compared to the previous years. The trend peaked soon after "Together at Home" concert streamed by BBC One on Week 19.

\*link to the concert here: <https://www.bbc.co.uk/programmes/m000hkb3>

### DANCEABILITY

How suitable a track is for dancing based on a combination of musical elements including tempo, rhythm stability, beat strength, and overall regularity



**04 Our inner-dancer slowly lost its beat**

Perhaps general fatigue level built up. Perhaps we just wanted to relax. Slowly, but surely, we preferred tunes with more relaxing vibe.

All data was downloaded from the weekly top 200 playlist of UK available on Spotify: <https://spotifycharts.com/regional/gb/weekly/2020-mm-dd--2020-mm-dd>  
We then found information related to the songs characteristics using Spotify API: <https://spotify.readthedocs.io/en/2.17.1/>

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