

TONY ANN

Digital Analysis
end 2023



Summary

SOCIALS 🎵

- Global
- Instagram
- TikTok
- YouTube

STREAMING 🎵

- Global
- Spotify
- Apple Music
- Amazon Music



Socials



GLOBAL

Instagram is Tony Ann's main social network, with a dazzling 378% increase over 1 year. This is thanks to the regularity of the artist's posts and the growing importance of the Reels format in the algorithm. 3/4 of his audience is made up of women aged between 18 and 34. Over 1 year, the top audio tracks from his Reels represent more than 800k creations.

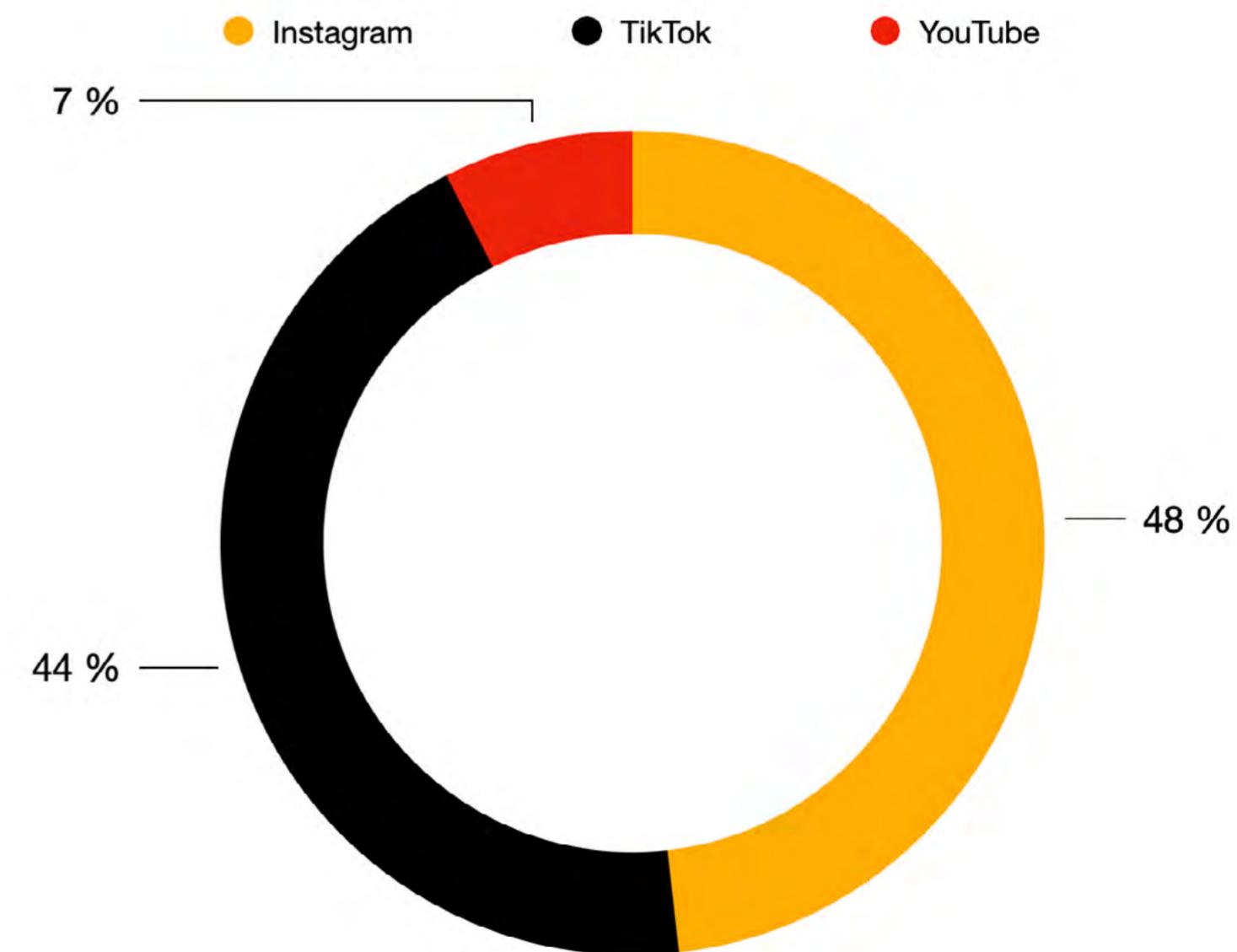
For **TikTok**, the artist has a fanbase more or less similar to that on Instagram. However, this is where the engagement rate is highest: 7% over 1 year compared with 1.22% on IG. The volume of creations is still noteworthy, with almost 60k creations on the audio tops, but only represents 1/8th of IG creations.

YouTube stands out from other platforms with a majority of male subscribers. The statistics over 1 year are excellent, thanks to a high rate of publication of short formats, but also of alternative content, live sessions and official clips in the standard format. +202 videos published in 1 year, +488% of video views and a +265% increase in subscriptions.

5,2M

total audience

- #1 Instagram **2,5M**
- #2 TikTok **2,3M**
- #3 YouTube **387K**



Instagram



Superfans

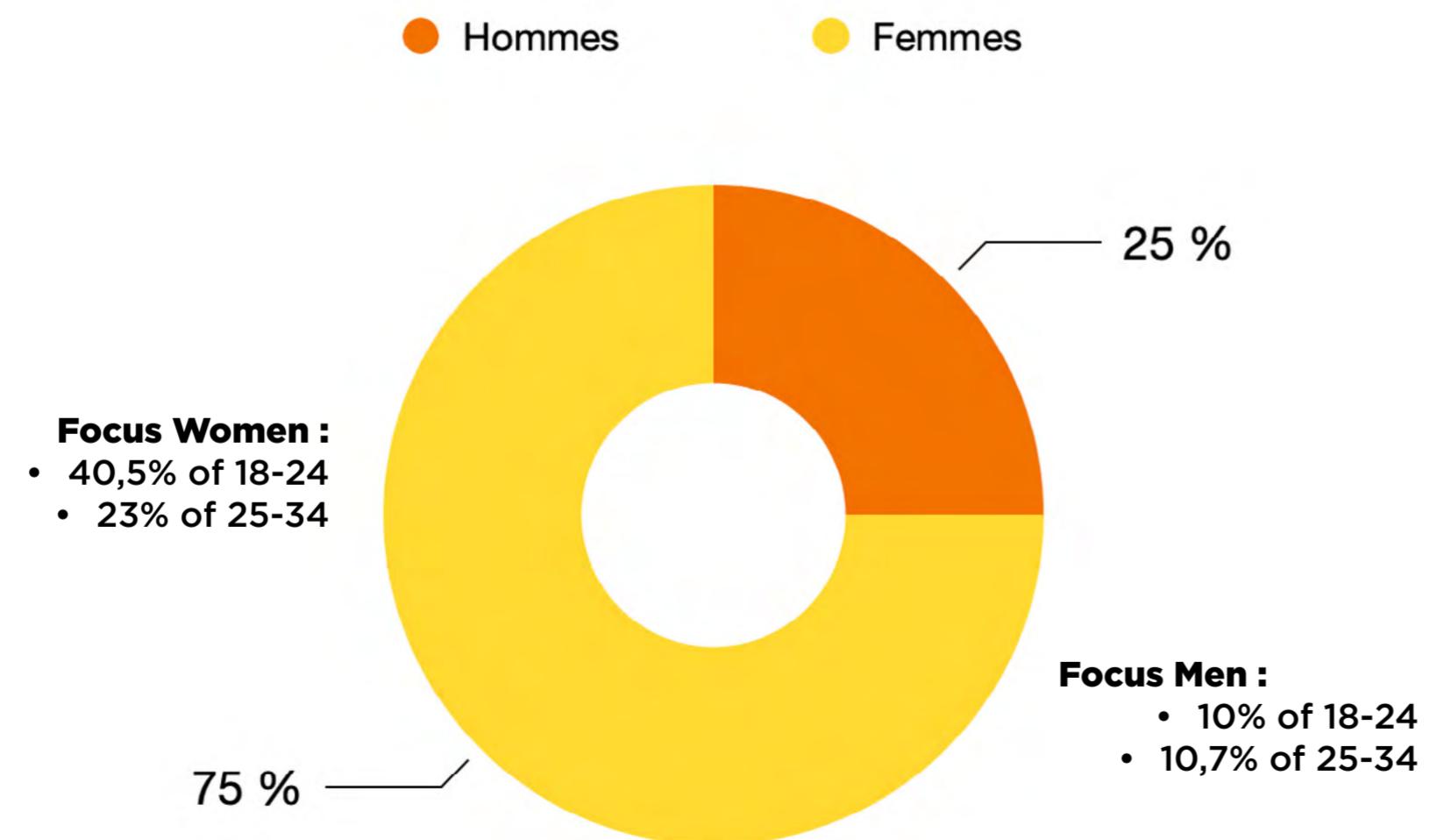
estimation based on engagement rate and fans
result = 10% of followers multiplied by the engagement rate

- Superfans : 3k

2,5M
total followers
+378% growtht

1,22%
engagement rate
1 year average
(dec 22-dec 23)

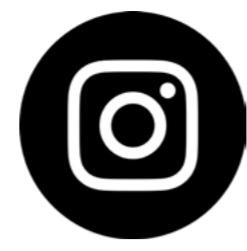
Top 
followers global
#1 US #2 ID #3 RU



Country	Followers
US	504,1k
ID	312,3k
RU	121,2k
KR	116,3k
MY	106,6k
FR	82,4k

Instagram

Until 12 dec 23



Top #5 posts	Link
Rain out now	https://www.instagram.com/p/CpNirf2pEb2/
Beethoven x Interstellar	https://www.instagram.com/p/CvhtdsXPDni/
Teasing of 'Discovery'	https://www.instagram.com/p/Cw0GL-wrLsV/
Experience x Interstellar	https://www.instagram.com/p/CuUcwCbNcPb/
Rain out now (piano version)	https://www.instagram.com/p/CrlWuiBurug/

Top #5 reels creations by official song ID : 128,7k videos

Until dec 23

Song	Videos	Link
LOST	62,2k	https://www.instagram.com/reels/audio/692854902410782?igshid=MzRIODBiNWFIZA==
RAIN	50,3k	https://www.instagram.com/reels/audio/3449022218709471?igshid=MzRIODBiNWFIZA==
REFLECTIONS	11,2k	https://www.instagram.com/reels/audio/5779132922122901?igshid=MzRIODBiNWFIZA==
PULSE	3,6k	https://www.instagram.com/reels/audio/1045586283545148?igshid=MzRIODBiNWFIZA==
TIME	1,4k	https://www.instagram.com/reels/audio/586309816372966?igshid=MzRIODBiNWFIZA==

Top #5 reels creations by song tagged by Tony Ann (since the first song LOST has been released) : 690,6k videos

Song	Videos	Link
interstellar n experience X tonyann	282k	https://www.instagram.com/reels/audio/1019319639431118/
Eb Major new piece x tony ann	152k	https://www.instagram.com/reels/audio/710076510995480?igshid=MzRIODBiNWFIZA%3D%3D
the interstellar experience X tony ann	148k	https://www.instagram.com/reels/audio/1083683179286168?igshid=MzRIODBiNWFIZA%3D%3D
EUPHORIA x golden hour by tony ann	55,9k	https://www.instagram.com/reels/audio/6510224352395174?igshid=MzRIODBiNWFIZA%3D%3D
a minor by tony ann	52,7k	https://www.instagram.com/reels/audio/1583131002216069/

TikTok



Superfans

estimation based on engagement rate and fans
result = 10% of followers multiplied by the engagement rate

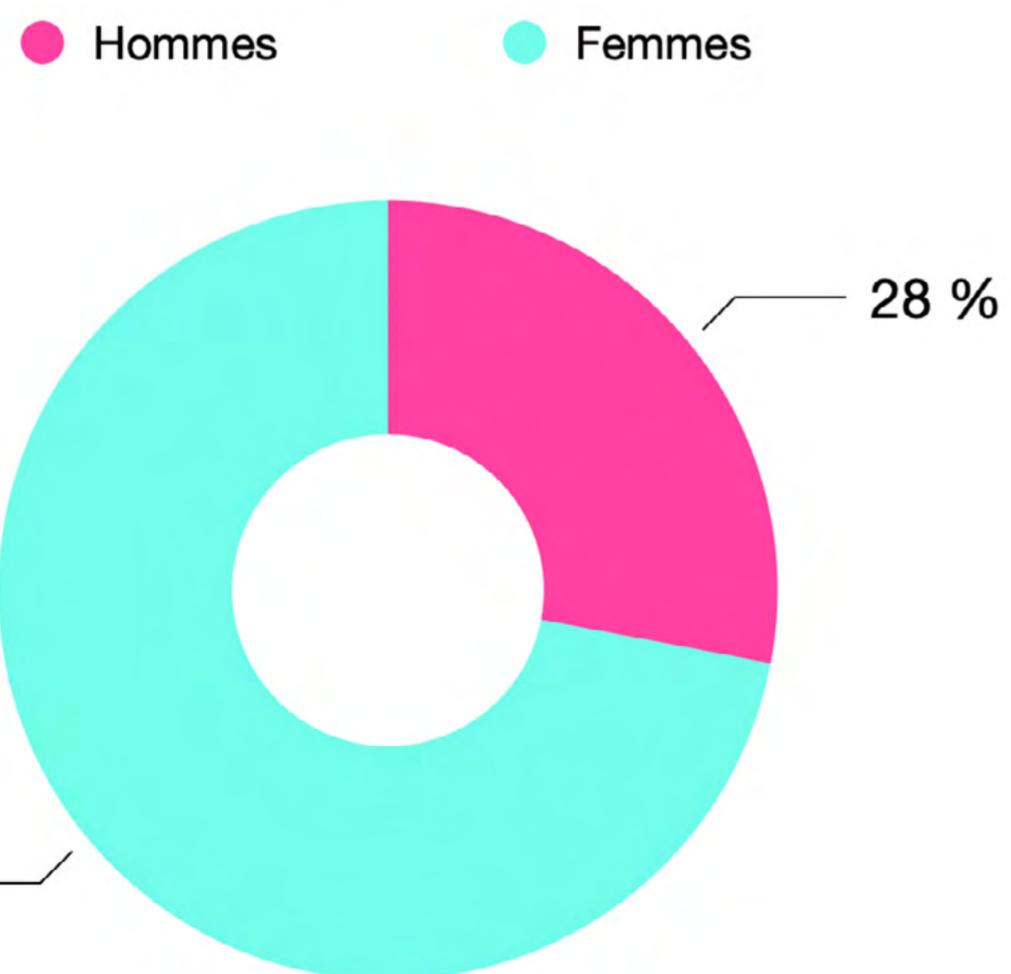
- Superfans : 16,1k

2,3M
total followers

+77% growth over the past year
(dec 22-dec 23)

7%
engagement rate
1 year average
(dec 22-dec 23)

+79%
like growth
from 18,2M to 32,4M
(dec 22-dec 23)



Top followers global
#1 US #2 ID #3 PH

Country	Followers
US	570,7k
ID	202,4k
PH	192k
VN	128,8k
RU	81,5k



Until 12 dec 23

Top #5 posts	Link
what should I call this one??	https://www.tiktok.com/@tonyannn/video/7205236751538064686
Reply to @y.amr.94	https://www.tiktok.com/@tonyannn/video/7084232787334565166
when annoyance turns into inspiration haha	https://www.tiktok.com/@tonyannn/video/7143240605869788462
what should I call this one??	https://www.tiktok.com/@tonyannn/video/7185569187799026990
hope you all like it as much as I do..	https://www.tiktok.com/@tonyannn/video/7149183811690040619

Top #5 creation by official song ID : 3,5k videos
Until dec 23

Song	Videos	Link
LOST	1,2k	https://vm.tiktok.com/ZGeLkj915/
RAIN	1k	https://vm.tiktok.com/ZGeLkPV6V/
REFLECTIONS	0,5k	https://vm.tiktok.com/ZGeLk8AbD/
TIME (PT.II)	0,5k	https://vm.tiktok.com/ZGeLkADrs/
EUPHORIA	0,3k	https://vm.tiktok.com/ZGeLk8s8U/

Top #5 creation from TikTok search bar : 52,1k videos
Until dec 23

Song	Videos	Link
Son original - <u>tonyannn</u>	36,7k	https://vm.tiktok.com/ZGeLkS8CR/
This song comes out APRIL 21st	6,4k	https://vm.tiktok.com/ZGeLkee17/
Interstellar n experience X <u>tonyannn</u>	3,8k	https://vm.tiktok.com/ZGeLhox3v/
The interstellar experience x TONY ANN	3,1	https://vm.tiktok.com/ZGeLkfvpY/
Son original - <u>tonyannn</u>	2,1k	https://vm.tiktok.com/ZGeLkjHq3/

YouTube



Superfans

not available : can't estimate the average of engagement rate
estimation based on engagement rate and fans.
result = 10% of followers multiplied by the engagement rate.

387k

total followers

+265% growth over the past year
(dec 22-dec 23)

+488%

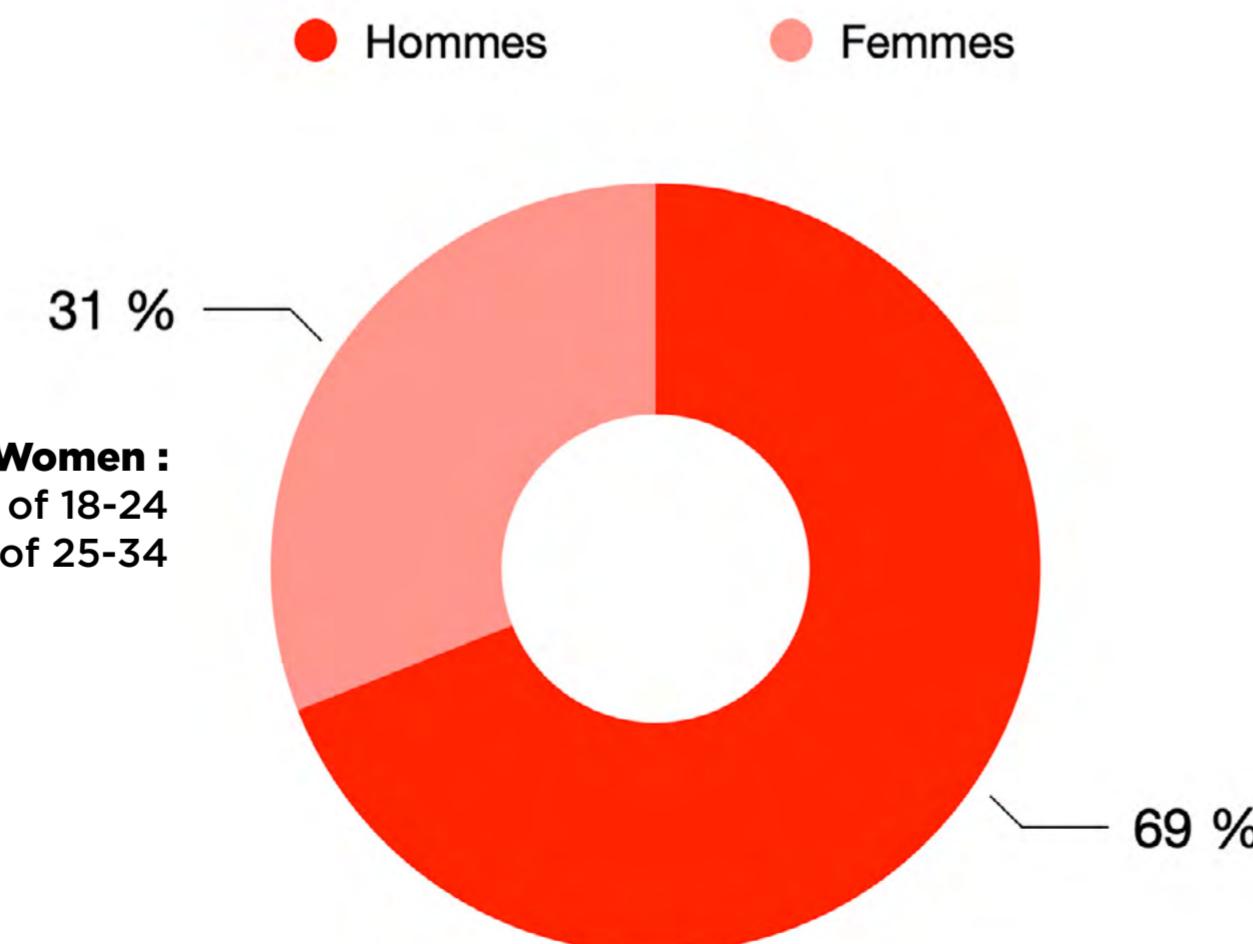
video views growth

from 8,2M to 47,8M
(dec 22-dec 23)

+202

video published

(dec 22-dec 23)



Top



followers global

#1 US #2 ID #3 IN

Country	Followers
US	94,1k
ID	25,3k
IN	18,7k
UK	17,3k
CA	16,8k

YouTube



Top #5 videos	Link
PULSE (My <u>Neighbour's</u> Car Alarm)	https://www.youtube.com/watch?v=6Z-8vy6sPQQ
The Interstellar Experience	https://www.youtube.com/watch?v=-2nNgcwXCRI
DESIRE	https://www.youtube.com/watch?v=TEgDaFw_pEQ
iPhone alarm as a piano ballad	https://www.youtube.com/watch?v=wzR9HwhhIkA
RAIN (extended version)	https://www.youtube.com/watch?v=P6dMBHPY-Wo

Top #5 shorts	Link
didn't expect to get a public reaction like this...	https://www.youtube.com/shorts/qqL6wIBCI7Q
playing Beethoven's 5th in public	https://www.youtube.com/shorts/7wny4lnrCUE
Beethoven's "moonlight" but happy...	https://www.youtube.com/shorts/4pX3kQklezM
found an old piano at the train station...	https://www.youtube.com/shorts/Hux6D5vdTlw
first time playing this in public...	https://www.youtube.com/shorts/wSS4ICNcVJI

Streaming



GLOBAL

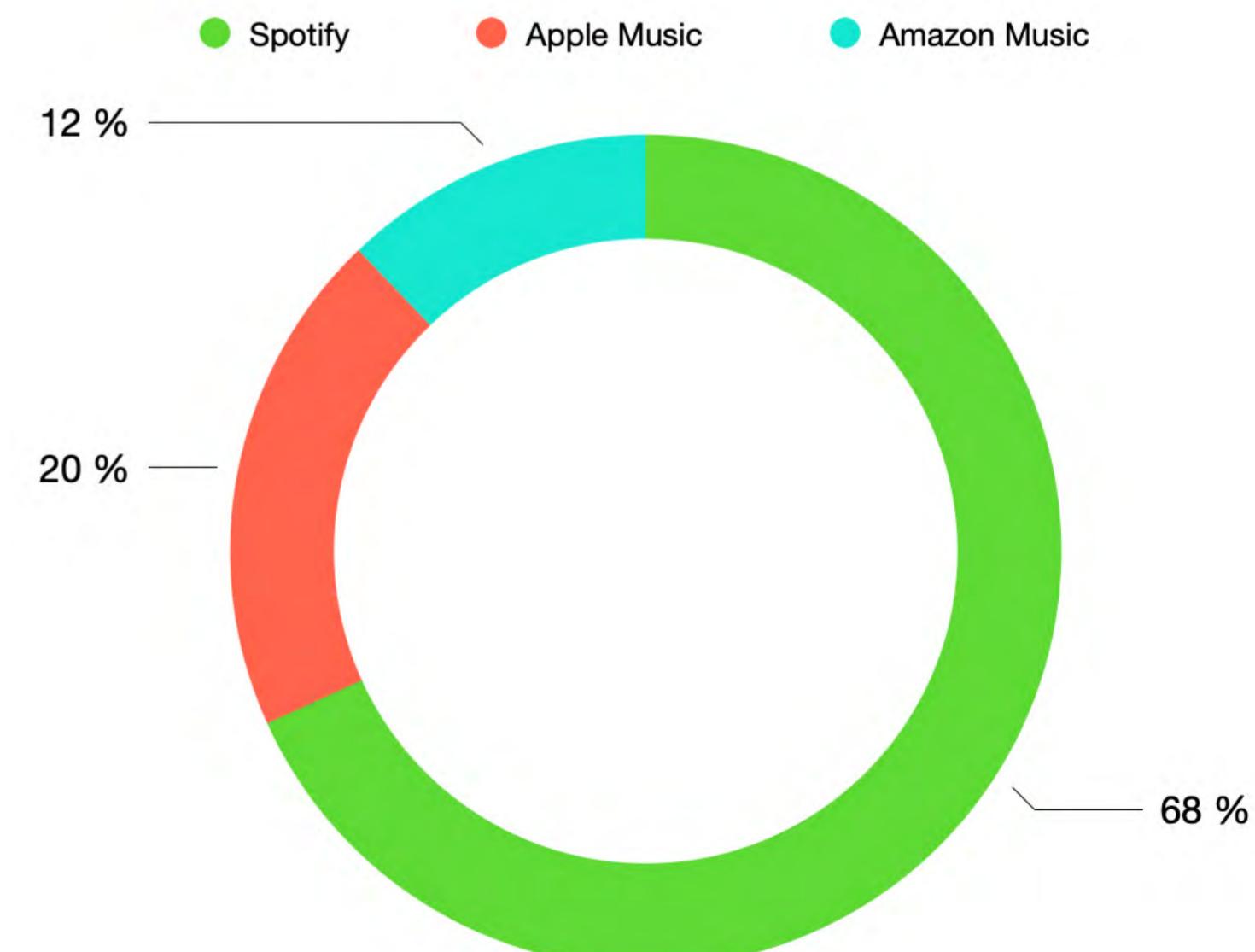
Over 1 year of operation, **Spotify** accounts for 68% of total streams worldwide. Half of its followers are aged between 23 and 34. Editorial support on Spotify is almost non-existent, but the active/passive streams ratio is very positive: 75% of his listens are active. Tony Ann's fans are therefore very committed to listening to him on this platform.

Apple Music, which accounts for over a quarter of all listening, has a slightly older audience: 28.2% of listeners are aged between 35 and 44. The artist has good editorial support for each release. Over the year, more than 82k shazams were made worldwide.

Amazon Music is a slightly different player to the two main DSPs. It has very few subscribers. But we note that 1/3 of streams were made in the last month preceding the analysis. This is explained by strong editorial support for mood playlists. The trend is reversed on Spotify, with 86% of streams being passive. Amazon's streaming curve is likely to overtake Apple Music's in the near future.

28M
total streams
(jan 23 - 12th dec 23)

#1 Spotify **19,1M**
#2 Apple Music **5,5M**
#3 Amazon Music **3,4M**



Spotify



Superfans

- Superfans World : 24,6k
- Superfans US : 6k
- Superfans DE : 2,7k
- Superfans FR : 2,3k

Source of streams

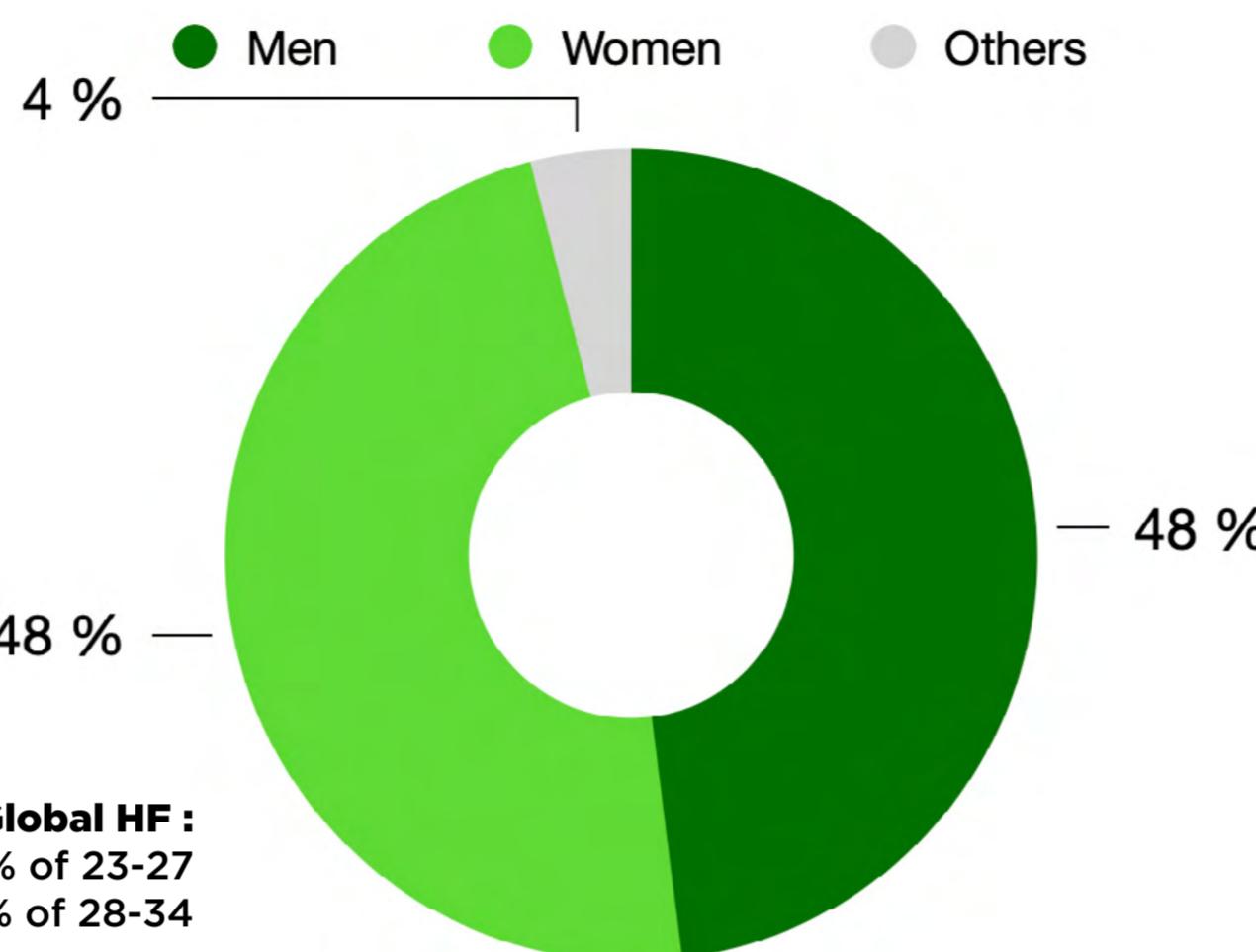
Based on the most streamed title of his last EP 'DESIRE' last 28 days

- Active : 75%
- Passive : 25%

Top 5 similar artists suggested

Marc Hanania, Raban, Andrea Vanzo, Joel Sunny, Gibran Alcocer

#	Title	Streams	Listeners	Views	Saves	First Added
1	LOST	327,538	131,600	39,482	5,308	Jan 20, 2023
2	RAIN	298,592	105,492	39,542	5,314	Apr 21, 2023
3	DESIRE	237,929	67,641	32,102	6,228	Sep 29, 2023
4	Future Rain	170,097	70,808	—	3,284	Aug 18, 2023
5	Something I Could Never...	162,633	59,868	3,134	3,106	Sep 15, 2023



184,4k
followers

2,4M
streams

over the last month (nov-dec 23)

Top

country listeners

over the last month (nov-dec 23)

#1 US #2 DE #3 FR

Country	Listeners
US	90,8k
DE	38,1k
FR	25,9k
CA	17,6k
UK	16,9k

Apple

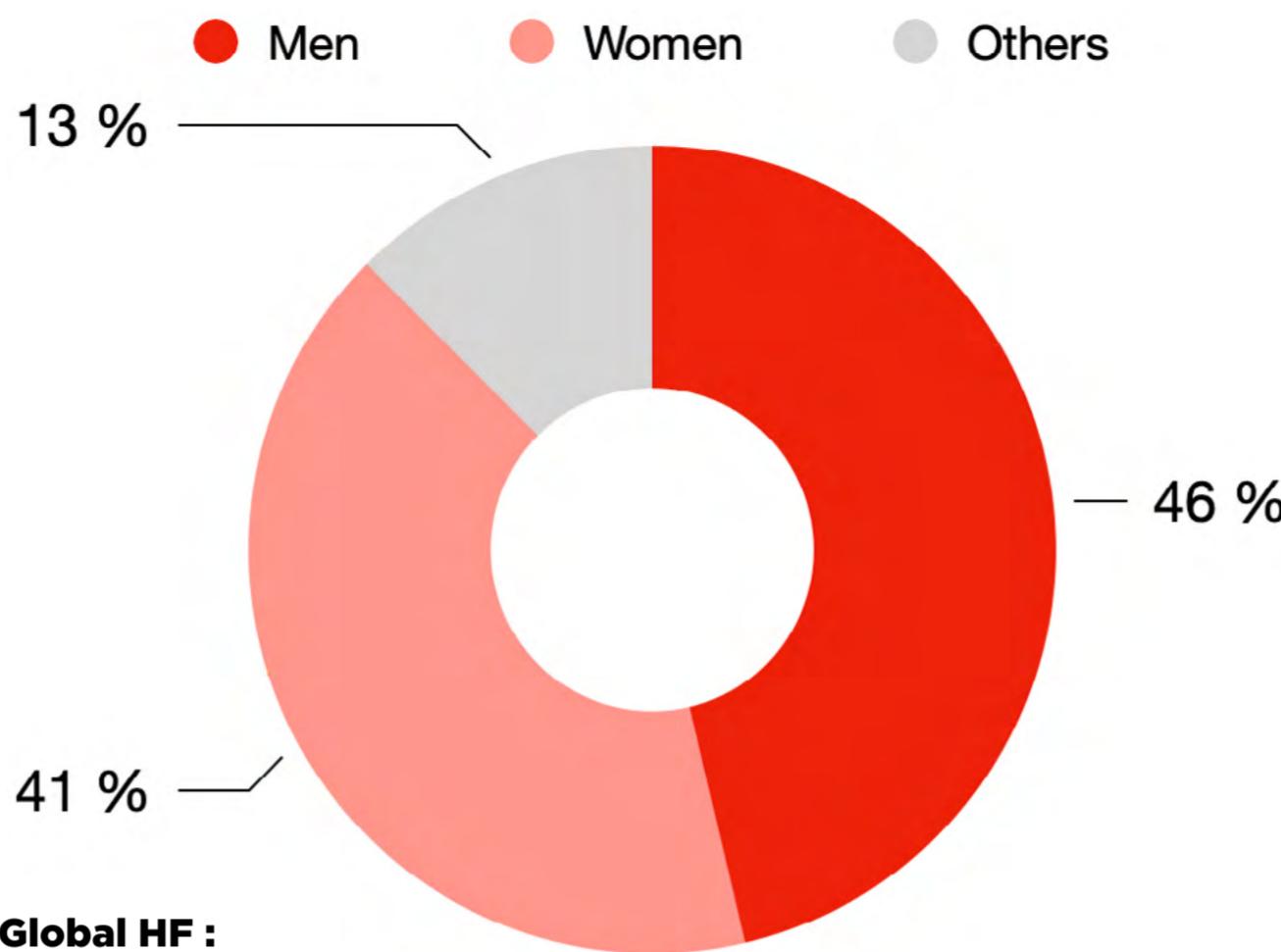
Listeners

all releases combined over the last month

217,7k

Top 5 artistes similaires

Raban, Andrea Vanzo, Marc Hanania, RIOPY, Tim Alhoff



Global HF :

- 25% of 25-34
- 28,2% of 35-44

Top streams Apple Music

over the last month (nov-dec 23)

MORCEAU	ÉCOUTES	MOY. D'AUDITEURS JOURNALIÈRE	SHAZAMS	ACHATS
 A Waltz For Christmas	145 235	3 907	63	36
 TIME (PT. II)	85 001	2 451	54	6
 MEMORIES	61 357	1 675	64	20
 DESIRE	58 660	1 274	753	48
 RAIN	48 909	1 092	985	63

758k

streams

over the last month (nov-dec 23)

82,9k

Shazams

All releases combined over the year (jan-dec 23)

Top 

country streams

over the last month (nov-dec 23)

#1 US #2 JP #3 CA

Country	Streams
US	329,5k
JP	51,4k
CA	46,5k
FR	42,1k
DE	35,6k

Amazon



Superfans

- Fans : 15,5k
- Superfans : 1,4k

Comportement

Based on the most streamed title of his last EP 'DESIRE'

- last 28 days

- Active : 14%
- Passive : 86%

Top 5 artistes similaires

Franz Gordon, Christian Contarino, Andrea Vanzo, Mirko Dukanovic, Austin Farwell

3k
followers

1,1M
streams

over the last month (nov-dec 23)

Top streams Amazon Music

sur le dernier mois (nov-dec 23)

#	SONG	STREAMS
1	PULSE	419,705
2	DESIRE	418,417
3	LOST	57,089
4	REFLECTIONS	34,727
5	Future Rain Tony Ann, Don Diablo	29,880

Top

country listeners

over the last month (nov-dec 23)

#1 US #2 DE #3 UK

Country	Listeners
US	244,1k
DE	38,7k
UK	35,9k
JP	18,8k
IT	17,7k