

## The US music streaming market is booming, dominated by a few undisputed platforms

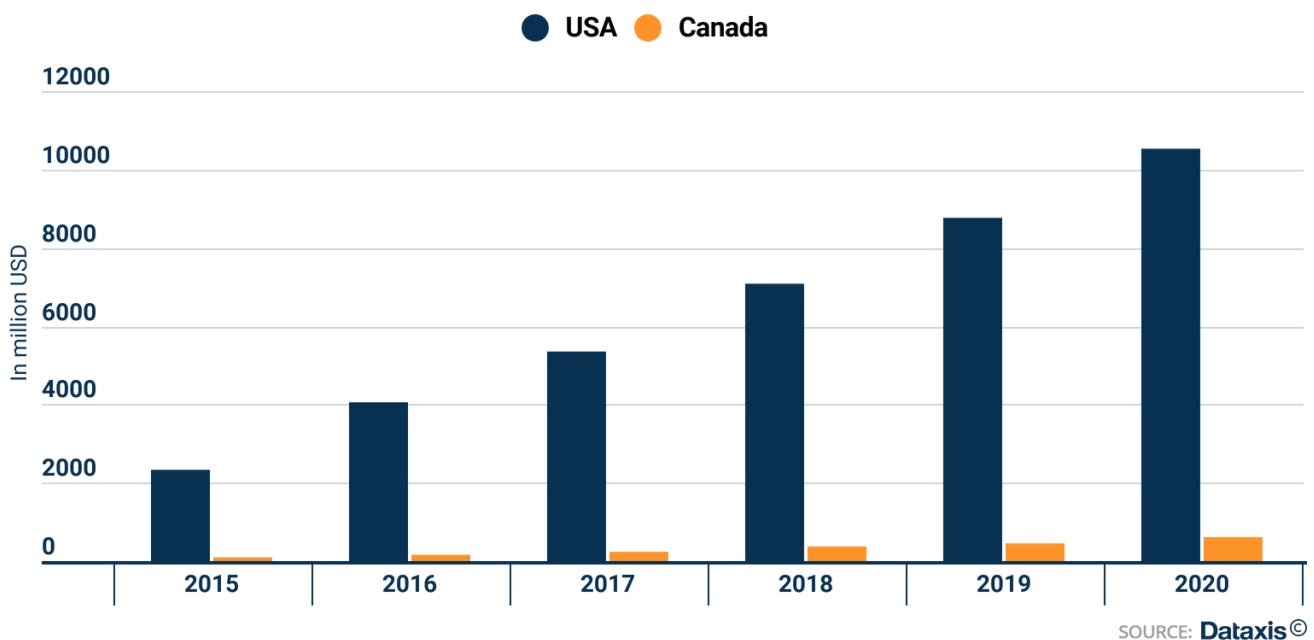
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The US music streaming market has been facing a tremendous growth since 2015, both in terms of usage and revenues. From a relatively small \$2 billion market value five years ago – mainly dominated by Spotify and Pandora at that time – the US music industry has almost quintupled to reach more than \$10 billion in 2020, taking both subscription revenues and advertising revenues into account.

Despite this fast-paced growth, very few new entrants have managed to secure a significant share of the market. In fact, among the overall 20 major services currently operating in the US, more than 15 were already well implemented in their segment five years ago.

What has changed dramatically however is the growth dynamic between premium and freemium offers: over the last three years, the number of premium subscribers in the US grew almost five time faster than the number of freemium monthly active users.

### Total music streaming revenues - North America



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Dataxis diversifies its intelligence offers in 2021 with new market research. Here is a preview of our new digital audio intelligence service, with an overview of the music streaming landscape in North America.

In the next weeks, additional data on European and African music markets will be released in Dataxis' database.

These topics will also be discussed during the Next Audio conference in June, dedicated to the innovations in the digital audio industry.

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