

Streaming Audio: Incl Impact of COVID-19 - US - November 2020

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This report looks at the following areas:

- The impact of COVID-19 on consumer listening behaviors and digital advertising strategies.
- Streaming audio's key demographics and ideal targets for marketers.
- The streaming audio industry landscape, key players and brands.
- Critical consumer streaming audio behaviors and price thresholds.



"Streaming technology has revolutionized how consumers find and listen to content. Music streaming is increasingly replacing music ownership, podcasts are increasingly replacing talk radio, and audiobooks have never been more accessible to consumers."

– **Buddy Lo, Sr. Technology and Consumer Electronics Analyst**

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- TikTok the new avenue to generate revenue and exposure
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KEY PLAYERS IN STREAMING AUDIO

- Spotify
- Apple Music
- Amazon
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- SoundCloud
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- YouTube Music & Google Play Music
- BarstoolSports Media

COMPANIES AND BRANDS – KEY TAKEAWAYS

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- T-Mobile allowing unlimited audio streaming
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COMPANIES AND BRANDS – MARKET MOVERS

- Sirius XM makes serious investments into streaming audio
- Spotify adds top podcast programs to its portfolio
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- Younger consumers pair music with a variety of activities
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- **A greater focus on wellness means opportunities for audio streaming**
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