

Music and Other Audio - CDs, Streaming, Downloads & Podcasts - UK - May 2017

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“After price the factor that has the most influence on which subscription streaming service people choose is sound quality. Sound quality offers a clear way for streaming services to establish a premium tier option. Improved data and broadband speeds as well as developments in terms of smartphones should further broaden the appeal of hi-res streaming tiers.”

Rebecca McGrath, Senior Media Analyst

This report looks at the following areas:

- Differentiating subscription streaming services through price...
- ...and through content
- How to monetise podcasts

Products covered in this Report

This Report examines how people consume audio content in the UK. Audio content refers to:

- Physical media including CDs and vinyl
- Streaming of free or paid-for music using online services or mobile apps
- Downloading of music
- Streaming or downloading of podcasts.

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DID YOU KNOW?

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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