



IAN ASHER

AUDIENCE & STREAMING OVERVIEW

DIGITAL SNAPSHOT · JULY 2026

1 BILLION CUMULATIVE STREAMS

CAREER TO DATE



288.2M

TIKTOK VIEWS

Trailing 12 months



149.6M

YOUTUBE VIEWERS

Trailing 12 months



15.6M

SPOTIFY LISTENERS

Monthly · July 2026



2.5M+

UGC CREATIONS

From 8 recent releases



SPOTIFY MOMENTUM LAST 12 MONTHS

563M

STREAMS

+378% YoY

51M

LISTENERS

+122% YoY

22M

STREAMS / WEEK

Average

16M

PLAYLIST ADDS

+539% YoY

HEADLINER COMPARISON SPOTIFY MONTHLY LISTENERS



BIGGEST SINGLES BY DAILY STREAMS



TOP STREAMING MARKETS SPOTIFY · LISTENERS, LAST 28 DAYS

#	COUNTRY	LISTENERS	% ACTIVE	ACTIVE LISTENERS
1	United States	4,393,096	39.2%	1,721,282
2	Germany	1,520,452	36.7%	558,344
3	United Kingdom	1,109,457	33.4%	370,154
4	Australia	986,525	37.4%	368,860
5	Canada	840,652	40.2%	337,700
6	Brazil	709,265	38.8%	275,195
7	France	501,529	35.0%	175,772
8	Mexico	422,800	32.7%	138,256
9	Netherlands	344,059	34.2%	117,561
10	Italy	322,354	33.7%	108,757

Top 10 markets total **11.1M+ listeners in the last 28 days** (of 15.6M monthly listeners globally). Germany, the UK and Australia together account for over 3.6M.

AUSTRALIA: A CORE TOURING MARKET

986,525 MONTHLY LISTENERS · #4 COUNTRY · 37.4% ACTIVE

Sydney 280,985 #1 city worldwide Brisbane 231,496 #3 Melbourne 220,860 #4 Perth 134,205

Adelaide 72,545

Five Australian cities inside the global top 50 — roughly 940K listeners combined; the three majors alone hold 733,341.





TOP CITIES WORLDWIDE SPOTIFY · LISTENERS, LAST 28 DAYS

1	Sydney, AU	280,985
2	London, UK	232,479
3	Brisbane, AU	231,496
4	Melbourne, AU	220,860
5	Bonn, DE	207,792
6	Frankfurt, DE	145,943
7	Chicago, US	144,615
8	Perth, AU	134,205
9	Berlin, DE	132,430
10	New York, US	128,759
11	Los Angeles, US	127,949
12	Montreal, CA	124,538
13	Toronto, CA	121,914
14	São Paulo, BR	108,641
15	Hamburg, DE	98,726

Australian cities highlighted — four inside the global top 15. Germany places 6 cities in the global top 50 (≈1.02M listeners); the UK adds London and Manchester (≈370K).

REGIONAL FOCUS SOCIAL FOLLOWING BY GEOGRAPHY · IG + TIKTOK, 30 DAYS

TOP COUNTRIES · SHARE

United States	22.47%
India	14.63%
Brazil	12.15%
Philippines	4.14%
Mexico	3.97%

TOP CITIES · SHARE

São Paulo	2.32%
Los Angeles	1.61%
Delhi	1.28%
Mumbai	1.28%
Rio de Janeiro	1.28%

SOUTH AMERICA & LATIN MARKETS

Brazil is Ian's **6th-largest streaming audience** — 709,265 listeners at a high 38.8% active rate — and his #3 social-follower market. Mexico adds 422,800 listeners and is a top-5 social market. Across LatAm, social following runs well ahead of the streaming base.

ASIA: EMERGING & SOCIAL-LED

India is Ian's **#2 follower market (14.6%)** — and now his #17 streaming market (164,767 listeners) — with the Philippines (4.1%) in the top five; Delhi and Mumbai rank among his top social cities. Heavy content consumption and UGC in these markets typically precede streaming and touring growth.

SOCIAL PLATFORMS

FOLLOWING & REACH

 TikTok	~7M	288.2M video views · 32.7M likes · 1.2M shares · 2.9M profile views (12 mo)
 Instagram	~1.4M	Audience led by US, India, Brazil & UK · 56% women · ~73% aged 18–34
 YouTube	~125K	149.6M total viewers · 75.9M new viewers (12 mo)
 Spotify	315,771	15.6M monthly listeners · 11.1M+ across top 10 markets (28 days)

 TIKTOK HIGHLIGHTS

LAST 6 MONTHS

230M+	25M+	2.5M+
VIDEO VIEWS	LIKES	AUDIO UGC

Audience profile: young and global — 56% women, roughly 73% aged 18–34 (peak 25–34). TikTok skews younger and more female; YouTube reaches a broader international base. The core demographic is precisely the 18–34 live-event buyer.

USER-GENERATED CONTENT

TIKTOK SOUND CREATIONS · RELEASES SINCE “RUNAWAY”

“Black Out Days (Stay Away)”	1,000,000	“Runaway”	140,300
“Way Too Self Aware”	454,900	“Constellations”	92,600
“Desire”	342,100	“Think You’re Someone New”	90,900
“Take Me To The Moon”	286,600	“Jenny”	16,400

TOTAL — 8 RECENT RELEASES

2,423,800

Nearly **2.5M TikTok UGC creations** across recent releases, led by “Black Out Days” (~1M) — paired with 1.2M total shares in 12 months.

Sources: Spotify for Artists (listeners, last 28 days; streams/day & comparisons, July 2026) · TikTok & YouTube analytics · Instagram audience insights · IG + TikTok follower geography via cobrand. Prepared July 2026.

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