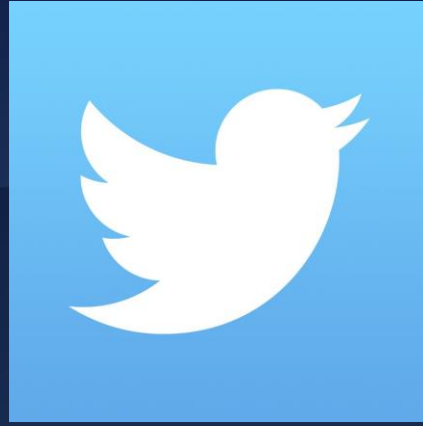




LGBTQ in the Music Business: Where is the Representation?





@glaad

#musicbiz2017

Our Panel



Zeke Stokes
Vice President
GLAAD



Cody Alan
Host/Producer
CMT/iHeartRadio



Kristen Ellis-
Henderson
Guitarist/Founder
Antigone Rising



Ty Herndon
Songwriter &
Recording Artist



Matt Yazge
Head of Brand
Partnerships
Nielsen Music

Our Panel



@zekestokes



@CMTCody



@antigonerising



@tyherndoncom



@MattYazge

Who is GLAAD?

The world's gay,
lesbian, bisexual,
transgender, and
queer (LGBTQ)
media advocacy
organization



THINKING ABOUT SOME SITUATIONS YOU MIGHT ENCOUNTER,
HOW COMFORTABLE OR UNCOMFORTABLE ARE YOU?

Source: Harris Poll



THINKING ABOUT SOME SITUATIONS YOU MIGHT ENCOUNTER,
HOW COMFORTABLE OR UNCOMFORTABLE ARE YOU?

VERY/SOMEWHAT UNCOMFORTABLE

US %

ATTENDING A SAME-SEX WEDDING

34

THINKING ABOUT SOME SITUATIONS YOU MIGHT ENCOUNTER,
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ATTENDING A WEDDING OF AT LEAST ONE
TRANSGENDER PERSON

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BRINGING A CHILD TO A SAME-SEX WEDDING

43

THINKING ABOUT SOME SITUATIONS YOU MIGHT ENCOUNTER, HOW COMFORTABLE OR UNCOMFORTABLE ARE YOU?

VERY/SOMEWHAT UNCOMFORTABLE

US %

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BRINGING A CHILD TO A SAME-SEX WEDDING

43

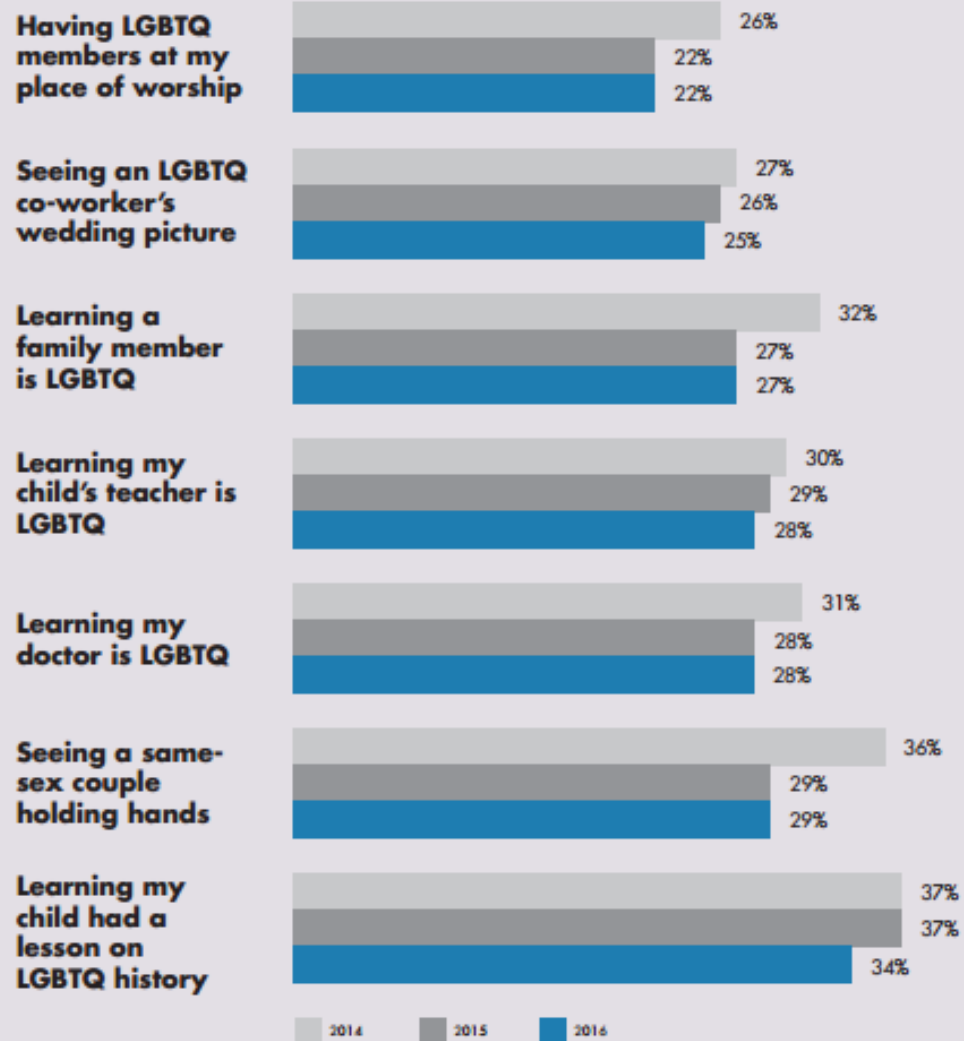
SEEING A GAY CO-WORKER'S WEDDING PICTURE

27

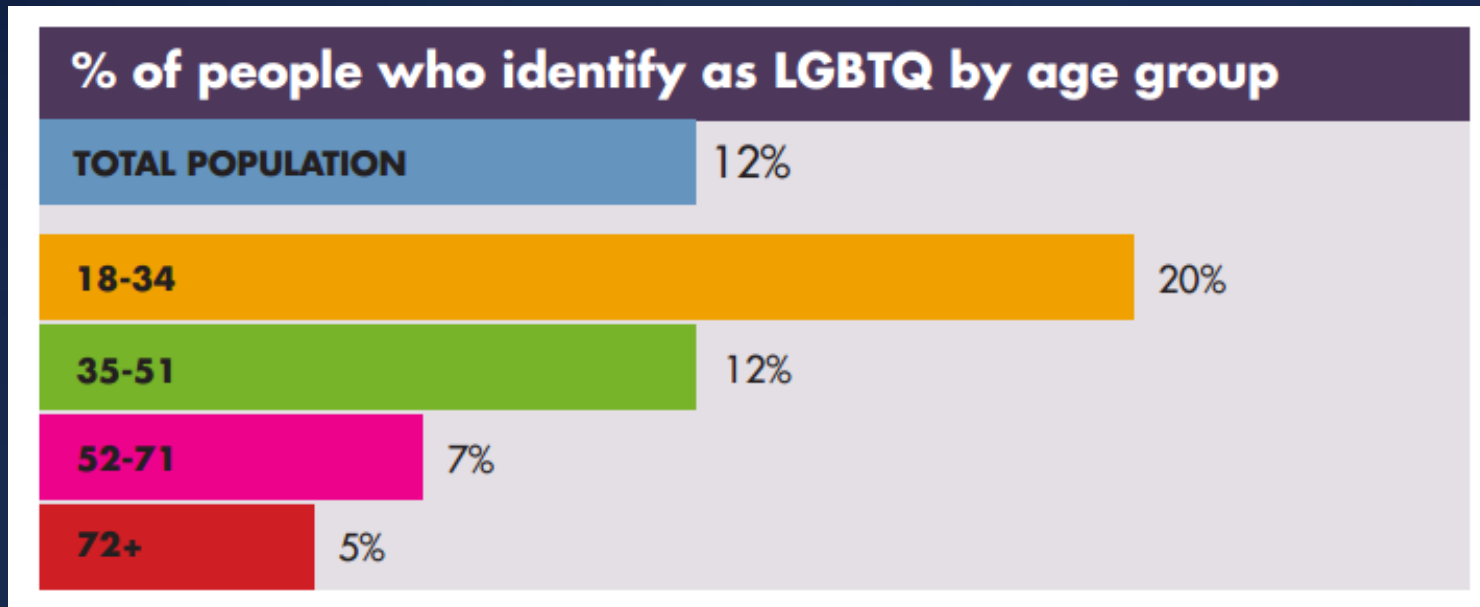
Results based on The Harris Poll of 2,014 U.S. adults surveyed online between August 21 and 25, 2014



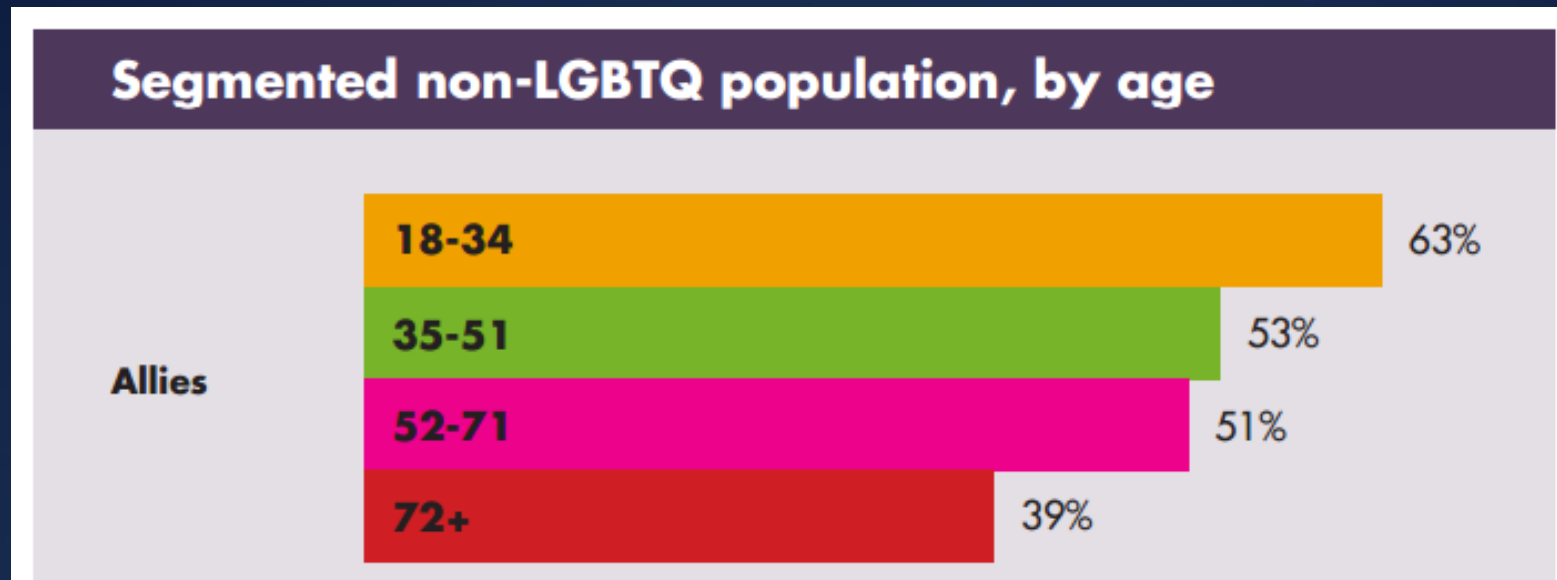
Non-LGBTQ pop. uncomfortable in given situations



1. Young people are more likely to identify as LGBTQ



2. Young people are much more likely to be LGBTQ allies



Music is important to LGBT fans

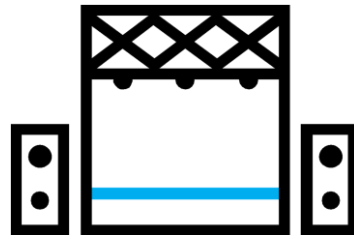
They are a passionate consumer group for the music industry



Music Fans:

92%

of LGBT consumers consider themselves music fans



Live Music:

68%

Attend at least one live music event in a year
(vs 63% for non-LGBT)



Passion:

53%

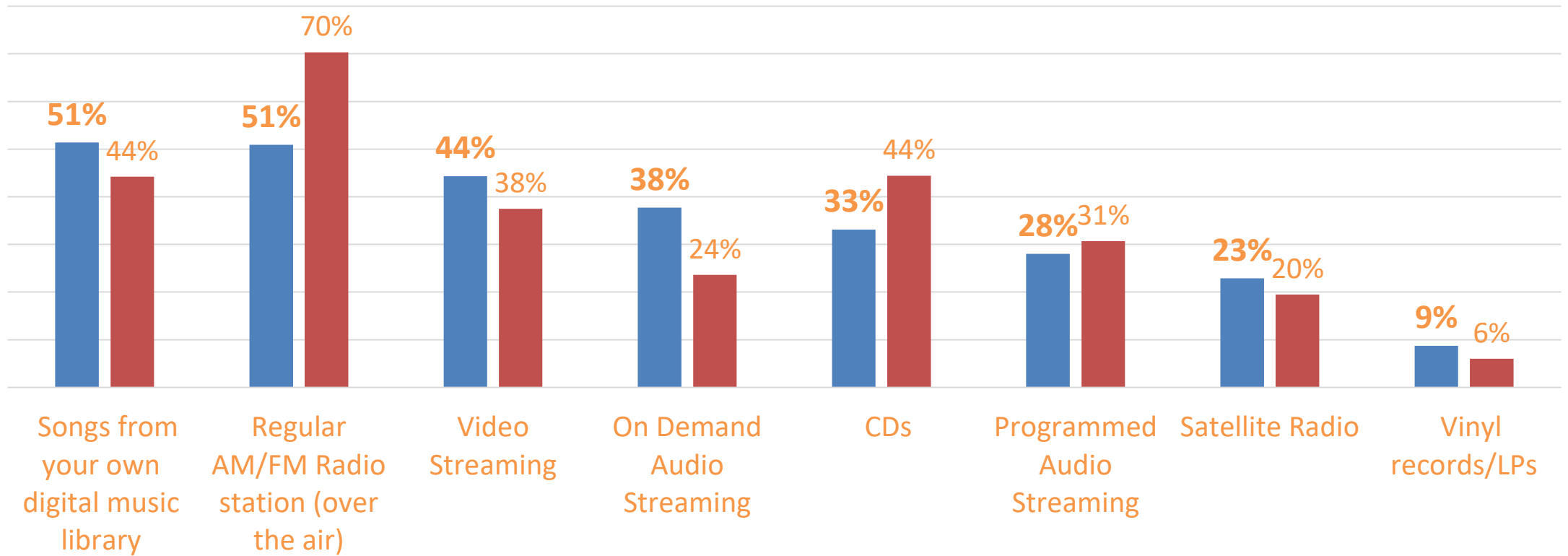
of LGBT music listeners say they would be completely lost without their music

LGBT Audience important across distribution

How Do You Listen to Music?

(Past 12 month usage)

■ LGBT ■ Non-LGBT

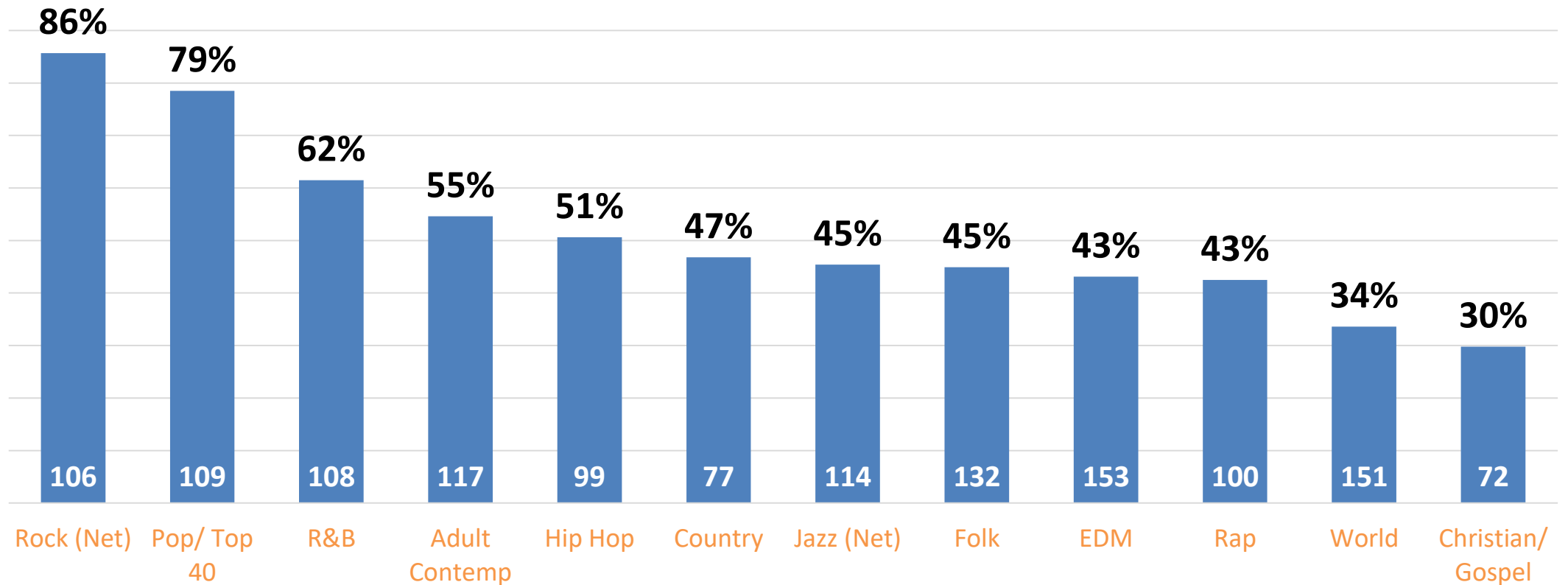


LGBT fans more likely to listen to many genres

With Country and Christian/Gospel being the notable exceptions

Genres Listened to by LGBT Fans

Indexed to Non-LGBT Fans



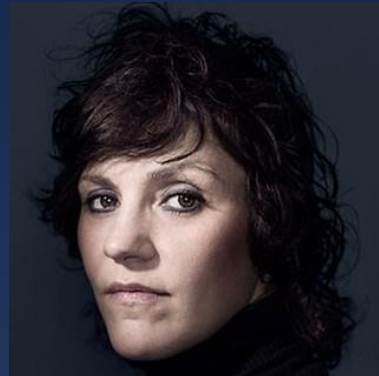
Our Panel



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THE 2017 CONCERT FOR LOVE AND ACCEPTANCE



HOSTED BY TY HERNDON AND CODY ALAN
Thursday, June 8, 2017 | 7:00 PM
Wildhorse Saloon, Nashville



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