

Music and Video Streaming - UK - April 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Original content has become a powerful selling point for video streaming services. Music streaming services, which are looking to distinguish themselves within an increasingly competitive marketplace, are beginning to similarly explore the option of adding exclusive video content.”

– Rebecca McGrath, Media Analyst

This report looks at the following areas:

- Increasingly competitive music streaming market looks to video
- Personalisation of recommendations and prices

Both the music and video streaming markets continue to grow rapidly. The value of music subscriptions increased by 49% in 2015 and the value of video subscriptions was up by 33%. Mintel forecasts that this growth will continue over the next five years as the transition from physical to digital continues and the market infrastructure adapts to consumer streaming demands.

The music market has been significantly altered over the last year with the introduction of Apple Music, Amazon Prime Music and Tidal, leaving all services looking for ways of distinguishing themselves to consumers. Music streaming services are also facing increased industry push-back in regards to artist pay and are looking to avoid alienating powerful artists who have been shown to have sway on consumer choice.

Original content has become a focal point for the major video streaming services, with Netflix and Amazon making heavy investments in regards to producing new content, including films. Mintel's consumer research shows the draw of high-quality exclusive content, along with early access to films, highlighting the importance of such investment.

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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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