

New music moves Taylor Swift's audience. The Emmys don't.

Taylor Swift's Spotify monthly listeners rose 3.1% in the first six days after The Life of a Showgirl: The Encore, after drifting lower through the summer and dipping in Emmy week. Eras Tour OTT views ticked up 5% the week The Final Show earned five Emmy nominations and fell 8% around the ceremony. After The Encore, the film held flat while The End of an Era docuseries rose 22%.

+3.1%

The Encore is tracking with the Speak Now and 1989 re-records at day 6, not with a new album.

+14.3%

Red TV's day-6 lift is still the biggest of any Taylor Swift release since 2021.

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Of six Emmy moments with OTT views, including The Final Show's two, only Elton John's win produced a real lift.

01 · RELEASE COMPARISON

Taylor's Spotify listener lift, six days after release

% VS. DAY BEFORE · GAIN

Red (Taylor's Version)	RE-RECORD · 2021		+14.3% +6.6M
The Life of a Showgirl	NEW ALBUM · 2025		+11.5% +10.0M
The Tortured Poets Department	NEW ALBUM · 2024		+8.2% +8.1M
Speak Now (Taylor's Version)	RE-RECORD · 2023		+3.7% +3.4M
1989 (Taylor's Version)	RE-RECORD · 2023		+3.6% +3.6M
The Encore + Patient Zero	DELUXE · SEP 2026		+3.1% +3.1M
I Knew It, I Knew You	SINGLE · 2026		+1.2% +1.2M

02 · EMMY EVENT SUMMARY

The Final Show vs. concert-special Emmy comps

SPECIAL	NOMS / WINS	OTT VIEWS (US)		SPOTIFY LISTENERS	
		NOM WEEK	CEREMONY WK	NOM WEEK	CEREMONY WK
The Eras Tour + The Final Show DISNEY+ · 2023 AND 2025 FILMS	5 / 0	+5.4%	-8.4%	-0.5%	-0.5%
Homecoming: A Film by Beyoncé NETFLIX · 2019	6 / 0	-16.2%	-9.6%	-0.6%	-4.4%
Elton John Live: Farewell from Dodger Stadium DISNEY+ · 2023	3 / 1	-17.1%	+168%	0.0%	-3.3%

OTT: event week vs. prior 3-week average. Spotify: vs. prior week. Weeks end Friday.