

## **Karaoke Will Be the Most Popular Pastime This Christmas Season As People Turn on Their Backing Tracks and Sing Along to the Music.**

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December 10, 2012 (FPRC) -- The UK's largest social gaming site, Enjoy! Karaoke has published the findings of its latest research. The new numbers reveal the latest insights into what are the most popular pastimes people in the UK plan to do during this Christmas season. Some of the findings may surprise you.

Karaoke music is growing in popularity. Other interesting facts from their bespoke research study found that people singing along to music is not new however having karaoke versions online has added a new dimension to people's Christmas leisure pursuits.

In London on 9th December 2012 the X Factor Finale drew an audience of 12.5 million, illustrating singing as a national pastime is set to gain pace well into the festive season and beyond. New research from Enjoy! Karaoke the UK's leading social singing game, reveals that singing is the nation's favourite party piece cited by over three-quarters (79%) of Britons. With self-confessed karaoke fans ranging from Barack Obama through to Victoria Beckham, Enjoy! Karaoke, is part of a new trend where everyday entertainment such as drawing, Monopoly, pool, guess the song, photo sharing and more are moving onto social networks to compete against friends in turn-based activities.

Karaoke also emerges as the number one choice for entertainment at the 2012 Christmas party; 71% of respondents cited karaoke as their preferred option, followed by party games (16%) and dancing (10%). Neill Watson, co-founder at Enjoy! Karaoke continues, 'At a time when most businesses and indeed consumers are having to cut-back, karaoke offers everyone a bit of fun and escapism. To spice the party up, our Sing Battle feature also means there's the opportunity to share the competitive spirit, pitching yourself against work colleagues or friends. It really doesn't matter how well you can sing, the karaoke experience is for everyone, anytime, anywhere.'

Elsewhere, Carly Rae Jepsen's unforgettable Call Me Maybe hit has emerged as the song karaoke lovers will be requesting at the 2012 Christmas party. In a survey\* of over 700 Enjoy! Karaoke fans, 41% cited this as their favourite song to perform, followed very closely by the Bon Jovi eighties classic Livin' on a Prayer. Gloria Gaynor's I Will Survive came in third with 15% of votes. Surprisingly, One Direction's What Makes You Beautiful received just 3% of the votes.

### About Enjoy! Karaoke

Enjoy! Karaoke, the UK's leading social singing game, bringing a proven gaming genre to a new generation of socially connected on-line gamers. With over 125,000 registered users and 40,000 monthly players, it is currently the most popular karaoke game on Facebook. The app has featured on the flagship BBC technology programme, BBC Click, as well as ITV News.

Enjoy! Karaoke is a 2 Fold20 Play product. 2Fold20 Play was recognised by Prime Minister David Cameron as the 50th start-up company at the Birmingham Science Park in 2012. .

About the research

\* Enjoy! Karaoke surveyed 739 of its members 23-26 November 2012.

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**Keywords**

[karaoke](#)

[sing with the music](#)

[karaoke songs](#)

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