

## Internet/Satellite Radio - Canada - October 2018

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"In a 2002 interview with The New York Times, legendary musician David Bowie predicted, "the absolute transformation of everything that we ever thought about music will take place within 10 years, and nothing is going to be able to stop it." He went on to say that, "music itself is going to become like running water or electricity.""

– **Scott Stewart, Senior Technology and Media Analyst**

### This report looks at the following areas:

Almost two decades later, Mr. Bowie's prophecies appear to be coming true. A music industry that has traditionally focused on the development of personal libraries and collections – whether they were vinyl records, cassette tapes, CDs or MP3s – is now seeing its content provided by monthly access to consumers via mobile networks and Wi-Fi connections. At the same time, the radio airwaves are no longer completely dependent on AM and FM signals; broadcasts are now being sent directly to cars and homes from satellites with global capabilities.

The primary focus of this Report will be to investigate how consumers are currently listening to music and other audio content, and where the market seems to be going. As will be shown in this Report, the shift to internet-based music streaming services is not just an innovation of convenience – it's proving David Bowie right by disrupting the way consumers have listened to and discovered music for decades. The findings of this Report are based on the results of Mintel's exclusive research and will help provide clarity on a market that has abruptly evolved beyond its traditional roots in tangible, hard copy media and towards a world that values access over ownership.

- **Satellite radio is vulnerable to emerging internet radio technology**
- **Significant barriers are limiting the growth potential of online music streaming**

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### DID YOU KNOW?

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 SiriusXM Radio is using mergers and acquisitions strategically  
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 Leveraging data from streaming services and other databases

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Abbreviations and terms

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