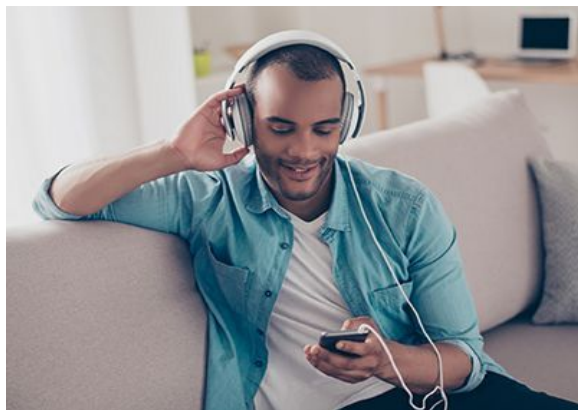


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“Changing media consumption habits, emerging technologies and new listening devices are all set to increase streaming’s dominance of the music and audio market, but physical and digital formats can still have a positive future as niche products for the connoisseur.”
David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- Are downloads really dead?
- How big a story is narrative podcasting?

The continuing rapid expansion of the streaming segment enabled the UK music market to enjoy another year of value growth in 2018 as industry income rose to £839 million.

Streaming subscriptions accounted for 62% of this total, with much of their gains coming at the expense of digital downloads, as the sustained revival of vinyl limited the pace of decline in sales of physical music formats.

This pattern is set to continue into the medium term as changing media consumption habits, emerging technologies and new listening devices are all geared to the needs of streaming, although downloads, CDs and vinyl will continue to evolve (and even prosper) as niche categories holding strong value for a small but comparatively high-spending audience of dedicated fans.

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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

Covered in this Report

Executive Summary

The market

Music earnings back on song

Figure 1: Forecast of music industry revenues, 2013-23

Streaming's rise shakes up music mix

Figure 2: Music industry income, by segment, 2014-18

Technology trends accelerate shift to streaming

Figure 3: Ownership of voice-controlled smart speakers (eg Amazon Echo, Google Home), by age, January 2019

The consumer

Streaming services lead listening growth

Figure 4: Music and audio listening, February 2018-February 2019

Younger listeners tuning out of radio

Figure 5: Devices used to listen to music and other audio, February 2019

Commuters hooked on headphone habit

Figure 6: Music listening habits, February 2019

Free alternatives slow streaming subscriber growth

Figure 7: Most popular free music streaming platforms, February 2019

Figure 8: Most popular paid-for music and audio streaming services, February 2019

Figure 9: Barriers to paying for music streaming services, February 2019

Downloading not dead – just different

Figure 10: Music streaming behaviours, February 2019

Music and comedy top podcast charts

Figure 11: Most popular podcast genres, February 2019

Music and machines, podcasts and people

Figure 12: Accessing music on streaming services, February 2019

Figure 13: Podcast discovery, February 2019

What we think

Issues and Insights

Are downloads really dead?

The facts

The implications

How big a story is narrative podcasting?

The facts

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The implications

The Market – What You Need to Know

Music earnings back on song

Streaming killing the download star

Vinyl revival slows physical decline

Future technologies strengthen streaming's grip

Copyright clampdown threatens free play

Market Size and Forecast

Industry income remains on the rise

Figure 14: Music industry income, 2013-23

Forecast

Figure 15: Forecast of music industry income, 2013-23

Segment forecasts

Figure 16: Forecast of music industry income from physical formats, 2013-23

Figure 17: Forecast of music industry income from digital music downloads, 2013-23

Figure 18: Forecast of music industry income from streaming services, 2013-23

Forecast methodology

Market Segmentation

Rise of streaming changes face of music spending

Figure 19: Music industry income, by segment, 2014-18

Streaming growth rate turns dial down from 11

Figure 20: Music industry income from streaming services, 2014-18

Vinyl bucks downward trend in physical sales

Figure 21: Music industry income from sales of physical music formats, 2014-18

Download segment swamped by streaming

Figure 22: Music industry income from sales of digital music formats, 2014-18

Market Drivers

New technologies promote easier listening

Figure 23: Ownership of voice-controlled smart speakers (eg Amazon Echo, Google Home), by age, January 2019

Mobile data trail highlights potential of 5G

Figure 24: UK internet access, 2013-17

Music x media: Let's work together

Figure 25: Participation in online activities during the last three months, January 2019

New copyright law could mean fewer free options

Figure 26: Primary destination for listening to music not already owned, 2016

Companies and Brands – What You Need to Know

Big guns have Spotify in their sights

New launches intensify competition in the cloud

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Spotify mounts major push into podcasts
Streaming's fight to corner the speaker market
Spotify the clear brand leader

Market Share – Music Streaming Services

Big guns take aim at Spotify
Figure 27: Share of streaming population, by service, February 2019

Launch Activity and Innovation

More music and audio services come on stream
Spotify acquisitions put accent on audio
HMV rescue keeps faith in retail
Streaming services pair with smart speakers
Demand for value points to a bundled future

Brand Research

Brand map
Figure 28: Attitudes towards and usage of selected brands, March 2019

Key brand metrics
Figure 29: Key metrics for selected brands, March 2019

Brand attitudes: Spotify perceived as good value even at a premium price
Figure 30: Attitudes, by brand, March 2019

Brand personality: Apple Music has an ethics and exclusivity problem
Figure 31: Brand personality – macro image, March 2019

Spotify appeals as streaming's cool choice
Figure 32: Brand personality – micro image, March 2019

Brand analysis

Spotify
Figure 33: User profile of Spotify, March 2019

YouTube Music
Figure 34: User profile of YouTube Music, March 2019

Amazon Prime Music
Figure 35: User profile of Amazon Prime Music, March 2019

Apple Music
Figure 36: User profile of Apple Music, March 2019

Google Play Music
Figure 37: User profile of Google Play Music, March 2019

The Consumer – What You Need to Know

Streaming now the norm for under-45s
Smartphone-listening crowd tunes out of radio
Commuters attached to their headphone habit

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- Free alternatives stop more people subscribing
- Downloading is not dead – just different
- Music and comedy top podcast charts
- Music by numbers shuns social circles of podcasts

Music and Audio Listening

Streaming services lead listening growth

Figure 38: Music and audio listening, February 2018-February 2019

Premium streaming still a luxury good

Figure 39: Streaming music via free and paid-for services, by household income, February 2019

Listening Devices

Early adopters push for smarter sounds

Figure 40: Devices used to listen to music and other audio, February 2019

No one device to rule them all

Figure 41: Repertoire of devices used to listen to music and other audio, February 2019

Listening Habits

Travellers are most regular music listeners

Figure 42: Music listening habits, February 2019

Podcasts risk being out of sight, out of mind

Figure 43: Podcast listening habits, February 2019

Music Streaming Services

YouTube dominates the free-listening picture

Figure 44: Most popular free music streaming platforms, February 2019

Prime Music audience stands out from the premium crowd

Figure 45: Most popular paid-for music and audio streaming services, February 2019

More service segmentation can address cost and value concerns

Figure 46: Barriers to paying for music streaming services, February 2019

Music Streaming Behaviours

Downloads preserve music's place in more affluent media mix

Figure 47: Music streaming behaviours, February 2019

New radio formats needed to ride the streaming tide

Figure 48: Preference for listening to streaming services rather than traditional radio, by generation, February 2019

Podcast Listening

Music matters more appealing to women

Figure 49: Most popular podcast genres, February 2019

Narrative podcasts give brands a commercial break

Figure 50: Past-quarter listening to drama/narrative podcasts, by gender, age, socio-demographic status and gross household income, February 2019

Access and Discovery

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Music streamers close their ears to others

Figure 51: Accessing music on streaming services, February 2019

Talk is valuable for podcast promotion

Figure 52: Podcast discovery, February 2019

Appendix – Data Sources, Abbreviation and Supporting Information

Data sources

Abbreviations

Fan chart forecast

Figure 53: Forecast of music industry income, 2018-23

Brand research

Brand map

Consumer research methodology

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