



Boomplay

# *BOOMPLAY*

*Dominating the African Music Streaming Market*

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# Boomplay says it is “empowering” the **African music ecosystem**

- Boomplay, formerly known as Boom Player, is a music and video streaming and download service created and operated by Transsnet Music Limited.
- The app comes as a preinstalled app on smartphones manufactured by Transsion, Africa's largest phone manufacturer, whose brands include Tecno, Infinix, and Itel.
- Boomplay is a leading music streaming and entertainment platform that caters to the diverse tastes of music lovers in Africa and beyond.
- With its extensive music catalogue, user-friendly interface, and innovative features, Boomplay provides a seamless and immersive music streaming experience.



## *Vision*

“To be the leading music streaming and entertainment platform in Africa”

- Boomplay aims to provide Africans with access to a wide range of music from both local and international artists, while fostering a vibrant music ecosystem on the continent.
- The company strives to empower African artists, promote African music culture, and deliver a seamless and enjoyable user experience to its millions of users.
- By leveraging technology and innovation, Boomplay aims to revolutionize the music industry in Africa and become a trusted destination for music discovery, streaming, and engagement.

# *Problem Statement*

- Piracy and Copyright Infringement: Copyright infringement and music piracy have been significant challenges in Africa, leading to financial losses for artists and the music industry as a whole. Boomplay offers a legal and legitimate platform for music consumption, promoting licensed music streaming and downloads, which helps combat piracy and protect artists' intellectual property.
- Distribution Challenges for Local Artists: Many talented African artists face difficulties in getting their music heard beyond their local communities due to limited distribution networks and resources. Boomplay provides a platform where artists can upload and share their music, making it accessible to millions of users across multiple African countries. This opens up opportunities for exposure, discovery, and potential growth for local artists.
- Limited Access to Music: In many African countries, access to music is limited due to factors such as limited accessibility to physical music stores, high costs of purchasing music, etc. Boomplay provides a digital platform that enables users to easily access and discover a vast catalogue of local and international music, bridging the gap between artists and listeners.
- Limited Monetization Opportunities: The traditional music industry has faced challenges in monetizing digital music consumption, especially in regions where purchasing power is relatively low. Boomplay implements various monetization models, such as subscriptions, ad-supported streaming, and in-app purchases, providing revenue streams for both the platform and artists, thus contributing to the sustainability of the music industry.

# User Persona



**Name-**Tema Adunga

**Age** 28

**Location** Kenya

**Status** Single

**Occupation** Banker

**Goals** Wants to be able to stream and listen to latest and trending musics

**Frustrations** An introvert but lover of music and entertainment



**Name** John Atanga

**Age** 32

**Location** Nigerian

**Status** Married

**Occupation** Producer

**Goals** Searching for the best platform to promote songs for upcoming artists

**Frustrations** Copyright infringements hindering the trust to promote songs online



**Name** Wu Akan

**Age** 19

**Location** Zambia

**Status** Single

**Occupation** Student

**Goals** Looking for a platform that allows artists visibility and promote their music

**Frustrations** Difficulty in distributing new release

# *Product Features*

## *Key Features*

- Music Streaming
- Music Downloading
- Curated Playlist
- Personalized Recommendations
- Artist Pages and Profiles
- Data Optimization
- Lyrics Display
- Coin Transfer

## *Target Audience*

- African Music Enthusiasts: Individuals who have a strong affinity for African music, including various genres such as Afrobeats, Highlife, Gospel, Hip-Hop, R&B, and more.
- International Music Consumers: Lovers of popular genres like Pop, Rock, EDM, Hip-Hop, and more
- Music Discovery Seekers: Users who are interested in exploring new artists, discovering emerging talent, and staying up to date with the latest music trends.
- Mobile-First Users: Users who primarily access music streaming services through mobile devices.
- Socially Engaged Users: users who enjoy sharing music, creating playlists, following friends, and participating in music-related discussions.



# *Market Analysis*

## **Dominant player in the African music streaming industry**

The Africa-focused company operates on a freemium model, in which users can listen to music for free but with adverts or pay to listen to music without ads.

## **Increasing smartphone penetration and internet accessibility driving market expansion**

According to IDC, phones such as Tecno gained a 48.2% share of the African market for smartphones in the fourth quarter of 2020.

This shows a strategic drive to push Boomplay app to the faces of Africans.

## **African Music Streaming Market: Rapid Growth and Potential**

With the rapid use of smartphones across Africa, the market for music streaming services appears to have plenty of space for expansion.

With 4000+ labels and partners, including with Universal Music Group, Warner Music Group, Chocolate City, and WCB, Boomplay is gaining the attention required.

# Monetization Model

- Subscriptions: Users pay a monthly or annual fee to access the music streaming app.
- Advertising: Users can listen to music for free with ads, or they can pay a monthly fee to remove ads.
- In-app purchases: Users can purchase additional features or content, such as song downloads, offline listening, or access to exclusive content.

## Other areas of monetization

- Artist Partnership
- Music Education
- Exclusive Content
- Virtual Events

Benefits	Free	Premium
Unlimited Streaming	Yes	Yes
Unlimited Download	No	Yes
Premium Content	No	Yes
Best Quality Music	No	Yes
Cache Music for Offline Play	Only 256 MB	Up to 1 GB
No Ads	No	Yes
Premium Products	No	Yes
Extra Points	No	Yes
Premium Profile	No	Yes
Campaign Benefits	No	Yes



# Competitor Analysis:

## Top Competitors By Popularity in Africa

- Spotify (expanding presence in Africa)
- Deezer (established global music streaming service)
- Apple Music (gaining popularity in Africa)
- Audiomack (gaining popularity in Africa)

Boomplay's competitive advantage is the deep understanding of local preferences and cultures in Africa



- 1Billion+ Downloads on Play store
- \$0.003 - \$0.005 per stream on average
- Net worth \$29.74 billion (June 2023)
- Monthly Active Users 515 million (Q1,2023)
- Premium subscriber 210 million (Q1,2023)
- Total Revenue €3.04 billion (Q1,2023)
- Gross Profit 766 million (Q1,2023)



- 1Billion+ Downloads on Play store
- \$0.003 - \$0.0078 per stream on average
- Net worth \$10 billion (2023)
- Total Revenue \$8.3 billion in 2022



- 100Million+ Downloads on Play store
- \$0.0064 per stream on average
- Net worth \$1.4 billion (2022)
- Monthly Active Users 16 million (Q1,2023)
- Total Revenue €115.2 million (Q1,2023)



- 50 Million+ Downloads on Play store
- \$0.004 per stream on average
- Total Monthly Active Users 20 million
- Total Revenue \$3.1 million in 2022

# Metrics

Financial Metrics	Annual revenue	\$5m-\$10m
	Funding	-\$20m (Series A)
Product Metrics	User base	75 million+ users (as at Dec 2021)
	Monthly Active Users	75 million+ (as at 17-April-2023)
	Licensed Songs	100 million+
	Artists	7.5 million+
	Downloads	100 million+
	Ratings	4.3 Play store, 4.1 on App store
	Average Time Spent Per User	2 minutes 55 seconds.
Business Metrics	Awards and Recognition	Best African App" at the AppsAfrica Awards (2017)
		"Best African Music Streaming Platform" at the Africa Digital Awards (2017)

# *Can Boomplay Fail?*

The following factors, if realized, could potentially diminish Boomplay's relevance in the music streaming industry.

- Emergence of a superior platform with advanced features and a larger music catalog.
- Expansion of globally popular streaming services like Spotify, Apple Music, or YouTube Music into local markets.
- Strong competition from regional players offering diverse content and an appealing user experience.
- Exclusive licensing agreements with major artists or record labels by other platforms.
- Technological advancements, such as decentralized streaming platforms using blockchain or other innovative models.
- Changes in consumer preferences towards alternative ways of accessing music.

# *Summary of Findings*

With a deep understanding of local preferences and cultures, Boomplay has positioned itself as the go-to platform for African music enthusiasts.

The company has experienced remarkable success, boasting the largest user base in key African countries such as Nigeria, Kenya, Ghana, Tanzania, and South Africa.

Boomplay's strategic partnerships with local and international artists, along with its extensive music library and exclusive content offerings, have contributed to its market dominance.

The platform has capitalized on the rising global recognition of Afrobeats and African music, catering to the growing interest from international audiences.

While Boomplay faces increasing competition from global streaming giants, it continues to innovate and adapt to evolving trends and user preferences.

By expanding into new African markets, collaborating with local artists, and leveraging data analytics for personalized experiences, Boomplay is poised to maintain its strong position and seize future opportunities for growth in the African music streaming industry.

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