The Future of Music Streaming

What wins a listener, and what keeps them.



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What do we want to study?

What makes listeners choose one music streaming service over another and what it would take to make them switch.

Attract

What draws people to a platform?

Retain

What keeps paid subscribers long-term?

Win over

What would pull them from a competitor?

Objective: To understand what drives people’s decisions when it comes to music streaming

Why do we want to study it?

130M+

paid subscribers across the top 5 U.S. streaming services:

- 1. Spotify (~31% to 36% market share)
- 2. Apple Music (~30.7% market share)
- 3. Amazon Music (~23.8% market share)
- 4. YouTube Music (~6.8% to 12.4% market share)
- 5. Pandora / Tidal / SoundCloud / Deezer (Rounding out the remaining lower tier hovering around 0.5% to 2% market share)

- The U.S. is the largest music streaming market in the world generating over $17–21 billion annually and is projected to grow at a compound annual growth rate of roughly 8.2% to 11.54% over the next 5 years.
- Licensing costs are relatively similar across platforms, each platform competes in providing the best value in different ways.
- Platforms compete on: unique features (Spotify wrapped), bundles (Amazon ecosystem), audio quality (Tidal and Qobuz), exclusive perks like early concert ticket access via Ticketmaster.

Why will research help?

Platforms keep adding features. Which ones actually matter to listeners?

- Identify the factors that influence consumers' choice of music streaming platforms
- Understand what drives consumer loyalty and retention
- Determine what features, benefits, or improvements would encourage users to switch platforms

What’s our research methodology?

Exploratory research using primary and secondary data

PRIMARY DATA

Listener survey

Many studies rely on electronic questionnaires to collect user perceptions, satisfaction, and intentions. For example, surveys of hundreds of users can measure factors like information quality, system quality, service quality, perceived fair pricing, and perceived usefulness, which are then analyzed to understand continuation intention and user retention. Analytical tools such as Structural Equation Modeling (SEM) and software like Smart-PLS are commonly used to test hypotheses and model relationships between variables

SECONDARY DATA

Statista + industry reports

Statista’s music streaming data is built through a six-step, quality-focused process that combines secondary and primary research, proprietary modelling, and scientific forecasting

Who will we survey?

OUR CORE GROUP IS YOU!

~75 Baruch Students

- Price-driven (student discounts)
- More aware of changing trends
- Free trials
- Possible to switch for deals
- Convenience Sampling

OUR WIDER REACH

Friends Outside School

- Pay full price or share a family plan
- Bundled with other subscriptions
- Value convenience
- Alternative perspectives
- Snowball Sampling

What do we expect to find, and how could a streaming service use it?

OUR EXPECTATION

- Regular features outweigh special perks, since we expect most users are unaware of or never use special features.
- Users rarely switch due to fear of losing listening history.

HOW A PLATFORM COULD USE IT

- Platforms should invest in better educating users on unfamiliar features and turning those features into retention advantages.
- Use survey insights to target competitor users with seamless migration tools and a superior ecosystem.

Research will clarify which features win new listeners and what actually keeps them engaged long-term.



Thank you

Questions?