

Music Streaming Research Firm

“How extreme is your stream?”



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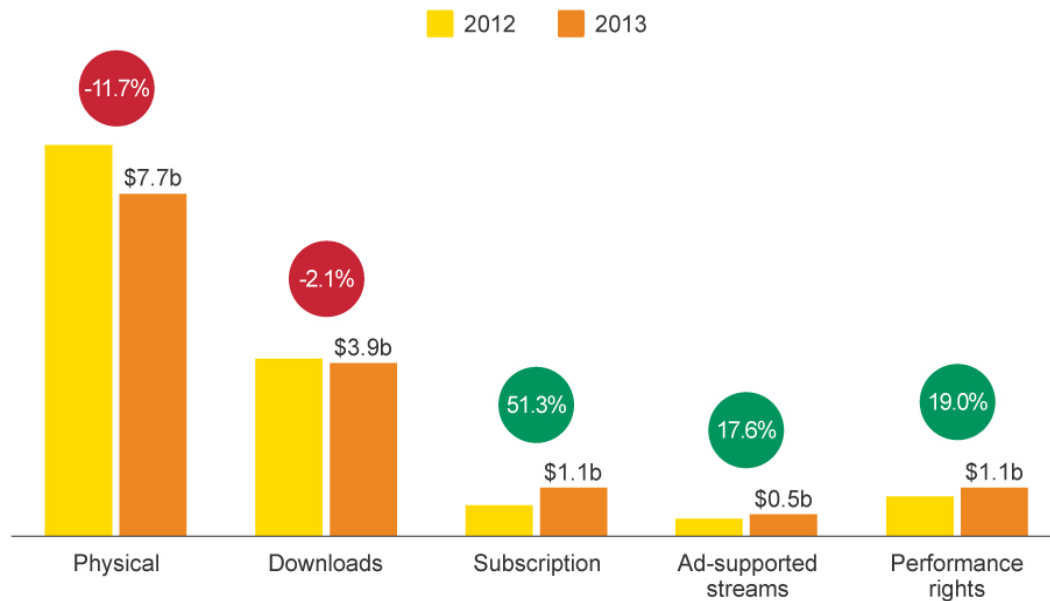


What is music streaming?

Music streaming is the process of receiving musical songs in different genres and presenting it to an end user while being delivered by a provider. This process started in the late 1990s-early 2000s with the increase in computer network access. It allows music hounds to discover new artist and help new artist publish their sounds to a large public. It also enables listeners to access work from their current favorite artist and stay connected to any newly released content. The rapid growth of internet music is connecting people worldwide and will continue to grow in the upcoming years with not only improvements in the current systems but also in those yet to exist.

Music Subscriptions and Streaming Are Taking Off

Global music revenue by category (billion U.S. dollars)

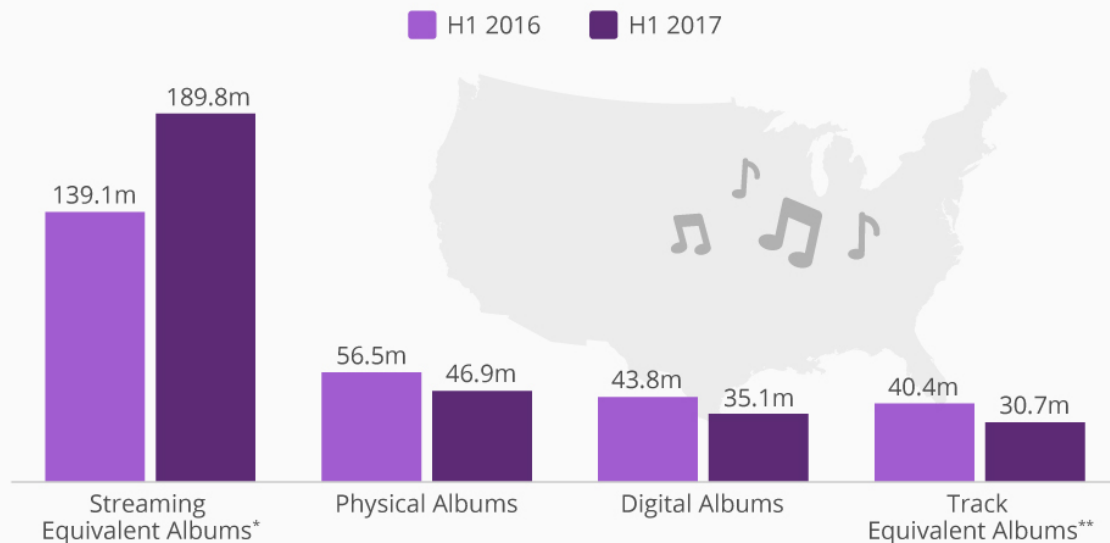


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Source: IFPI Digital Music Report 2014 **statista**

Streaming Dominates Music Consumption in the U.S.

Music consumption in the U.S. in album sales and album equivalent streams/digital track sales



* to compare music streams to album sales, it is assumed that 1,500 on-demand streams equal 1 album

** to compare single track sales to album sales, it is assumed that 10 tracks equal 1 album



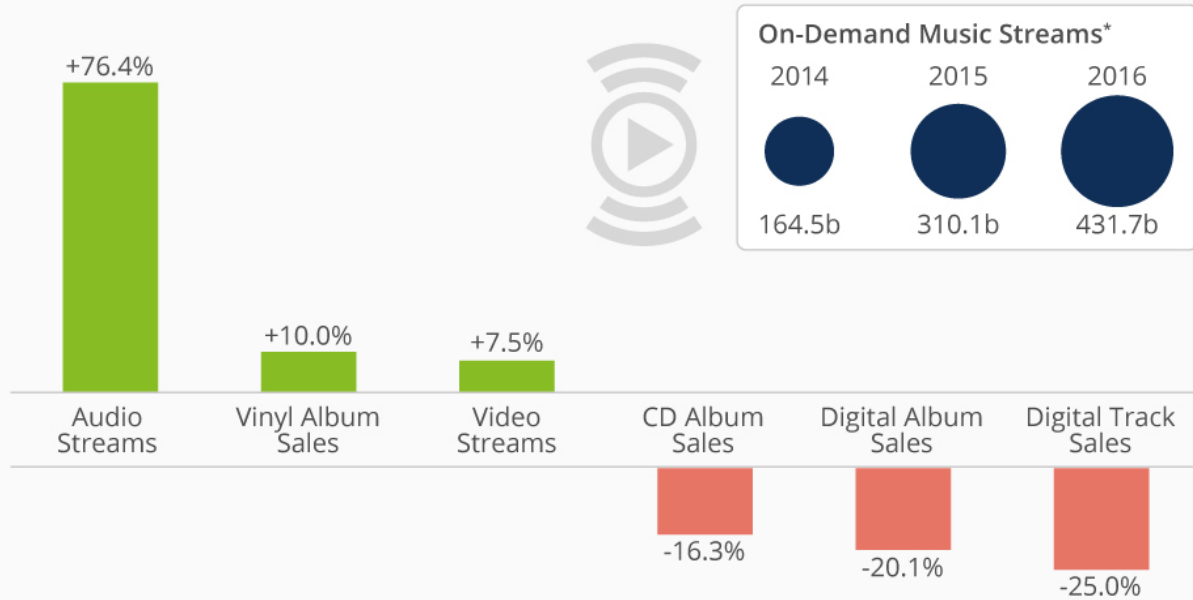
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Source: Nielsen U.S. Music Mid-Year Report 2017

statista

The Rise of Music Streaming Continues

Year-over-year change in music consumption in the United States (2016 vs. 2015)



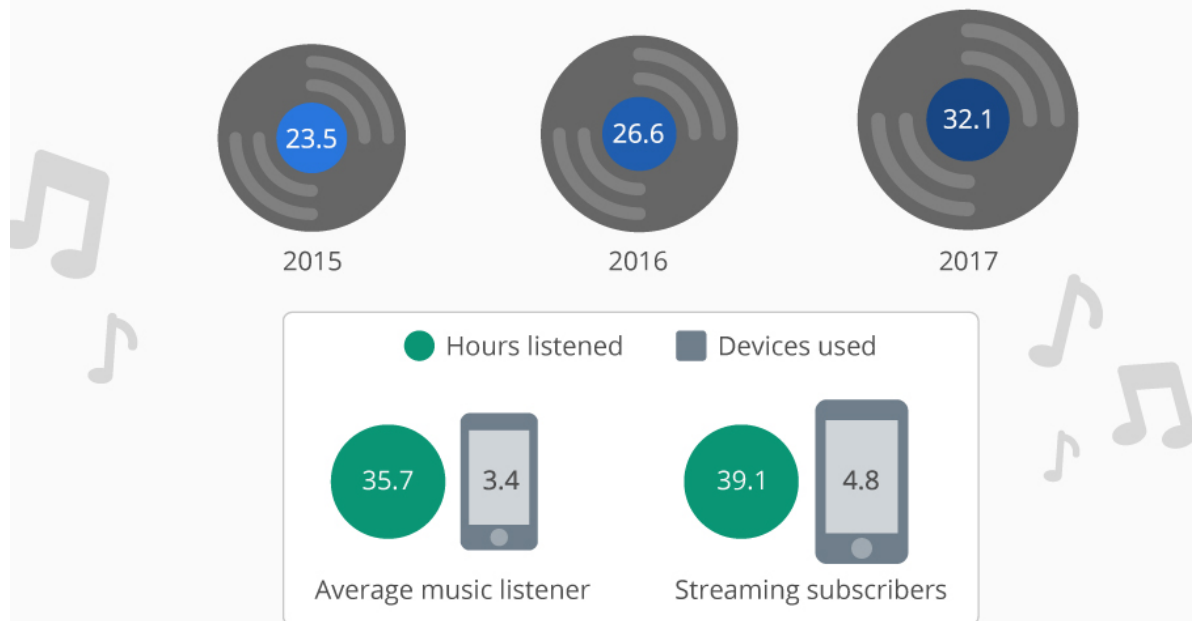
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* includes audio and video data from Spotify, YouTube, Apple Music, Google Play, Amazon, Rhapsody, Tidal, Soundcloud and others
Source: Nielsen

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Technology Drives Increase in Music Consumption

Average number of hours spent listening to music per week in the U.S.



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Base: General U.S. population ages 13+
Source: Nielsen Music 360

statista

Question #1: What music streaming service do you currently use?

Music Service		Total Respondents		Male		Female
	#	Percentage	#	Percentage	#	Percentage
Tidal	2		1		1	
iTunes	19		6		12	
YouTube Converter	15		3		7	
Spotify	18		6		8	
Other (Please Specify)	14		2		8	
Total						

Question 1: What music streaming service do you currently use?

Source: The music streaming services study among consumers.

Question #2: What streaming service do you listen to the most?

Music Service		Total Respondents		Male		Female
	#	Percentage	#	Percentage	#	Percentage
Tidal	2		1			
iTunes	14		5		6	
YouTube Converter	7		2		3	
Spotify	14		5		8	
Other (Please Specify)	9		2		8	
Total	1					

Question 2: What streaming service do you listen to the most?

Source: The music streaming services study among consumers.

Question 4: (A) Do you ever switch your streaming service?

Response		Total Respondents		Male		Female
	#	Percentage	#		#	
Always						
Sometimes	19		5		10	
Rarely	24		4		7	
Never	17		4		10	
Total						

Question 4: Do you ever switch your streaming service?

Source: The music streaming services study among consumers, 2017

Question 7: How do you feel about your current music streaming service?

Response		Total Respondents		Male		Female
	#	Percentage	#	Percentage	#	Percentage
Excellent	25		11		14	
Good	10		6		7	
Fair	3				4	
Poor						
Total						

Question 7: How do you feel about your current music streaming service?

Source: The music streaming services study among consumers, 2017

Question 18: If you had a choice to change to another music streaming service, which one would it be?

Music Service		Total Respondents		Male		Female
	#	Percentage	#	Percentage	#	Percentage
Tidal	13		7		8	
iTunes	13		5		11	
YouTube Converter	3				1	
Spotify	3		2		3	
Other (Please Specify)	6		1		1	
Total						

Question 18: If you had a choice to change to another music streaming service, which one would it be?

Source: The music streaming service study among consumers.