

Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK - May 2017

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“After price the factor that has the most influence on which subscription streaming service people choose is sound quality. Sound quality offers a clear way for streaming services to establish a premium tier option. Improved data and broadband speeds as well as developments in terms of smartphones should further broaden the appeal of hi-res streaming tiers.”

Rebecca McGrath, Senior Media Analyst

This report looks at the following areas:

- Differentiating subscription streaming services through price...
- ...and through content
- How to monetise podcasts

Products covered in this Report

This Report examines how people consume audio content in the UK. Audio content refers to:

- Physical media including CDs and vinyl
- Streaming of free or paid-for music using online services or mobile apps
- Downloading of music
- Streaming or downloading of podcasts.

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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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Table of Contents

Overview

What you need to know
Products covered in this Report

Executive Summary

The market

Subscription streaming to drive music industry growth

Figure 1: UK music industry income from physical, digital and streaming, 2011-21

Vinyl disrupts physical decline

Improved internet speeds boost reliability of streaming

YouTube battle highlights continued controversy over artist pay

Smart speakers create new opportunities for streaming service differentiation

Key players

Amazon launches Music Unlimited

SoundCloud launches new mid-tier subscription service

Spotify encourages premium switch through early content

Tidal continues to prioritise music quality

The consumer

Over a third of internet users stream music

Figure 2: Use of music formats, December 2016

YouTube is the primary way of streaming free music

Figure 3: Use of free streaming services, December 2016

Spontaneous song selection is the main way people stream music

Figure 4: Listening habits on streaming services, December 2016

Spotify Premium remains the most popular paid-for service

Figure 5: Use of paid-for streaming services, December 2016

Price is the key factor influencing choice of paid service

Figure 6: Factors influencing choice of paid-for streaming service, December 2016

Having a physical music collection is important to many

Figure 7: Purchasing habits for physical media, December 2016

Many podcast listeners are willing to pay for content

Figure 8: Podcast listening habits, December 2016

What we think

Issues and Insights

Differentiating subscription streaming services through price...

The facts

The implications

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...and through content
 The facts
 The implications
 How to monetise podcasts
 The facts
 The implications

The Market – What You Need to Know

Subscription streaming to drive music industry growth
 Vinyl disrupts physical decline
 Smart speakers create new opportunities for streaming service differentiation
 Improved internet speeds boost reliability of streaming
 YouTube battle highlights continued controversy over artist pay

Market Size and Forecast

Subscription streaming to drive music industry growth...
 ...but it is cannibalising income from digital sales
 Figure 9: UK music industry income from physical, digital and streaming, 2011-21
 Figure 10: UK music industry income from physical, digital and streaming, 2011-21
 Segment forecasts
 Figure 11: UK music industry income from physical formats, 2011-21
 Figure 12: UK music industry income from digital sales, 2011-21
 Figure 13: UK music industry income from streaming services, 2011-21
 The impact of Brexit on the music industry
 Forecast methodology

Market Segmentation

Subscription streaming cancels out declines in other music formats
 Figure 14: UK music industry income, 2011-15
 Vinyl disrupts physical decline
 Figure 15: Physical album sales, 2013-16
 Digital sales also drop
 Figure 16: Digital album sales, 2013-16
 Audio streams increase by 67% in 2016
 Figure 17: Volume of UK audio music streams, 2014-16

Market Drivers

Continued growth in mobile device ownership
 Figure 18: Personal ownership of consumer technology products, November 2015 and September 2016
 Smart speakers create new opportunities for streaming service differentiation
 Figure 19: Ownership and interest in smart speakers, December 2016
 Improved internet speeds boost reliability of streaming

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Figure 20: Superfast (≥30 Mbps) fixed broadband connections, 2011-15

YouTube battle highlights continued controversy over artist pay

Key Players – What You Need to Know

YouTube is the most widely used source of streamed music

Amazon launches Music Unlimited

Amazon pushes voice control with Alexa

SoundCloud launches new mid-tier subscription service

Spotify creates more varied personalised playlists

Spotify encourages premium switch through early content

Tidal continues to prioritise music quality

Streaming Music Services – Market Share

YouTube is by far the most widely used free music service...

Figure 21: Use of free streaming services, December 2016

...while Spotify Premium leads the way in the paid-for market

Figure 22: Use of paid-for streaming services, December 2016

Launch Activity and Innovation

Amazon launches Music Unlimited

Amazon pushes voice control with Alexa

SoundCloud launches new mid-tier subscription service

Spotify creates more varied playlist options

The Daily Mix

Weather-based playlists

Potluck feature for parties

Spotify encourages premium upgrades through early access

Tidal continues to prioritise streaming quality

EE partners with Apple Music

Audible branches out into podcasts

Streaming services create original podcasts

Brand Research

Brand map

Figure 23: Attitudes towards and usage of selected brands, February 2017

Key brand metrics

Figure 24: Key metrics for selected brands, February 2017

Brand attitudes: Apple Music and Spotify have established loyalty

Figure 25: Attitudes, by brand, February 2017

Brand personality: Spotify and Amazon Music associated with "fun"

Figure 26: Brand personality – Macro image, February 2017

Spotify most closely associated with being cool

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Figure 27: Brand personality – Micro image, February 2017

Brand analysis

Spotify has cultivated a very positive brand impression

Figure 28: User profile of Spotify, February 2017

Amazon Prime Music has low awareness

Figure 29: User profile of Amazon Prime Music, February 2017

Apple Music has positive image but is viewed as less accessible

Figure 30: User profile of Apple Music, February 2017

Google Play Music needs a stronger brand image

Figure 31: User profile of Google Play Music, February 2017

The Consumer – What You Need to Know

Over a third of people stream music

Spotify Premium remains the most popular paid-for service

Playlists have become a popular way to stream music

Price is the key factor influencing choice

Having a physical music collection is important to many

Many podcast listeners are willing to pay for content

Seven in 10 are skipping past podcast adverts

Use of Music Formats

Over a third of people stream music

Figure 32: Use of music formats, December 2016

Physical formats hold fairly consistent appeal across age groups

Figure 33: Use of music formats, by age, December 2016

Income skew suggests possibilities for tiered streaming options

Figure 34: Use of paid-for streaming services, by household income, December 2016

'Hardcore' music fans are purchasing physical discs

Use of Streaming Services

YouTube is the primary way of streaming free music

Freemium model could be phased out in favour of tie-ups and introductory offers

Figure 35: Use of free streaming services, December 2016

Spotify Premium remains the most popular paid-for service

Figure 36: Use of paid-for streaming services, December 2016

Two in five use more than one paid-for service

Figure 37: Repertoire of paid-for streaming services, December 2016

Listening Habits on Streaming Services

Spontaneous song selection is the main way people stream music

Amazon Echo and Google Home evolve song selection

Figure 38: Listening habits on streaming services, December 2016

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Playlists are used by many paid-for streamers

Helping users create their own playlists

Figure 39: Streaming service listening habits, by use of streaming service, December 2016

Factors Influencing Choice of Paid-for Streaming Service

Price is the key factor influencing choice

Figure 40: Factors influencing choice of paid-for streaming service, December 2016

Sound quality would influence choice of two in five subscription streamers

One in three are influenced by exclusive music

Spotify prioritises playlists and recommendations

Over a fifth prioritise artist pay

Purchasing Habits for Physical Media

Having a physical music collection is important to many

Vinyl subscription services create exclusivity

Figure 41: Purchasing habits for physical media, December 2016

Parents of under-18s are more likely to buy physical media as gifts

Podcast Listening Habits

Most podcast listeners are frequent users

Many podcast listeners are willing to pay for content

Figure 42: Podcast listening habits, December 2016

Seven in 10 are skipping past podcast adverts

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Appendix – Market Size and Forecast

Forecasts

Figure 43: UK music industry income from physical, digital and streaming, 2016-21

Figure 44: UK music industry income from digital sales, 2016-21

Figure 45: UK music industry income from physical formats, 2016-21

Figure 46: UK music industry income from streaming, 2016-21

Forecast methodology

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