

Streaming Audio - US - October 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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“The competitive landscape for streaming audio is fairly level in terms of service offerings, but a few standouts have dominated through partnerships with other services and easy access to extensive libraries.”

– **John Poelking, Leisure & Media Analyst**

This report looks at the following areas:

Paid streaming apps likely find that their biggest competition is the free version they offer – finding ways to convert subscribers may be a challenge.

- **Justifying a paid subscription**
- **Free listening is too easy**
- **Getting streaming services to be part of the routine**

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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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