Streaming Media: Music - US - October 2015

Report Price: £2466.89 | $3995.00 | €3133.71

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"Streaming music services have become a principle means of listening to music, now accounting for roughly one in three hours spent with music. The titans of tech compete in this space, yet pure-play services such as Pandora and Spotify continue to perform wel."
- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Ad efficacy in decline
- Subscriptions a tough sell
- Awareness of features and pricing limited

Looking forward, streaming music will shift from being seen as a way to listen to music, to the dominant platform for radio services. With this perspective in mind, this report examines how streaming music services can move most quickly into that future, and how brands can best take advantage of the medium via advertising in it.

This report covers internet-based streaming music services, including personalized streams utilizing a user inputs of likes and dislikes, manually created (on demand) playlists, and DJ curated radio stations online. Terrestrial radio, satellite radio, and personal music libraries are covered in the report as well, but the focus of research rests on streaming music delivered via internet-based services, including audio services such as Pandora and Spotify, and video services such as YouTube and Vevo.

This report builds upon research conducted for Mintel's *Streaming Music – US, January 2014* .

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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