

Streaming Audio - Canada - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on the streaming audio industry.
- How the streaming audio market will fare post-COVID-19.
- Explores usage of audio services, usage of paid music streaming services, usage of free music streaming services, devices used to stream audio and/or listen to music and interest in features on a music streaming service. Additionally, attitudes towards audio streaming services are explored.
- Examines the challenges the streaming audio market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.

The streaming audio market, supported primarily through premium subscriptions and advertising, continues to grow and offer value for marketers looking for new avenues to reach their consumers. The vast majority of Canadians have listened to some sort of audio service in the six months leading to December 2020, with close to half having listened to offline radio and over a third to a music streaming service. Music streaming services such as Spotify have seen their user base increase since the onset of the COVID-19 pandemic.

Music streaming service users are most interested in features like early song/album releases, exclusive content and information about artists/bands. Consumers want a helping hand in discovering content that resonates with them, as half enjoy receiving recommendations for new music they may like. Packaged offerings will also work well, as many consumers are more likely to subscribe to a premium music service if it is bundled with other services.



“Most consumers are using major music streaming services for free, presenting a challenge for operators, but an opportunity for advertisers to reach a wide audience through such platforms.”

- Andrew Zmijak, Research Analyst, Consumer Behaviour

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