

# WHAT TYPE OF MUSIC FAN ARE YOU?

THE LAST TIME YOU WENT TO A LIVE MUSIC EVENT WAS:

More than 10 years ago

Within the last 10 years



YOU ARE MORE INTERESTED IN:

A few specific artists/bands like Rihanna, Justin Bieber or Coldplay

Music in general regardless of genre

FOR YOU, MUSIC:

Is a skill you acquire and practice

Evokes feelings, reminds you of who you are and of a specific time

FOR YOU, THE DIGITAL REVOLUTION:

Sometimes allows you to find songs that remind you of a moment of your life

Has put music literally at your fingertips, giving you access to it anywhere, anytime and on any device every day

THE LISTENER

THE GROUPIE

THE VOCALIST

THE COLLECTOR

THE MIXOLOGIST



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