

Streaming Media - UK - February 2015

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“Streaming services give people the ability to access a huge mix of content. Not only has this allowed younger consumers to binge on their favourite music and video, it has also allowed them to create their own bespoke playlists and viewing schedules – making the likes of Spotify and Netflix a perfect match for their busy lives.”
– Paul Davies, Senior Leisure and Technology Analyst

This report looks at the following areas:

- Are music providers giving users enough reason to upgrade to paid-for streaming services?
- How can streaming services become better integrated into consumers' wider ecosystems?

Spotify and Netflix dominate the UK music and video streaming markets respectively.

Though they may be far and away consumers' preferred option for content, to date people have mostly decided on which service to sign up to based mostly on the quality of content available, irrespective of external factors (eg which operating system they use or what other digital services they subscribe to).

Compatibility with the wider connected environment will become a crucial factor in the decision-making process for consumers, as they will start to seek out the service that offers the best integration with the ever-increasing set of smart devices, appliances and digital services they use and own.

In this report we analyse usage of different music and video streaming sites/applications, investigating what proportion of total streamers pay for access and also which service they use most often within each sector.

Consumers are asked about their level of satisfaction when it comes to the paid provider they use the most in both the music and video streaming markets, whilst we also look at how highly they rate different aspects of these services. Key driver analysis is used to assess the correlation between satisfaction with different service features and overall satisfaction with a paid-for music or video provider.

The consumer research also looks at ways in which people would like to discover new content or receive recommendations when using free or paid-for streaming sites/applications.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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