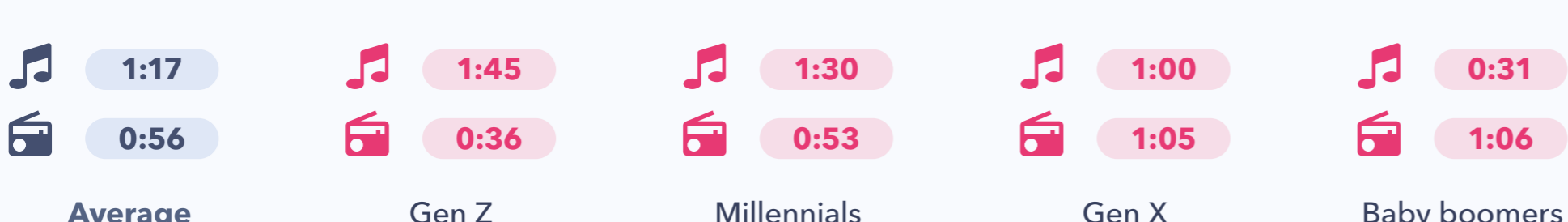


Music Streaming Around the World

67% of online adults have used a music-streaming service in the past month.

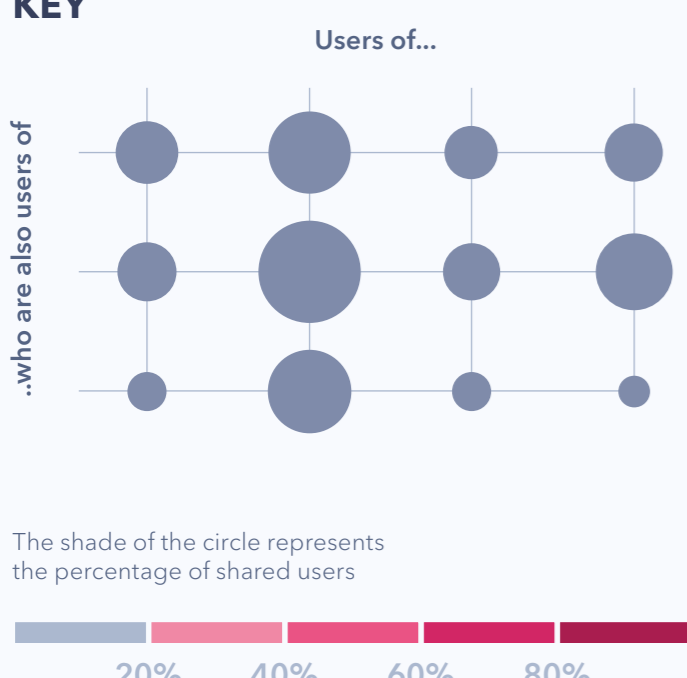
Average daily time streaming (hh:mm)



Gen X and baby boomers spend the same time listening to the radio, but Gen X pulls considerably ahead for music streaming.

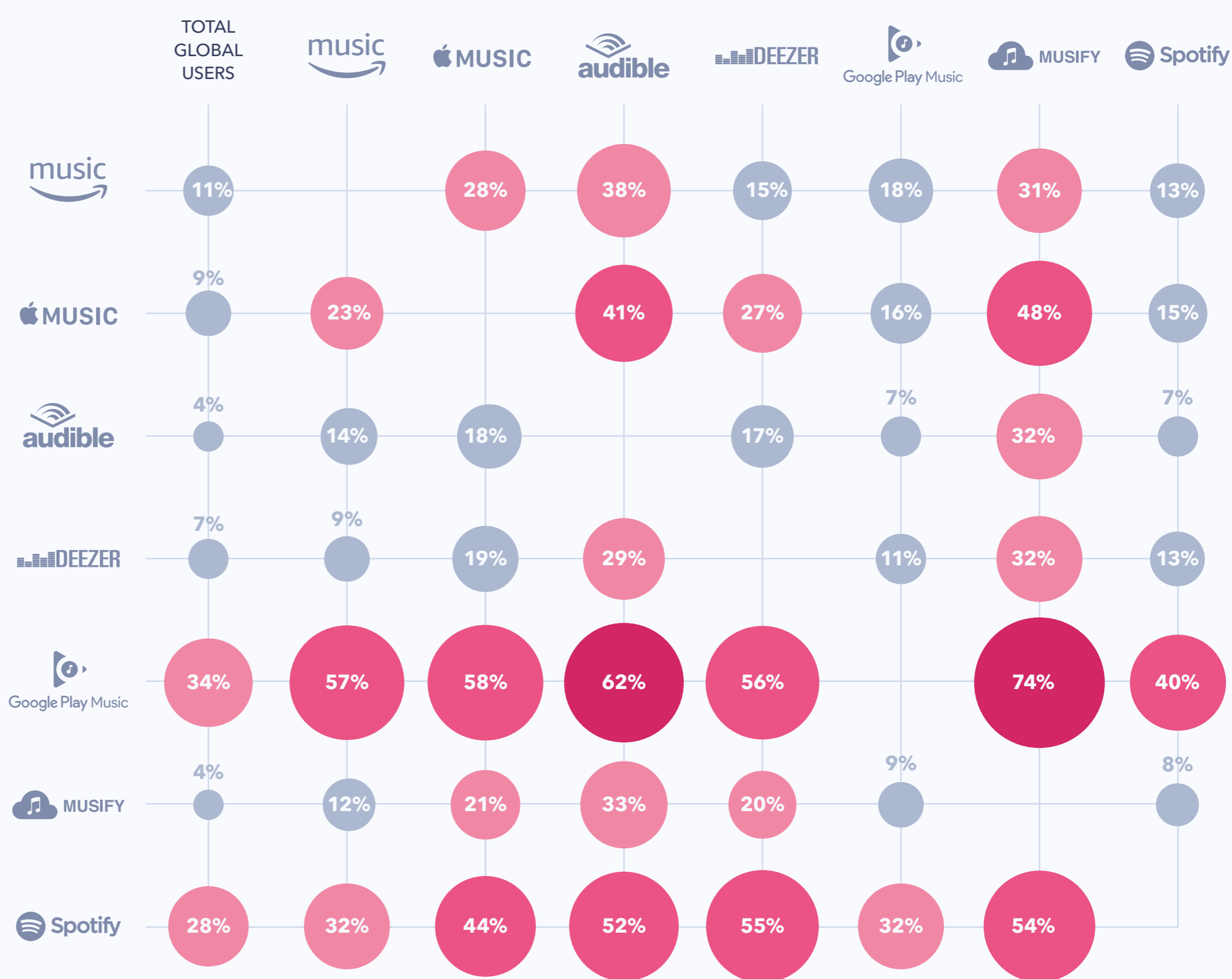
CROSS-PLATFORM STREAMING

KEY



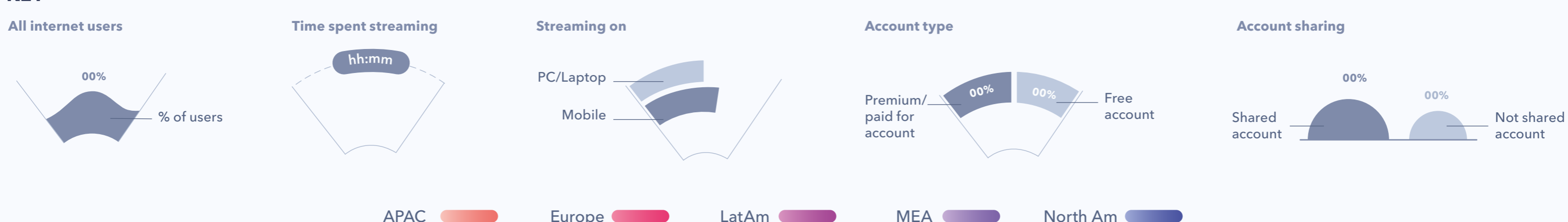
Users are listening across multiple platforms, but Google Play Music takes the lion's share.

Spotify and Google Play Music have the most loyal user base, while Musify and Audible are sharing most of their users with other platforms.



THE GLOBAL STREAMING BATTLE: SPOTIFY VS. APPLE MUSIC

KEY



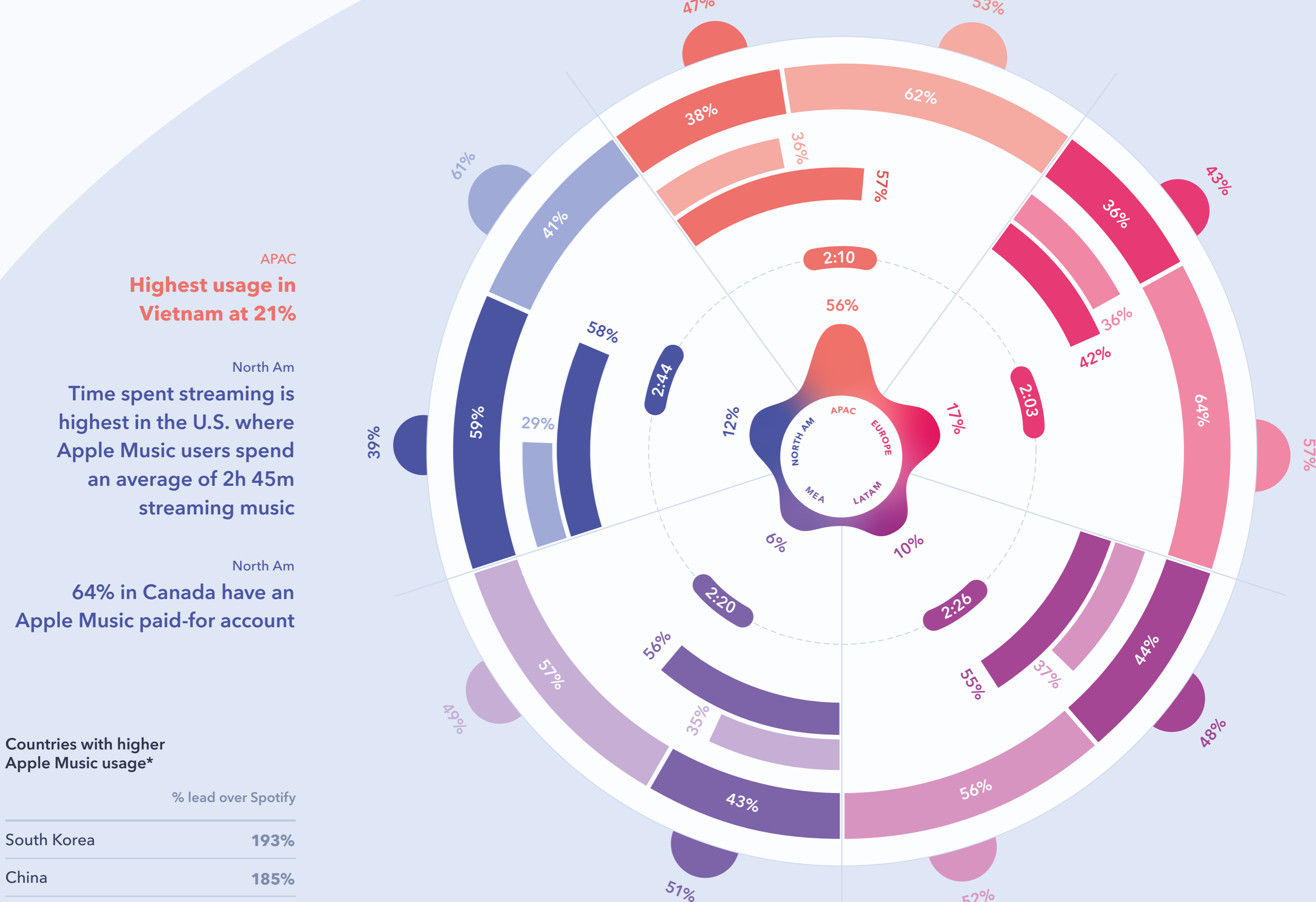
Spotify



Spotify leads globally, but Apple commands a larger user-base in APAC and MEA.

Apple Music

A quarter of Apple's paid-for subscribers have a premium account with Spotify as well.



Globally, Apple Music users spend around 20 more minutes streaming per day.

*Note that this data is an average of Q1-Q4 2018 figures.

Note that China is excluded from global percentages relating to specific/named streaming services.

Unless otherwise stated, all figures are taken from our Q3 and Q4 2018 waves of online research among 252,894 internet users aged 16-64. Among this cohort, there were 26,278 Spotify users, 7,891 Apple Music users, 19,500 Google Play Music users, 7,634 Amazon Prime Music users, 3,472 Audible users, 5,800 Deezer users and 3,076 Musify users.