

PRESS RELEASE

Association of the Music Instrument and
Music Equipment Industry

Music making still in vogue: One in five young people makes music on a regular basis

Berlin 29.11.2016 According to the current JIM Study, making music continues to rate high in young people's lives. For example, one fifth of the teenagers make music at least once a week – girls more than boys. Regarding the last decade, it becomes evident that the active music making has gained significance.

Despite increasing multimedia-related leisure activities, the daily routine of twelve- to 19-year-olds still offers activities similar to those of the end of the nineties. For instance, meeting friends in person continues to occupy the first place among non-media-related activities (73%). Sports occupy the second position (69%). On the third place are family activities, with 35 percent. The landing on the fourth place (21%) demonstrates that active music making is still in, and counts among the most popular recreational activities. This way, making music is more popular among the youth than attending sports events (13%) or parties (5%).

Young people aged 14 to 15 years clearly make up the large majority of active music makers.

Within the frameworks of the JIM Study 2016, 1,200 young people aged twelve to 19 were surveyed with regards to their main media activities. More information available on the current [JIM Study](#).

About SOMM e. V.

The SOMM – Society Of Music Merchants e. V. – umbrella organization of the musical instruments and music equipment industry in Germany – represents the interests of about 60 companies from the areas of manufacturing, distribution, sales and media of the musical instrument industry, standing for about two thirds of the German MI market. The association represents the cultural and economic interests of the musical instrument and music equipment industry at national and European levels, with the aim of strengthening the industry's competitiveness across all market sectors, helping shape governmental and legal policies in accordance with the industry's requirements, defining market standards and offering services to members, promoting an up-to-date advanced and continued training, as well as intensifying the active music making and musical skills in our society.

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