

APPLE MUSIC

Market Analysis

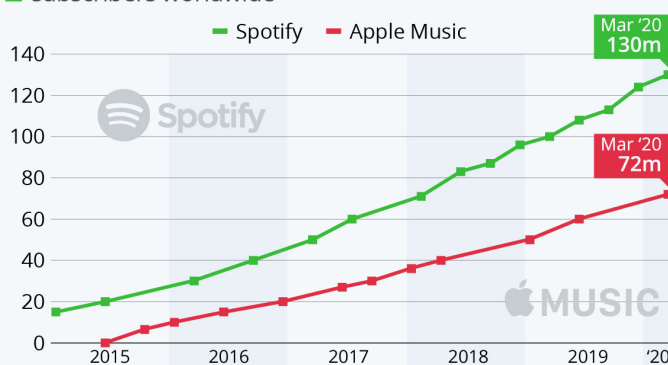
<http://jackdawresearch.com/wp-content/uploads/2015/10/Jackdaw-Research-Music-Survey-Report.pdf>
<https://www.statista.com/chart/8399/spotify-apple-music-paid-subscribers/>

STRONG COMPETITION

Apple Music remains in a losing battle against Spotify ever since Apple Music's debut in 2015, and the gap is only increasing.

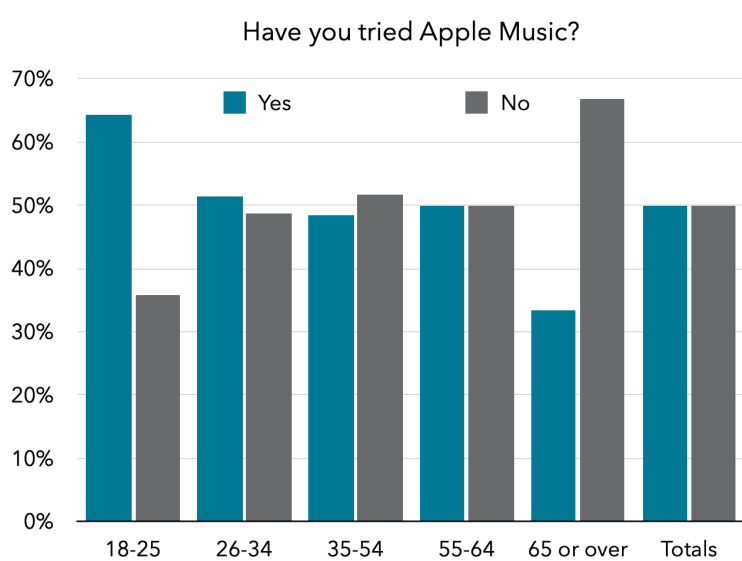
Spotify Keeps Apple Music at Arm's Length

Number of paid Spotify and Apple Music subscribers worldwide*



* The latest figure for Apple Music is an estimate from MIDiA Research. Apple last disclosed an official subscriber number in June 2019. Sources: Company announcements, MIDiA Research

FIGURE 11 APPLE MUSIC TRIALS BY AGE - QUALTRICS SURVEY



Source: Jackdaw Research Apple Music Survey, via Qualtrics

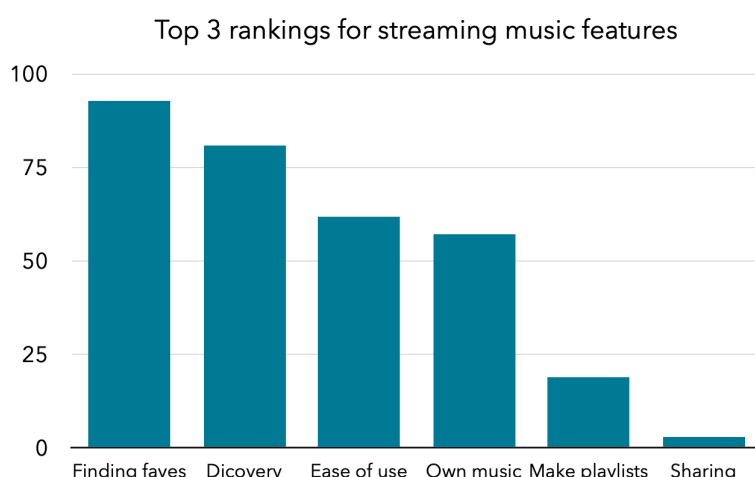
REACH IS NOT THE ISSUE

Apple Music's reach averages around a strong 50% across those surveyed, with over 60% of people between 18-25 having tried Apple Music.

IMPORTANT FEATURES

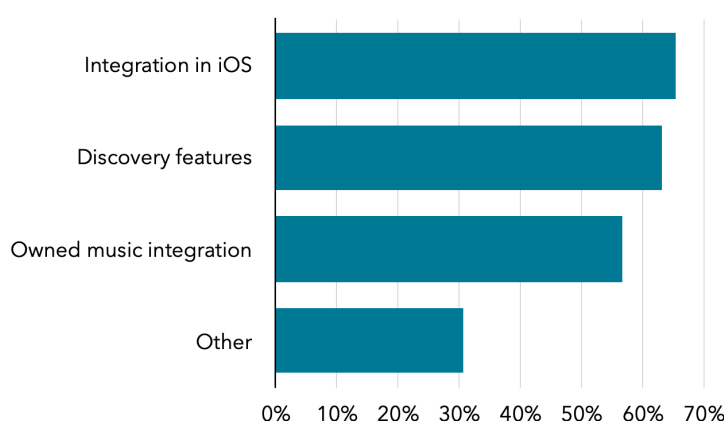
Important features to users in a music streaming service include finding their favorite music, discovery, and ease of use.

FIGURE 4 FEATURE RANKING FOR MUSIC STREAMING SERVICES - QUALTRICS SURVEY



Source: Jackdaw Research Apple Music Survey, via Qualtrics

FIGURE 18 WHY ARE YOU PAYING FOR APPLE MUSIC? - QUALTRICS



Source: Jackdaw Research Apple Music Survey, via Qualtrics

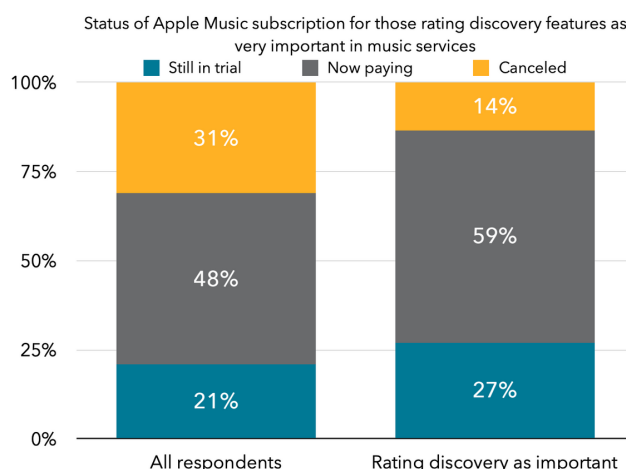
WHY APPLE MUSIC?

Integration in iOS, Discovery Features, and owned music integration were vital features to loyal Apple Music customers.

DISCOVERY LEADS TO SUCCESS

Among those rating discovery as important, more users were paid customers and less users cancelled their subscriptions.

FIGURE 15 APPLE MUSIC SUBSCRIPTIONS BY FEATURE PREFERENCE - QUALTRICS



Source: Jackdaw Research Apple Music Survey, via Qualtrics