

Soundcloud Competitive Analysis

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Competitive Analysis	Direct Competitor	Indirect Competitor
Name	YouTube	Deezer
Range	Listeners, Artists, and Labels platform.	Listeners platform.
Features	<ul style="list-style-type: none"> • Sign-up. • Log-in. • Profile. • Channel. • Upload. • Favorite. • Like. • Dislike. • Comment. • Playlist. • Follow. • AutoPlay. • Search. • Dark Mode. • Language. <p>YouTube Premium (Individual / Student / Family):</p> <ul style="list-style-type: none"> • Ad-free. • Play in the background. • Unlimited downloads. • Offline mode. • Include YouTube Music and YouTube Kids Ad-free and offline play. • Include Google Play Music. • 5 accounts in the Family YouTube Premium. 	<ul style="list-style-type: none"> • Sign-up. • Log-in. • Profile. • Favorite. • Music. • Shows/Podcast. • Playlist. • Albums. • Artists. • Shuffle. • Search. • Dark Mode. • Language. <p>Deezer HiFi:</p> <ul style="list-style-type: none"> • 56 million tracks. • No ads. • Get unlimited skips. • Offline mode. • 16-bit FLAC quality. <p>Deezer Premium:</p> <ul style="list-style-type: none"> • 56 million tracks. • No ads. • Get unlimited skips. • Offline mode. <p>Deezer Family:</p> <ul style="list-style-type: none"> • 56 million tracks. • No ads. • Get unlimited skips. • Offline mode. • 6 accounts.
Pricing	<ul style="list-style-type: none"> • Basic: free. • Premium: Individual: EGP 59.99/month. Family: EGP 89.99/month. Student: EGP 34.99/month. 	<ul style="list-style-type: none"> • Basic: free. • Hifi: EGP 74.99/month. • Premium: 4EGP 9.99/month. • Family: EGP 74.99/month.
Distribution	<ul style="list-style-type: none"> • Smartphone & Tables: IOS - Android. • Web Browser: All. • Smart TV: Android tv – Samsung tv – LG – VIZO - Hisense – Sharp. • Streaming Media Player: Chromecast - Chromecast Ultra - Roku Players & TVs - Apple TV – fire tv. 	<ul style="list-style-type: none"> • Smartphone & Tablet: IOS – Android. • Web Browser: All. • Smart TV: Android tv – Bang & Olufsen tv – LG tv – Panasonic tv – Philips TV – Samsung tv – Sony Bravia. • Streaming Media Player: Chromecast - Portal from Facebook – Roku Players & TVs. • Game Console: Xbox One.

	<ul style="list-style-type: none"> • Game Console: PlayStation4 - Xbox. • Voice Assistants: Alexa – Siri – Google Assistant. 	<ul style="list-style-type: none"> • Voice Assistants: Alexa – Siri – Google Assistant. • Desktop App: Windows – OS. • Smart Watch: Apple Watch – Fitbit – Garmin – Wear OS by Google. • Speakers: Amazon Echo – Bang & Olufsen – Bluesound Network Player – Bose Music – Control4 – Denon HEOS – Devialet Phantom – Harman Kardon – LG Music Flow – Moon by Simaudio – Onkyo Network A/V Receivers – Samsung Wireless Audio 360 – Sonos – Sony High Definition Audio Range – Ultramata Ears – Yamaha Music Cast.
Target Customers	<p>YouTube is mainly a platform for Content Creators and Labels to Share their music to the world.</p> <ul style="list-style-type: none"> • Content Creators. • Listeners. 	<p>Deezer is mainly a platform for Listeners to find music to listen to, unless you are a famous artist Deezer won't put your music on its platform.</p> <ul style="list-style-type: none"> • Listeners. • Content Creators.
Positioning	<p>YouTube is as an online platform which Content Creators, Artists, and labels upload their music to the platform so that Listeners can Listen to it.</p>	<p>Deezer as a music streaming platform which Listeners can listen to music on.</p>
Quality	Apple Store Rating: 4.8 out of 15.7M	Apple Store Rating: 4.6 out of 22.8k
Customer Satisfaction	<ul style="list-style-type: none"> • Twitter Followers: 72.2 m. • Percentage of tweets with engagement (last 30 days): 89.85%. • Alexa Ranking: 2. 	<ul style="list-style-type: none"> • Twitter Followers: 209.3k. • Percentage of tweets with engagement (last 30 days): 94.79%. • Alexa Ranking: 1927.
Market Share	Number of monthly active users: 2b.	Number of monthly active users: 14m.
Marketing Strategy	<ul style="list-style-type: none"> • Freemium Model. • Heavy Ad campaign to convert new users. • Download and Listen offline to convert new users. 	<ul style="list-style-type: none"> • Freemium Model. • Heavy Ad campaign to convert new users. • Download and Listen offline to convert new users.
Marketing Channels	<ul style="list-style-type: none"> • It uses all 3 media types: Organic – Earned – Paid. • Traditional Media. • Social Media. 	<ul style="list-style-type: none"> • It uses all 3 media types: Organic – Earned – Paid. • Traditional Media. • Social Media.
Estimated Marketing Spend	<ul style="list-style-type: none"> • There is no online data on how much it spends on marketing. • Revenue: EGP 241,491,151,500. 	<ul style="list-style-type: none"> • There is no online data on how much it spends on marketing. • Revenue: EGP 6,373,040,000.
Unique Differentiator	<ul style="list-style-type: none"> • The largest platform that Content Creators, Artists, and Labels can share their music on and get a 1 on 1 interaction with their Listeners. • Anyone can share music on it. 	<ul style="list-style-type: none"> • One of the largest music streaming platforms that Listeners can enjoy. • Listeners can upload their mp3 playlist to their account to listen to (so it's a streaming service and a music player with all your loved uploaded music).
Strength	<ul style="list-style-type: none"> • Largest Video Sharing Site. • 2nd Highest Ranked Website. • Viral Concept/Viral Marketing. • Many Categories. • Multi-Language Support. 	<ul style="list-style-type: none"> • Many Categories. • Multi-Language Support. • Excellent Design. • Let Listeners upload their mp3 playlist.

	<ul style="list-style-type: none"> • Huge Revenue Driver for Parent Company Google. • Excellent Design. • User-Generated Content on the Rise. 	
Weakness	<ul style="list-style-type: none"> • Social Media Shared Videos is an issue for YouTube (They now don't allow uploading YouTube linked videos. You have to upload the video directly to the social media site). • Copyright Material. 	Only famous artists and labels can upload their music on the streaming platform.
Threat	YouTube have the largest user base, which is a threat to Soundcloud.	Deezer have different subscription plans, which will result in more subscriptions and more revenues than Soundcloud.
Opportunities	Soundcloud can increase its revenue stream by adding feature of live audio podcasts.	Soundcloud has more artists and tracks than Deezer (Soundcloud Track Number: 200m - Deezer Track Number: 5m). That makes Soundcloud have a competitive advantage over Deezer which should be used to increase Soundcloud revenue.