

# Streaming Audio - US - 2022

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## This report looks at the following areas:

- Market and forecast of consumer spending on streaming audio and radio (including satellite radio)
- Features that differentiate key players in streaming audio
- What makes a paid streaming audio service worth the price and optimal price point
- The role of podcasts, social media and other non-music factors in the streaming audio space

Streaming audio has become the standard for audio entertainment, as adults are more than twice as likely to listen to a streaming audio service as they are to traditional radio. Listeners have gotten used to having the entire history of music and other audio entertainment at their fingertips. A never-ending stream of choices is the standard, but two thirds of customers still want some help with choosing what to listen to via curated content. Exclusivity and early access to new music, podcasts and audiobooks can help differentiate services in a landscape that is dominated by a few key players. Without any revolutionary features setting them apart, smaller services will have a difficult time competing. Putting artist support front and center could help though, as 62% of adults try to support services that fairly compensate artists and creators.



“Listeners keep tuning in to streaming audio, particularly now that the term ‘tuning in’ itself is becoming less and less relevant. Streaming audio services have grown consistently with a few key players dominating the space.”

- John Poelking, Research Manager – Tech, Media, and Telecom

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