

Internet Radio - US - October 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

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"The use of internet-based music services is closing in on traditional means of listening to music, including terrestrial radio and personal libraries. The finding, alongside clear distinctions in how younger listeners use streaming services suggests that over the next decade streaming services will become the dominant means of listening to music."

- **Billy Hulkower, Senior Technology Analyst**

This report looks at the following areas:

- **Thumbs down for discovery, song selection, personalization**
- **Audience opposed to monetization**
- **Amazon about to take a bite out of competition**

This Report covers internet-based streaming music services, including personalized streams utilizing user inputs of likes and dislikes and on demand services. Terrestrial radio, satellite radio, and personal libraries are discussed in the Report as competing sources of music listening. While data includes internet-based rebroadcasts of terrestrial radio, the focus of research rests on personalized streams of music services via desktop platforms and mobile apps. Video-based sources of music, including YouTube and Vevo, are considered to be part of the streaming music market.

This Report builds upon research conducted for Mintel's *Streaming Media: Music – US, October 2015*.

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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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