

# 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)

1:17 0:56

**Average** 

Gen Z

**Music** 

1:30

0:53

Millennials

Radio

1:05

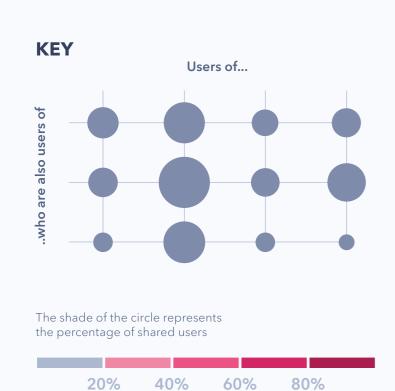
Gen X

0:31 1:06 Baby boomers



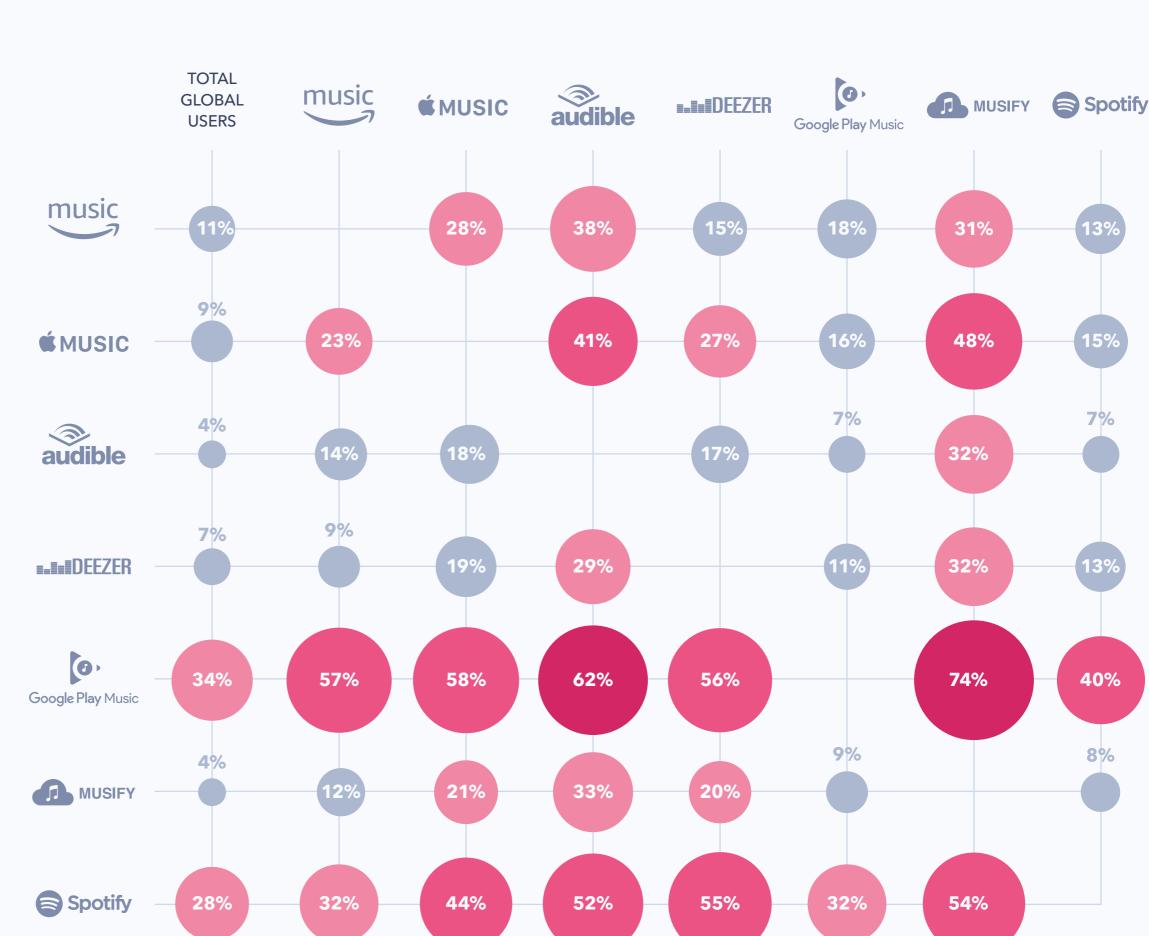
Gen X and baby boomers spend the same time listening to the radio, but Gen X pulls considerably ahead for music streaming.

#### **CROSS-PLATFORM STREAMING**

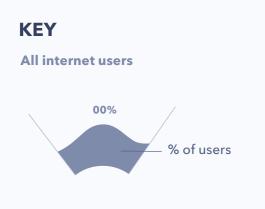


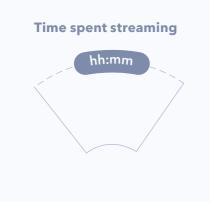
Users are listening across multiple platforms, but Google Play Music takes the lion's share.

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



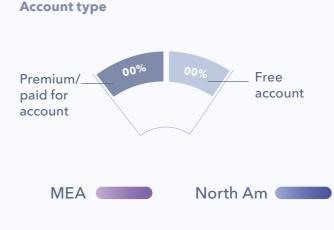
#### THE GLOBAL STREAMING BATTLE: SPOTIFY VS. APPLE MUSIC

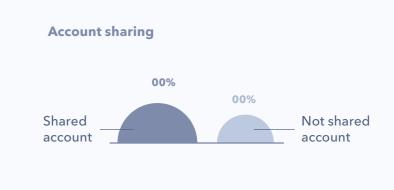




APAC







### **Spotify** 41% 59% 35% 40% P300 67% RJOO 1:50 36% 67% 40% 46% 54% 22% 74% 57% 43% ॐ 500 30% 35% 51%

#### **APAC Highest usage in Philippines at 74%**

Average of 1h 52m spent music streaming per day in Spotify's home market **Sweden** 

#### LatAm

55% in Mexico have a **Spotify premium account** 

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

## **MUSIC**

subscribers have a premium account with **Spotify** as well.

#### Highest usage in Vietnam at 21%

APAC

North Am

Time spent streaming is highest in the U.S. where **Apple Music users spend** an average of 2h 45m streaming music

North Am 64% in Canada have an **Apple Music paid-for account** 

#### Countries with higher **Apple Music usage\***

	% lead over Spotify
South Korea	193%
China	185%
Vietnam	39%
Saudi Arabia	25%
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\*Note that this data is an average of Q1-Q4 2018 figures.

A quarter of **Apple's** paid-for 53% 47% 62% 38% 500 2300 57% 3000 2:10 56% 58% 42% 17% 12% 29% 1000 5% 56% 51% 52%

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

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