

MUSIC STREAMING INDUSTRY (US)

Digital music subscription and streaming revenue is at \$5.66 billion

There are 186.7 million digital music users in the US

Average revenue per user (ARPU) currently amounts to \$33.75

Americans streamed over 900 billion songs in 2018 alone

14% of the population use paid music streaming services multiple times a day

SPOTIFY STATISTICS

217 million monthly active users, 100 million of those being Premium subscribers

Average users listen to 41 unique artists per week

Average hours spent listening to Spotify per month stands at 25 hours

44% of users listen to Spotify on a daily basis

Around a third of Spotify listening time is spent on Spotify-generated playlists, with another third going on user-generated playlists

About 52% of Spotify users listen to music on their phones

MUSIC SHARING TRENDS & CHALLENGES

It's difficult to get people to enroll in yet another social network without a clear, unique benefit

Users might be required to download an app in order to listen to a song that was shared with them

Some services allow users to publicly share what they are listening to on streaming sites

SPOTIFY USER DEMOGRAPHIC

