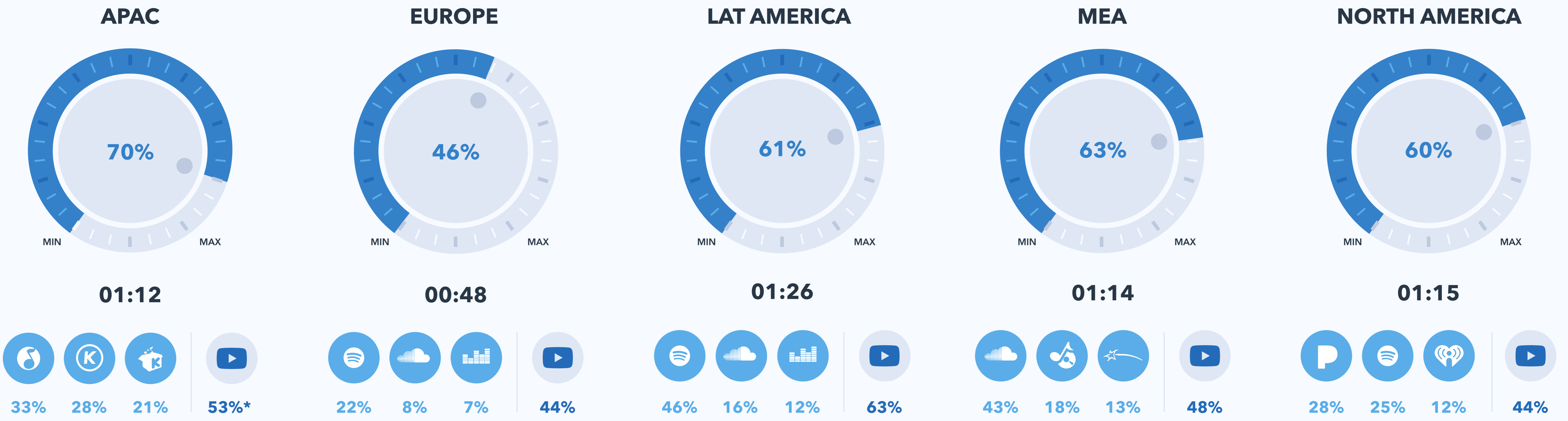
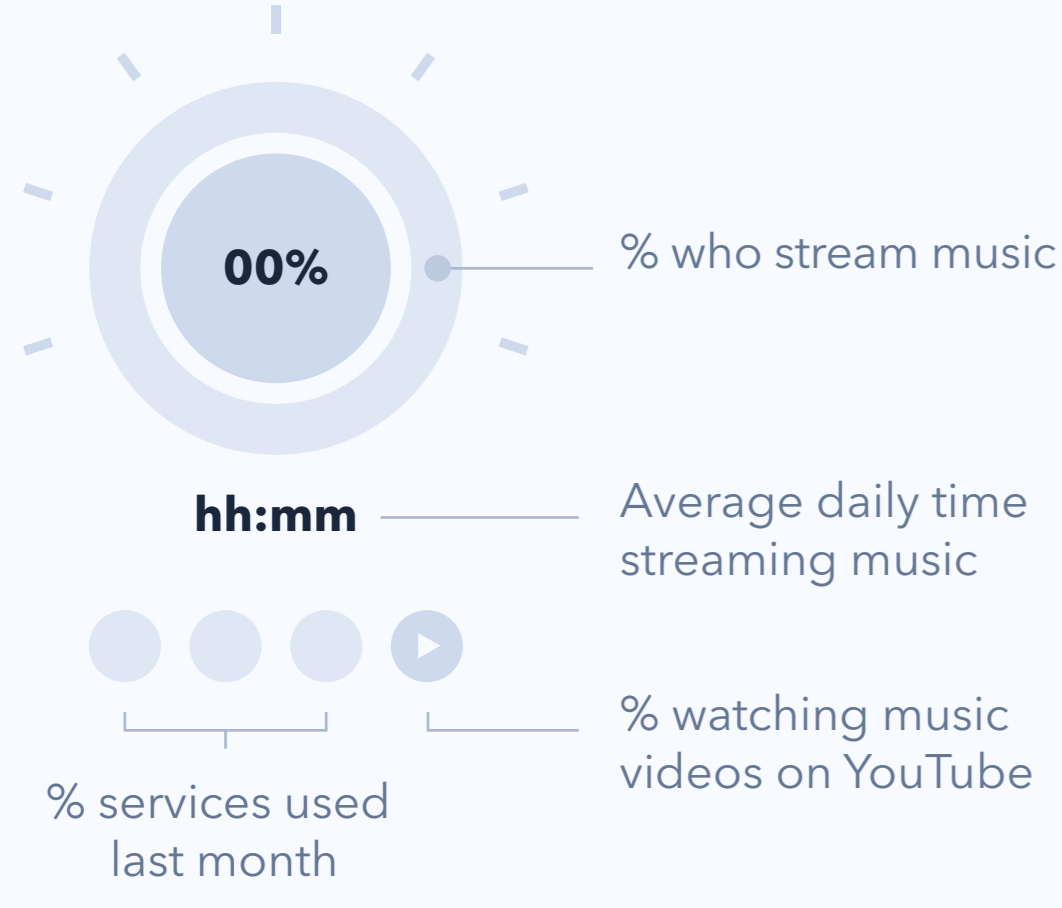


# Music Streaming Around the World



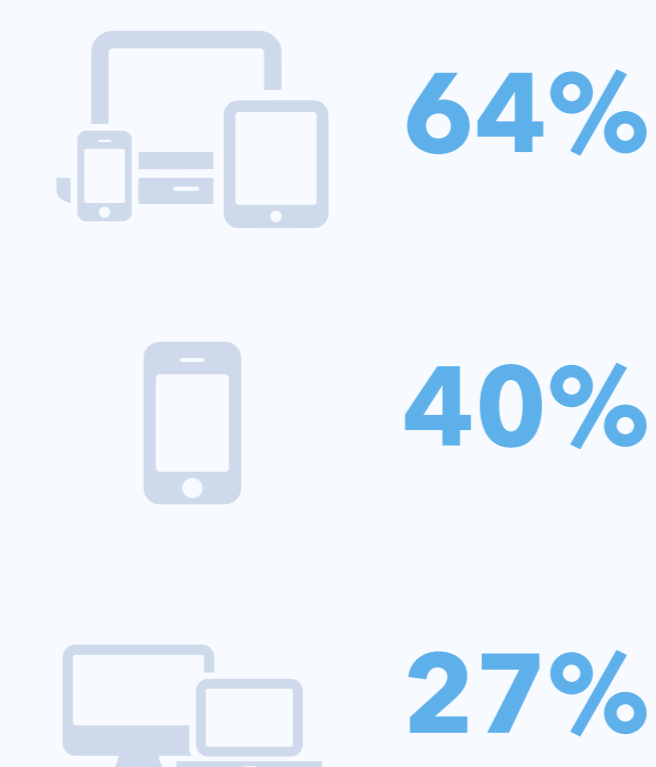
KEY



Music services



Streaming on...



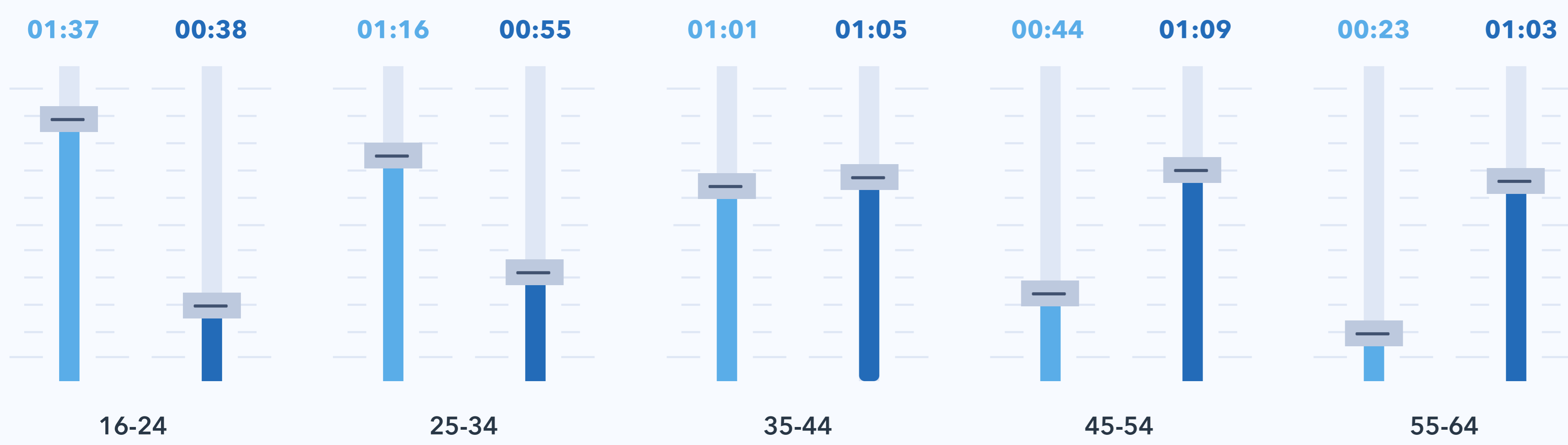
Spotify faces strong regional competition

Half of all 16-24s stream music on mobile

## Radio vs Streaming by Age

Average daily time (hh:mm) listening to...

Streaming Services Radio

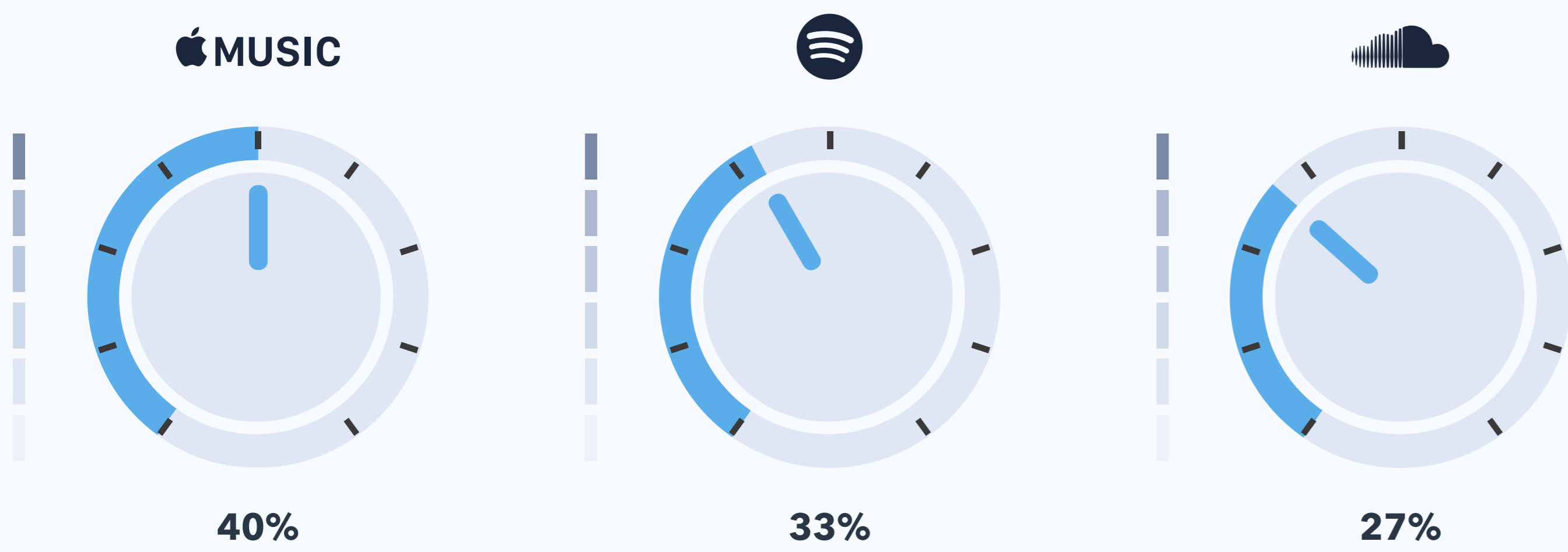


## Where Millennials Still Listen to More Radio than Streaming

Austria	00:49	01:47	Poland	01:16	01:40
Netherlands	01:09	01:50	Belgium	00:46	01:10
Germany	01:00	01:39	Switzerland	01:04	01:16
Portugal	00:45	01:09	South Africa	01:31	01:38

## Account Sharing

% of users who share their account

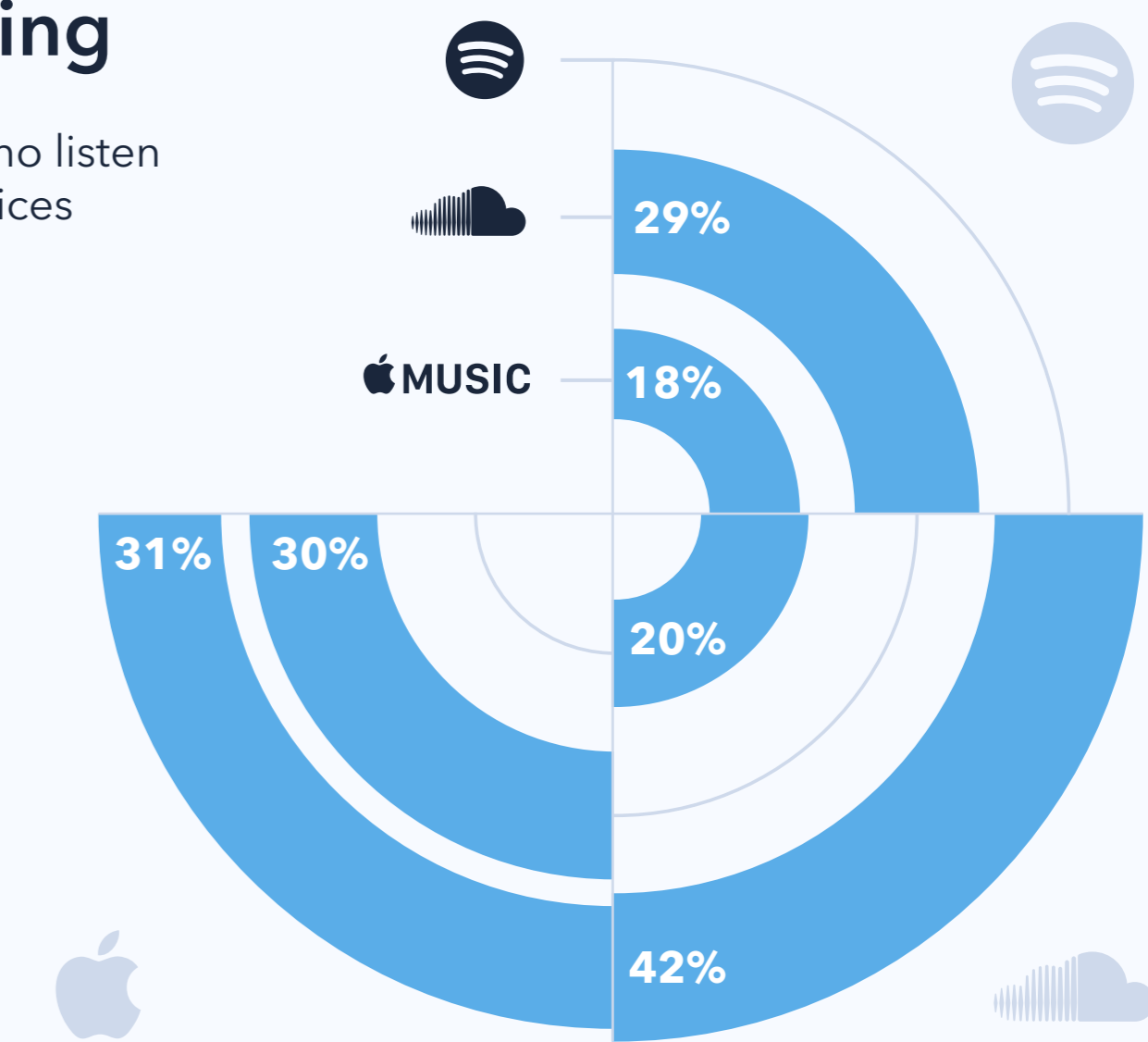


There are 3.6 music streamers for every paid subscriber

Streaming service users are listening across multiple platforms

## Cross-Platform Streaming

% of users who listen to these services



## 16-34s'

top interest is music

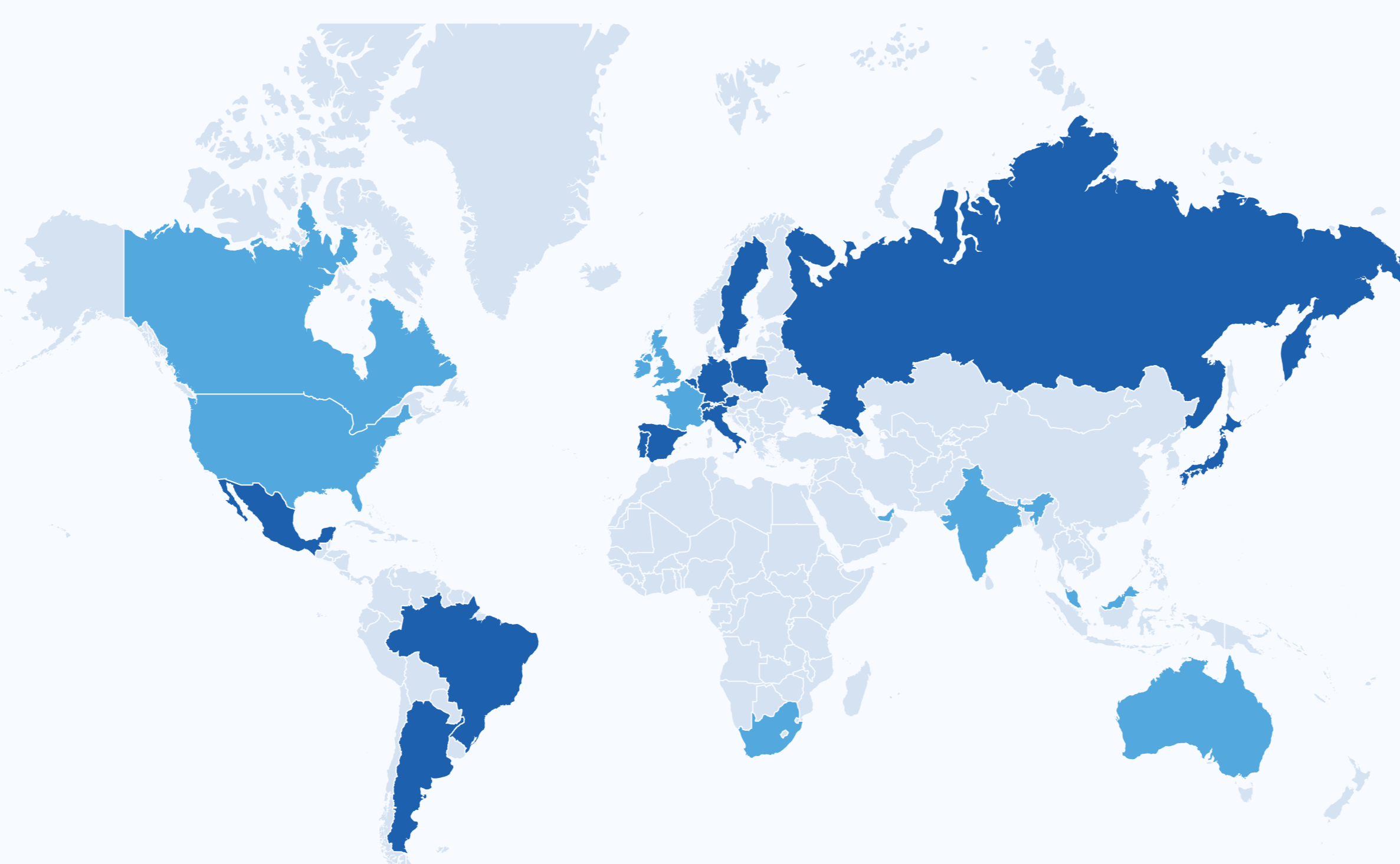
31%

of internet users follow musicians on social

Younger users prefer access to ownership and prefer making playlists to listening to radio. They also like searching for new music from a wide range of artists

## Most Popular Music Genres among Millennials

Rock Hip-Hop / R&B



Pop / Top 40: Hong Kong, Netherlands, Taiwan  
 Dance: South Korea, Thailand, Vietnam  
 Acoustic: Philippines, Turkey

## OPPORTUNITIES FOR STREAMING SERVICES

SOCIAL  
**37%**  
 of internet users use social for entertainment

VIDEO  
**48%**  
 of music streamers watch videos on social

SMART  
**54%**  
 of music fans use smart home entertainment products

EVENTS  
**60%**  
 of Spotify Users are more likely to say they regularly attend gigs

Unless stated otherwise, all figures are taken from Q4 2017 wave of research among 97,317 internet users aged 16-64 across 42 countries.

\*excluding China