Avg age of the respondents
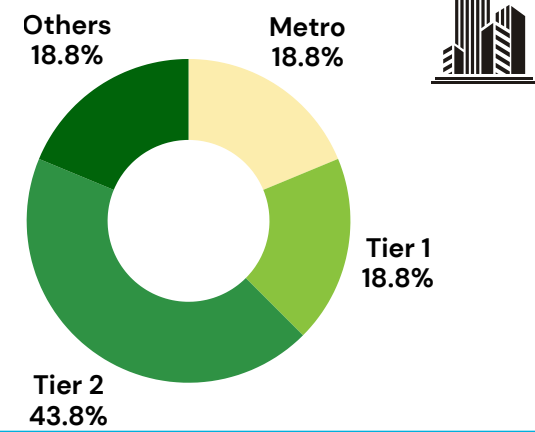22

Avg daily listening time
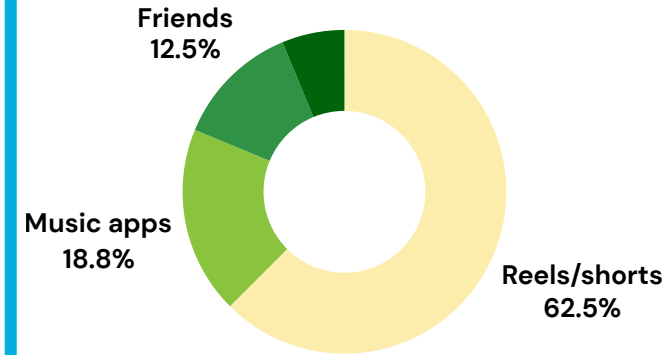1 hr 15 mins

Total Respondents
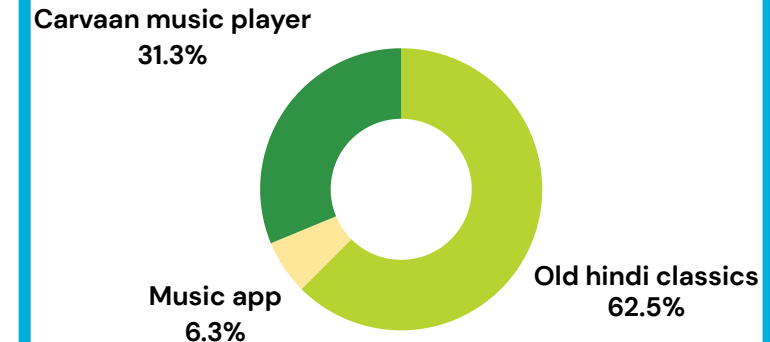160

Where do you live?
- Others 18.8%
- Metro 18.8%
- Tier 1 18.8%
- Tier 2 43.8%

Discover new music through-
- Friends 12.5%
- Music apps 18.8%
- Reels/shorts 62.5%

Saregama reminds you of-
- Carvaan music player 31.3%
- Music app 6.3%
- Old hindi classics 62.5%

Qualities to look for in a music superstar
- Relatability
- Unique sound
- Visual identity
- Live performances
- Meaningful lyrics
- Social Media presence

(axis: 0, 10, 20, 30, 40, 50, 60, 70, 80, 90, 100, 110)

Original (non-film) music important for you ?
- Neutral 12.5%
- Very important 43.8%
- Somewhat important 43.8%

Music genre of next big music star?
- Fusion/folk 12.5%
- Indie Pop 25%
- Rap 18.8%
- Punjabi Hip-hop 37.5%

Find new non-film artists through?
- Viral reel/shorts 100%
- Music apps 66.7%
- Live performances 33.3%
- Influencer 25%
- Not interested 8.3%

Saregama's appeal to GenZ
- Not sure 14.3%
- Very 14.3%
- Not appealing 21.4%
- Moderately 42.9%
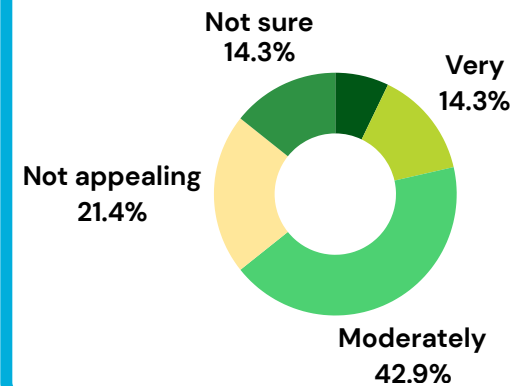
Interest for a music reality show
- Absolutely 12.5%
- Somewhat 50%
- Very much 37.5%
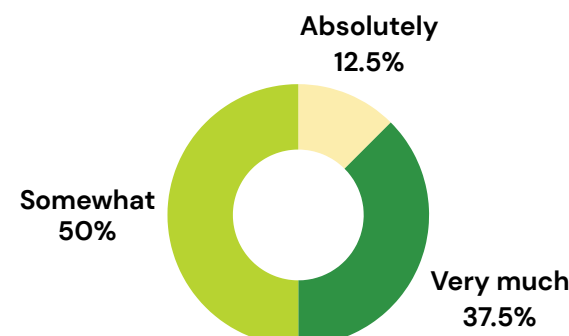
Events you would like to attend
- Campus talent hunt
- Music reality show
- Collaboration (Filtercopy)
- Viral Live events

(axis: 0, 20, 40, 60, 80, 100)
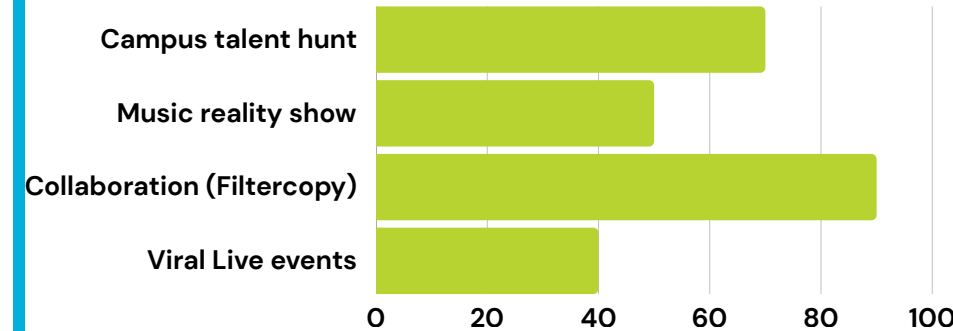
Follow favourite artists through
- Insta stories
- YT Vlogs/BTS
- Ask-Me-Anything
- Live concerts
- Merchandise

(axis: 0, 20, 40, 60, 80, 100)
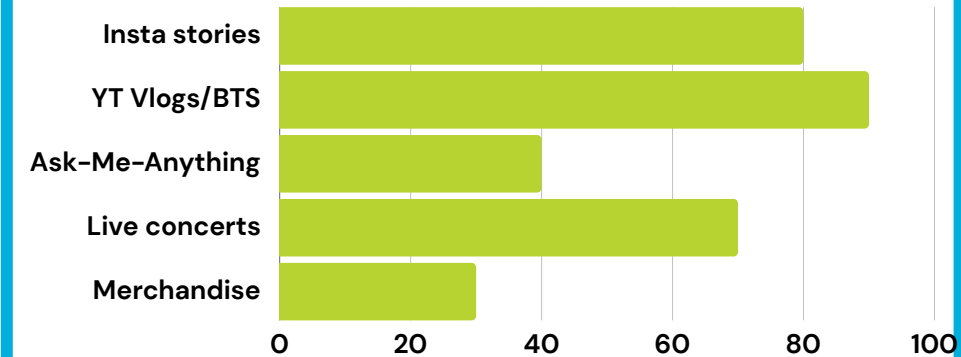
Support independent artists' through
- Concert tickets
- Merchandise
- Digital collectibles
- Exclusive content/ early access
- I don't spend

(axis: 0, 20, 40, 60, 80, 100, 120)
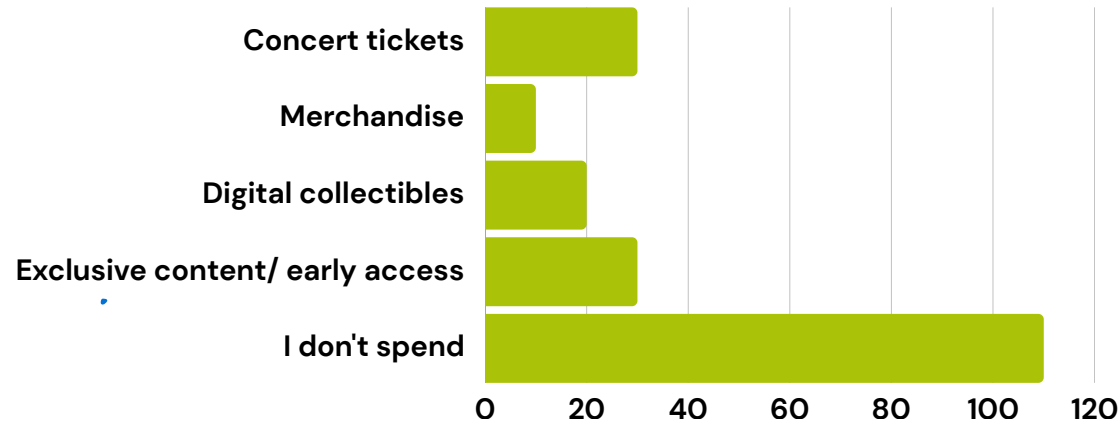
How appealing is a "complete package" artist
- Neutral 25%
- Very 50%
- Somewhat 25%

Next big icon to you?
- King
- Prateek Kuhad
- Zephyrtone
- Honey Singh
- Maanu
- When Chai Met Toast
- DIVINE

KEY TAKEAWAYS

New Ways to discover Music
Instagram reels/ Youtube shorts

Remember Saregama for
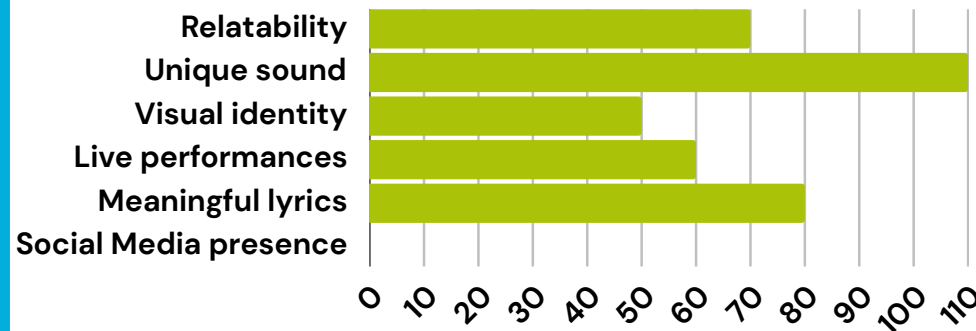**Old classics**

Most Seek
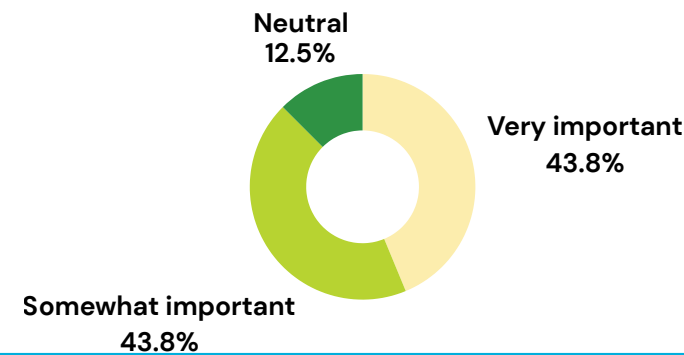**Original (non-film) music**

Most Value
Relatability & Unique sound

Want to attend/watch
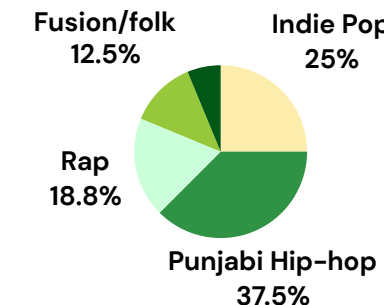**Campus talent hunt Collaborations (like Filtercopy) Music reality show**
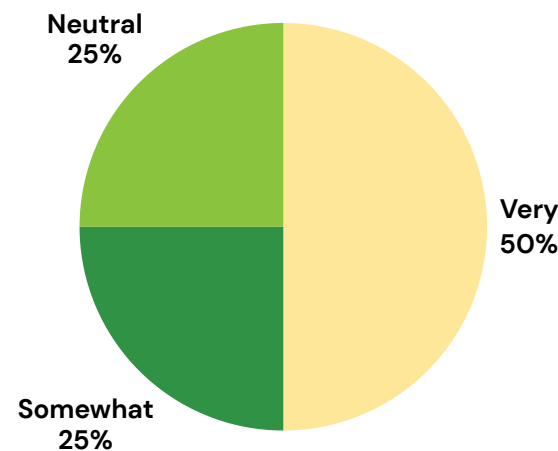
Overview to the Case Solution
Saregama splits into 3 different sub-brands that work collectively for different user segments

A varied user segment in India...

The Current Core Audience
- **Age:** 50 - 80
- **Psychographic:** Nostalgia
- **Geography:** PAN India
- **Behavioral:** Slow Sunday
- **Firmographic:** NA

The New Target Audience
- **Age:** 15-30
- **Psychographic:** Trend
- **Geography:** PAN India
- **Behavioral:** Fast Paced
- **Firmographic:** NA

Challenges
- Available Music Variety
- Lack of Personal Connect
- No presence in OTT Shows
- No connection to Students
- No Collaborations with Influencers

What do they demand
- A fluid User Experience
- New Artists
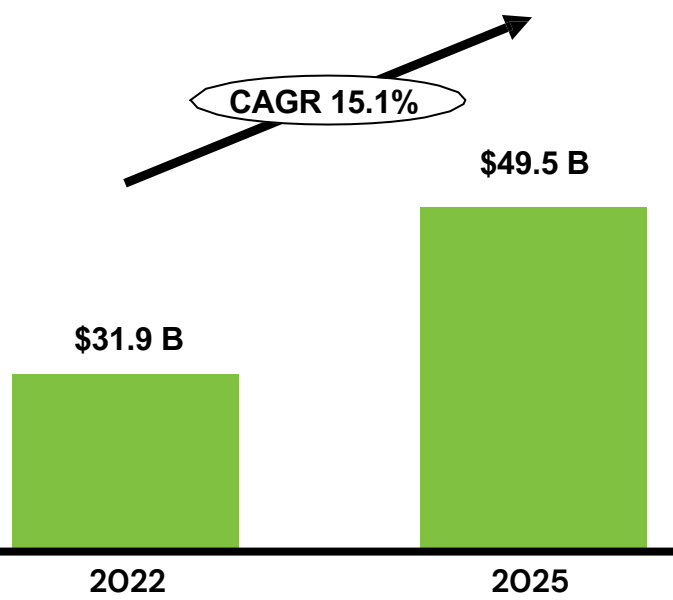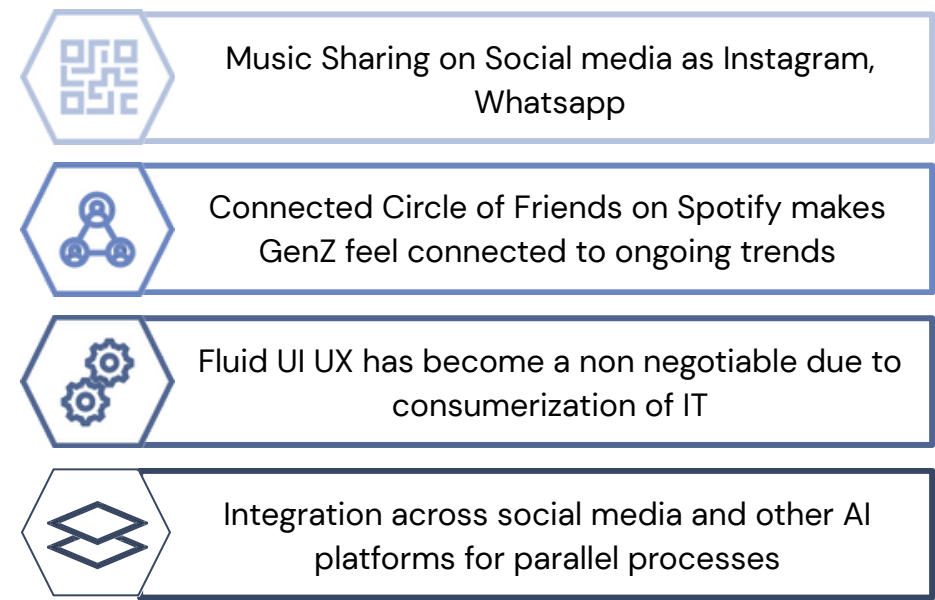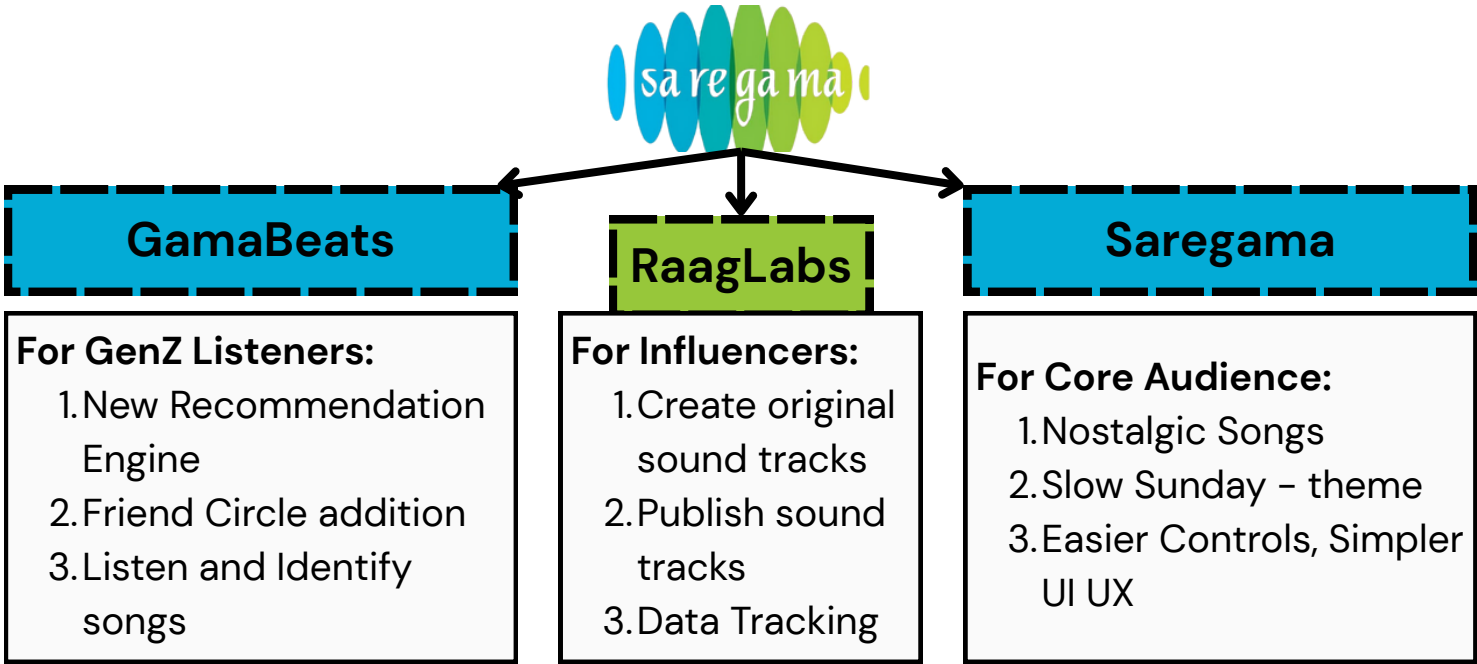- Good Recommendations
- Wide Music Variety
- Exotic Languages

...necessitates a different solution in the way they consume music

How do People consume music today?

- Music Sharing on Social media as Instagram, Whatsapp
- Connected Circle of Friends on Spotify makes GenZ feel connected to ongoing trends
- Fluid UI UX has become a non negotiable due to consumerization of IT
- Integration across social media and other AI platforms for parallel processes

CAGR 15.1%

- $31.9 B — 2022
- $49.5 B — 2025

Leading the way for Saregama through Fission of the brand...

GamaBeats

For GenZ Listeners:
1. New Recommendation Engine
2. Friend Circle addition
3. Listen and Identify songs

RaagLabs

For Influencers:
1. Create original sound tracks
2. Publish sound tracks
3. Data Tracking

Saregama

For Core Audience:
1. Nostalgic Songs
2. Slow Sunday – theme
3. Easier Controls, Simpler UI UX

...paves the way for a slice of this pie

Music Streaming Growth

Over 1 trillion songs were streamed in the US in 2019. Overall streaming growth was 47% per year from 2014-19, while sales of albums and tracks fell.

Songs Streamed (in billions)

CAGR +47%

	2014	2015	2016	2017	2018	2019	CAGR 2014-2019
Total	165B	317B	432B	618B	887B	1,147B	
Video		172B (54%)	180B (42%)	218B (35%)	285B (32%)	401B (35%)	36%
Audio	85B (52%) / 79B (48%)	145B (46%)	252B (58%)	400B (65%)	602B (68%)	746B (65%)	57%
Digital Album Sales	107M	103M	82M	66M	52M	39M	-13%
Physical Album Sales	151M	138M	123M	103M	86M	74M	-18%
Digital Track Sales	1,103M	965M	724M	555M	401M	301M	-23%

15%

Average Potential Revenue Increase