

Poweruser von Musikstreaming-Plattformen

”Music-Addicts“



- 3 Jahre um 2 Millionen Nutzer zu gewinnen
- 100 Tage bis zur dritten Million
- 350 Millionen Nutzer (2014)
- 175 Millionen MAU (2014) vgl. Twitter 302m MAU

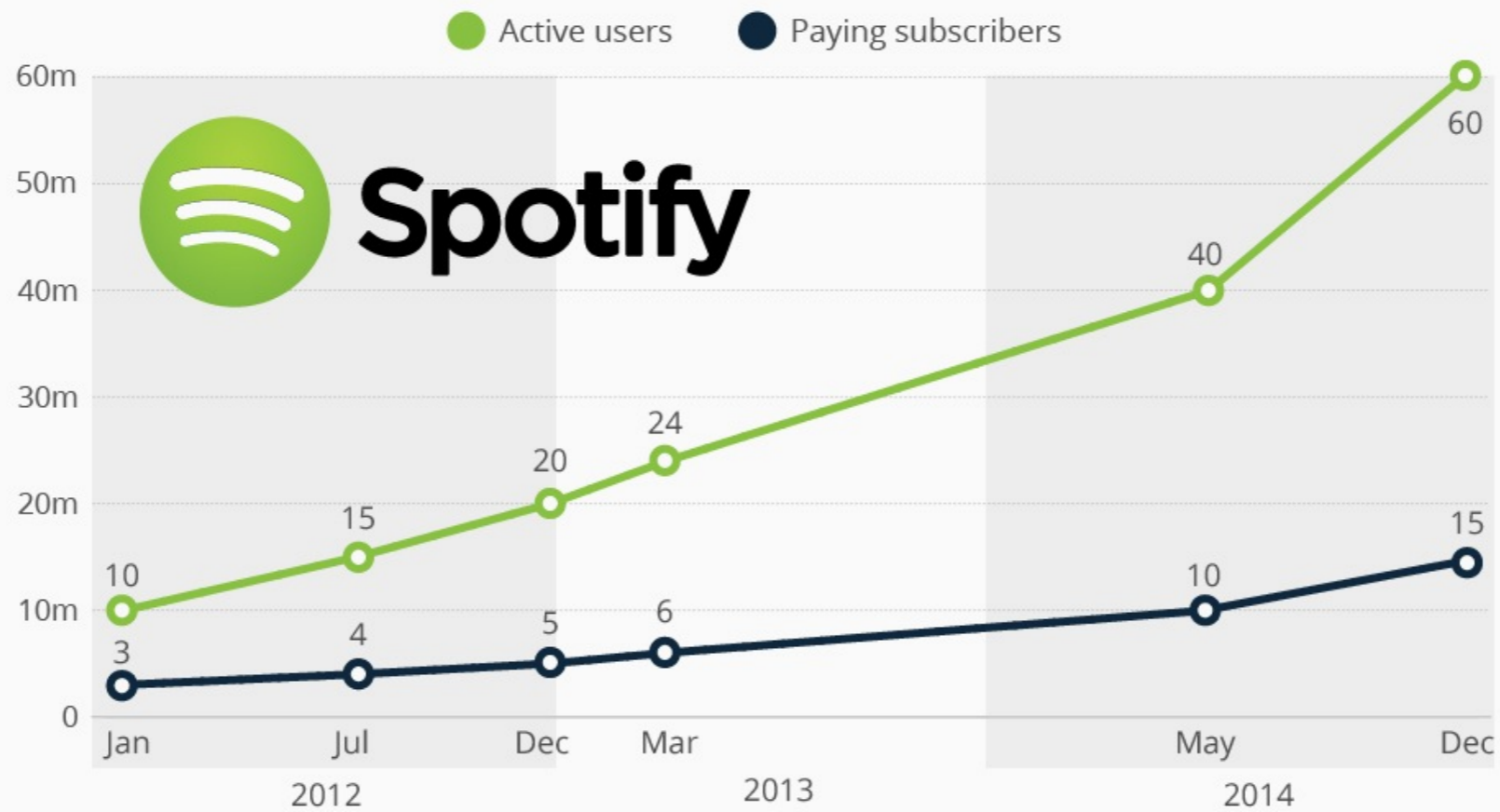


- 29 m \$ Verlust 2013 bei 14 m \$ Einnahmen
- 1 mrd Bewertung



Spotify Has 60M Users But Only 1 in 4 Pays

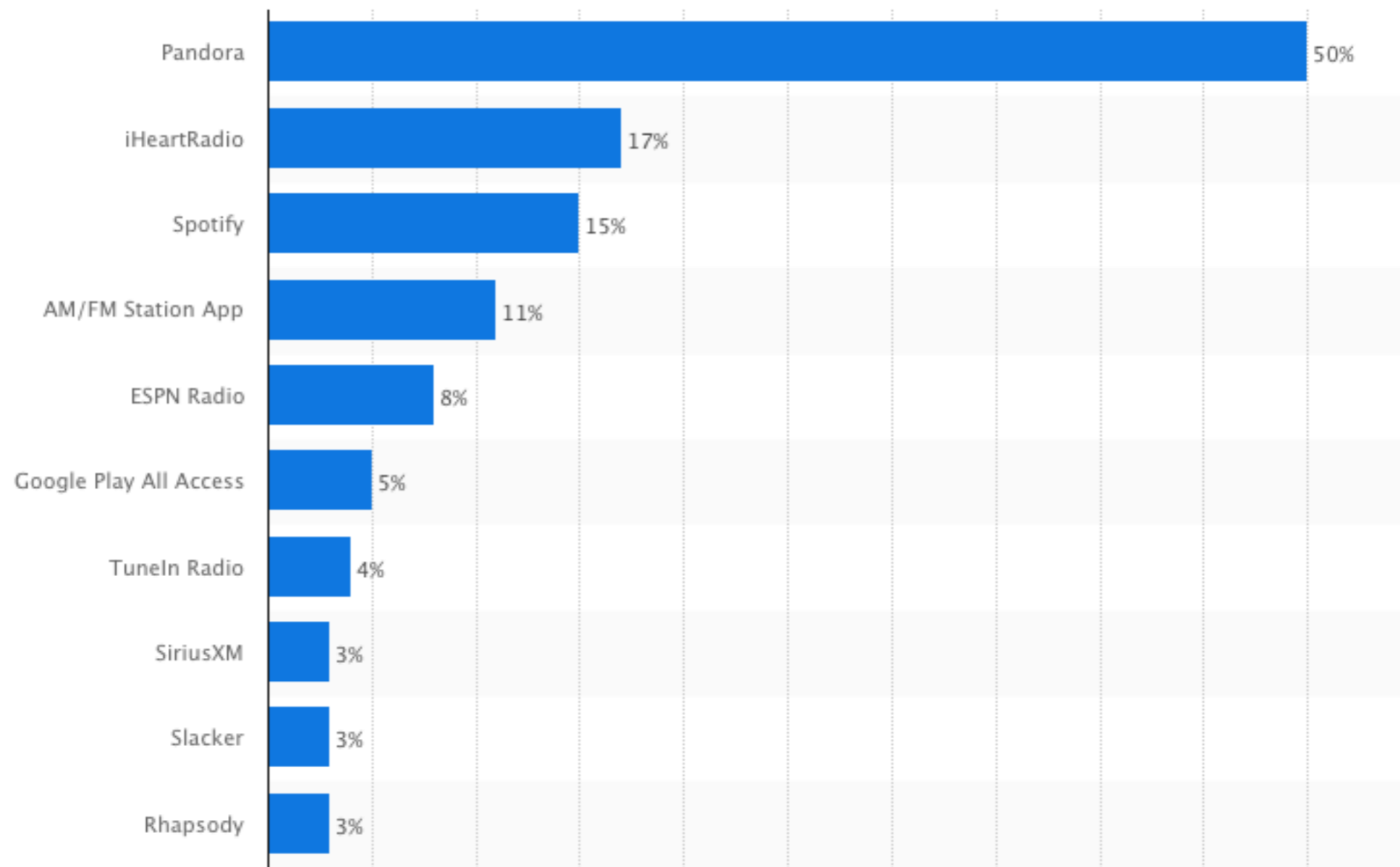
Worldwide active users and paying subscribers of Spotify (in millions)





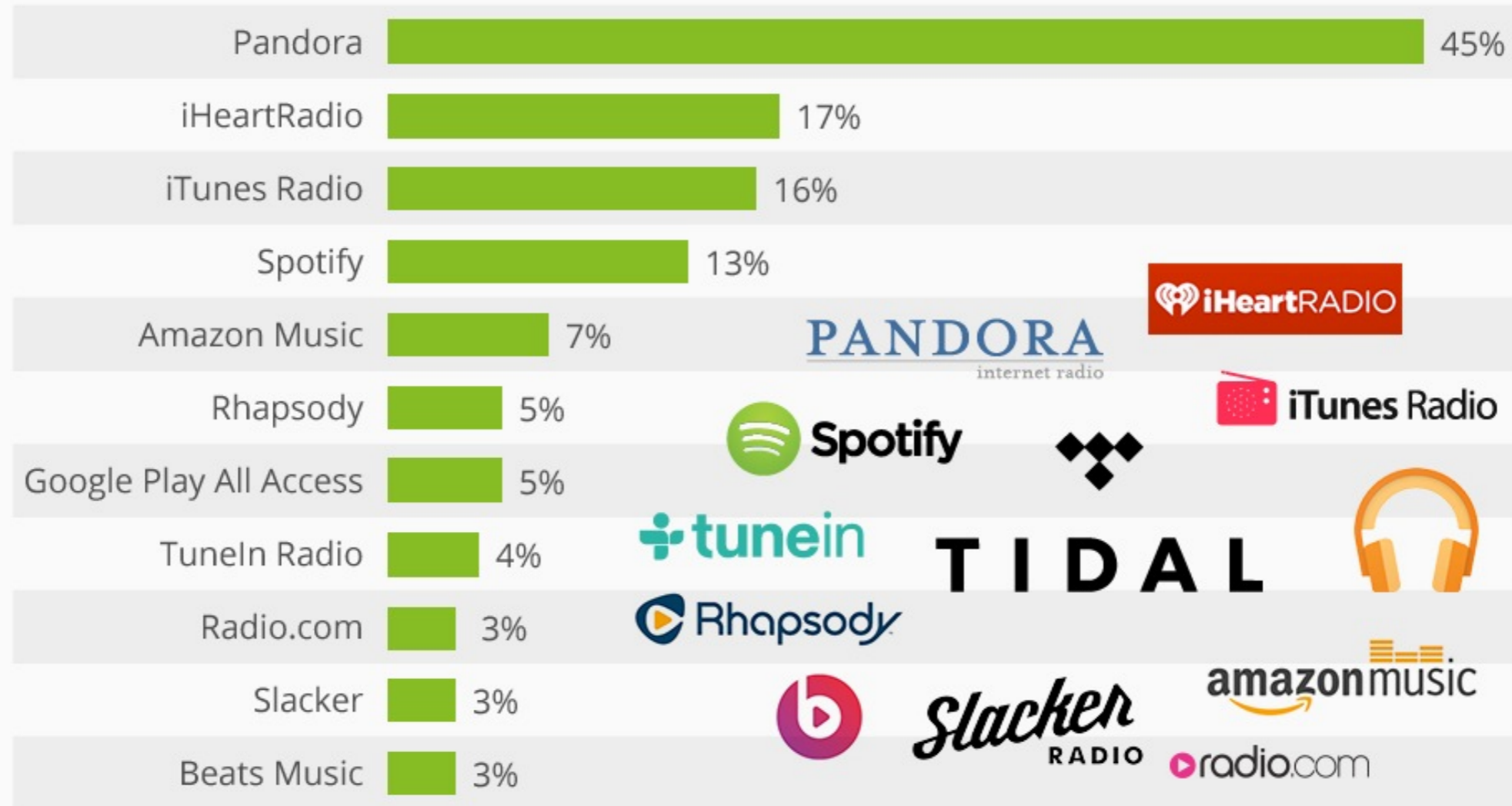
- Werbeeinnahmen: 2013: 68m, 2014: 90m
- Werbeeinnahmen 10% der Gesamteinnahmen
- 8 mrd Bewertung

Most popular audio apps downloaded by smartphone users in the United States as of February 2015



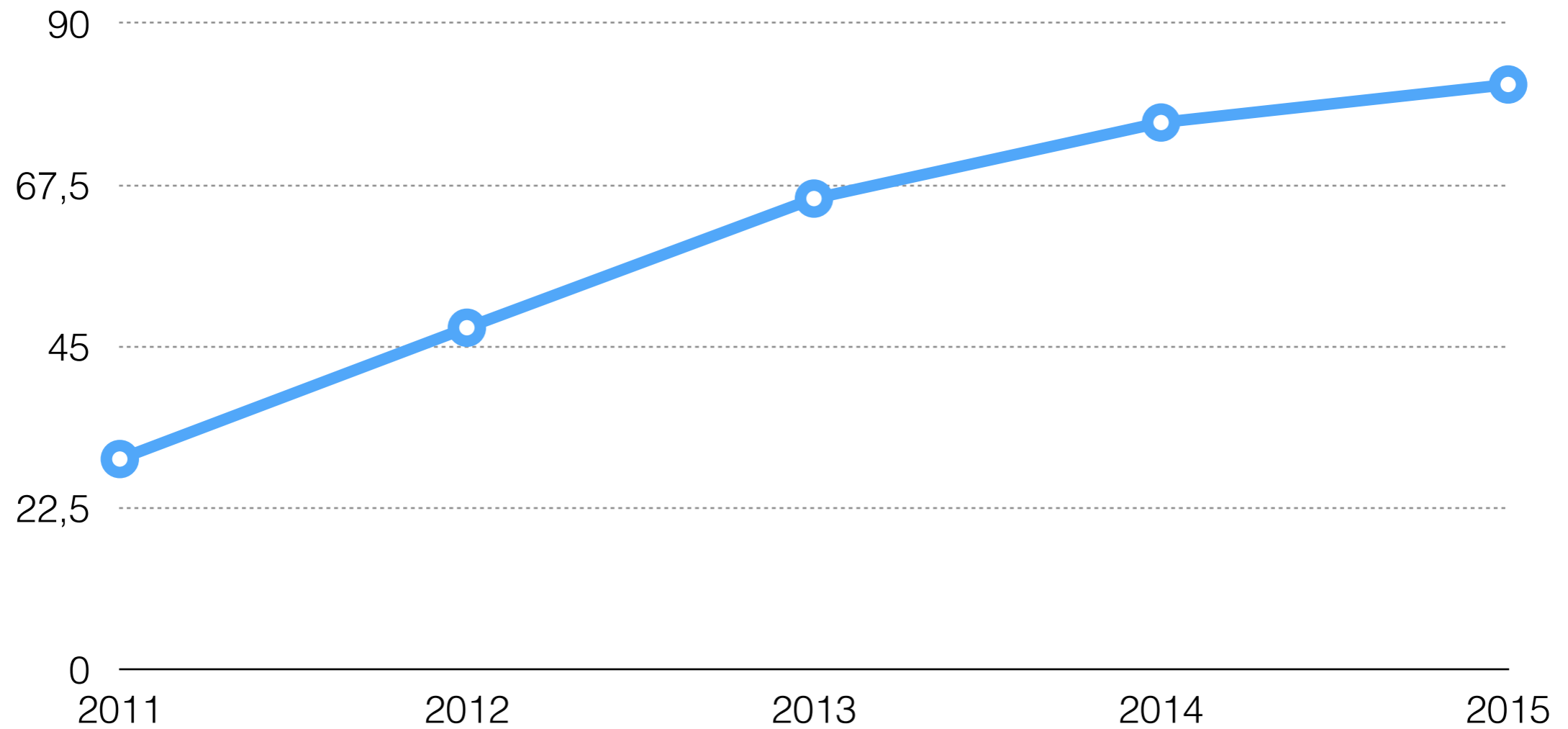
Can Tidal Make a Dent in the Crowded Streaming Space?

% of respondents (12+) currently using the following music streaming services*



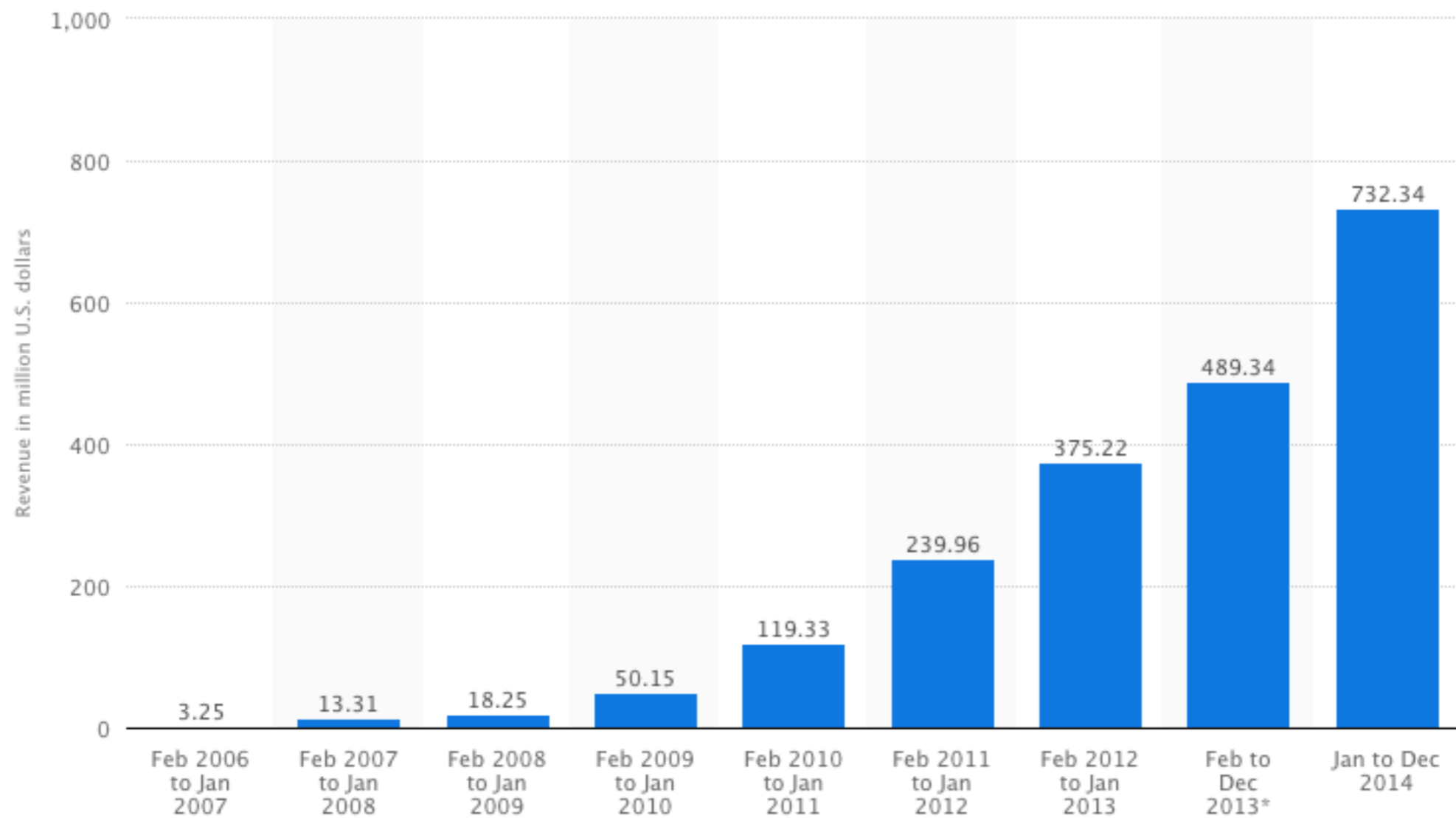


Monthly Active Users in Millionen



PANDORA®

Werbeeinnahmen in Millionen

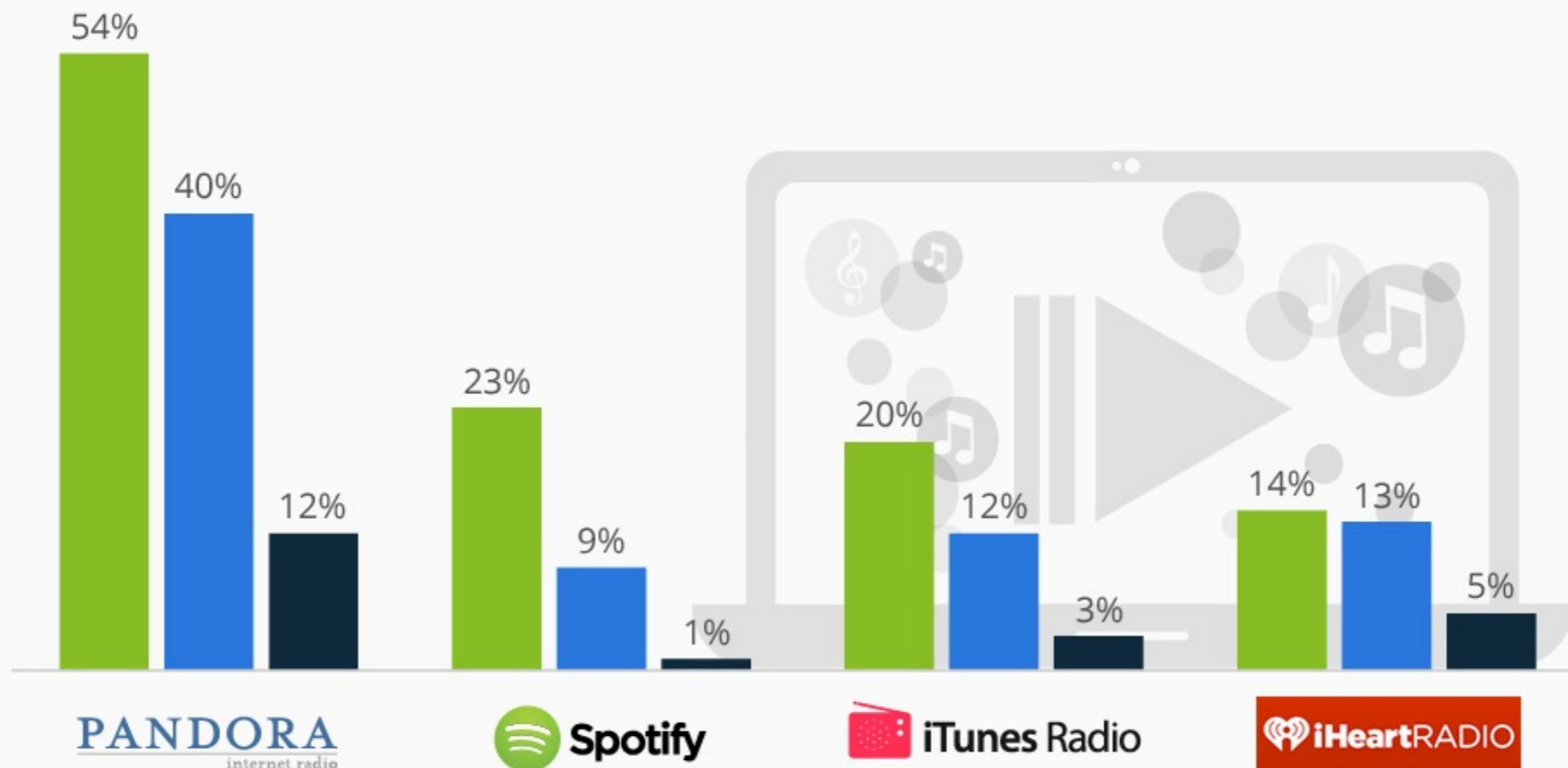


Demographische Segmentierung

The Generation Gap in Music Streaming Adoption

% of respondents who used the following streaming services in the last month, by age group*

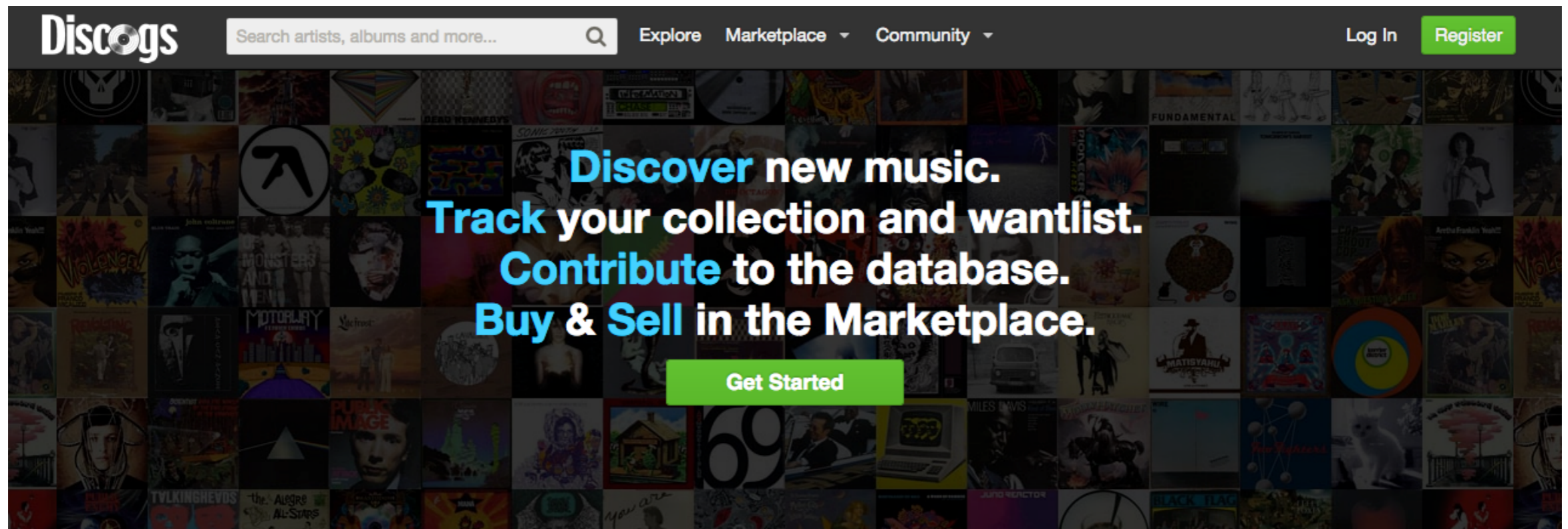
Age 12-24 Age 25-54 Age 55+



Geographische Segmentierung

- USA
- UK
- Deutschland
- Frankreich
- Indien
- Russland
- Brasilien

Psychographische Quantifizierung



The banner features a dark background with a grid of various album covers. The Discogs logo is in the top left. A search bar with the text "Search artists, albums and more..." is in the top center. Navigation links for "Explore", "Marketplace", and "Community" are to the right of the search bar. "Log In" and "Register" buttons are in the top right. The main text in the center reads: "Discover new music. Track your collection and wantlist. Contribute to the database. Buy & Sell in the Marketplace." A green "Get Started" button is positioned below the text.

Genre

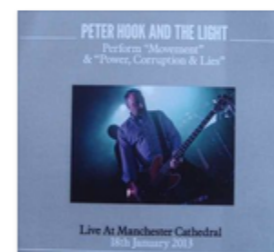
- Electronic 2,438,423
- Rock 2,362,390
- Pop 1,094,458
- Funk / Soul 523,185
- Folk, World, & Country 501,420
- All ▾

All Release 6,015,955 Master 844,257 Artist 3,918,918 Label 755,882

[Search Marketplace](#)

1 - 50 of 11,535,015 < Prev Next >

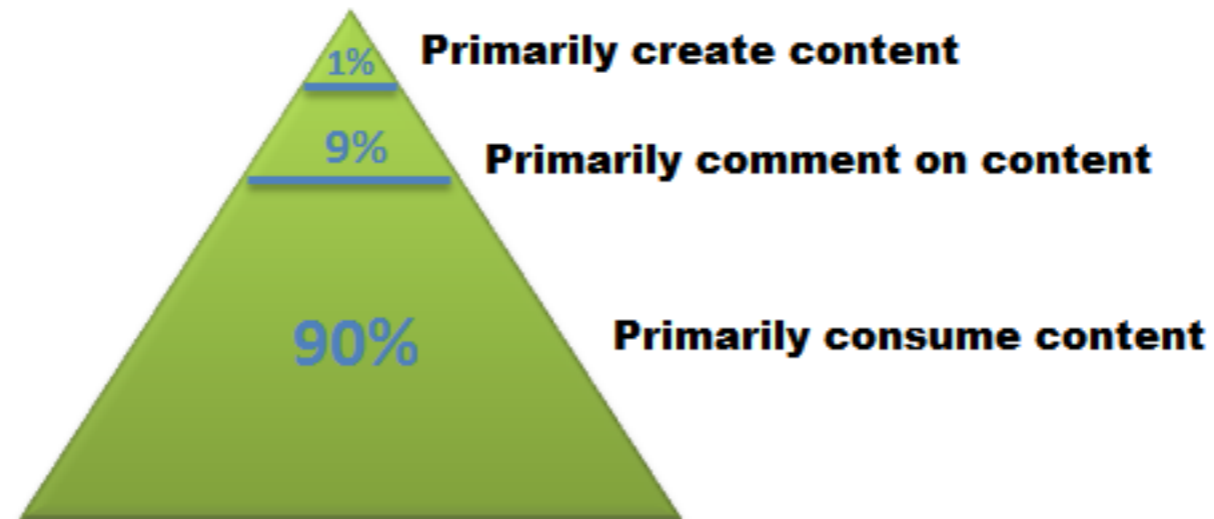
Sort Latest Additions ▾



Psychographische Quantifizierung

11 m
MA Users

238.617
Content Creators



The Listener



The Listener

14 - 25 Jahre alt

eher geringes Einkommen

überwiegend Smartphone

eher neue Musik

kritische Masse

The Collector



The Collector

23 - 40 Jahre alt

eher hohes Einkommen

Smartphone/Web

eher Klassiker

Minderheit

Kennzahlen

- Radiowerbung in den USA: 15 Milliarden \$
- ca 10% des Radiokonsums in den USA geschieht über Pandora
- Pandora hat 81m Monatliche Nutzer bei ca 730m Werbeeinnahmen, sprich etwa 9\$ pro MAU
- "revenue growth continued to be driven by mobile"

Marktpotential

50 Millionen
pro Jahr

- 3 Millionen MA Collectors * 10€ / Jahr = 30 Millionen €
- 20 Millionen MA Listeners * 1€ / Jahr = 20 Millionen €

Ziel

550.000 €

pro Jahr

- 50.000 MA Collectors * 10€ / Jahr = 500.000 €
- 50.000 MA Listeners * 1€ / Jahr = 50.000 €

- <http://musicmachinery.com/2014/02/13/age-specific-listening/>
- <http://www.digitaltrends.com/music/what-does-spotifys-380-percent-mobile-ad-growth-mean-for-company/>
- <http://investor.pandora.com/phoenix.zhtml?c=227956&p=proxy>
- <http://techcrunch.com/2014/08/21/soundcloud-launches-ad-platform-and-preps-ad-free-subscription-service/?ncid=rss>
- <https://about.twitter.com/company>
- <http://www.statista.com/statistics/294640/spotify-listenership-in-the-us/>
- <http://www.statista.com/chart/3131/active-users-and-subscribers-of-spotify/>