

# Online Music Streaming in Australia - Market Summary, Competitive Analysis and Forecast to 2025

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## Abstracts

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### SUMMARY

Online Music Streaming in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value 2016-20, and forecast to 2025). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The online music streaming market consists of revenues generated from music and music video streaming. Revenues are made up from subscription service charges and ad-supported streams. All currency conversions are carried out at constant annual average 2020 exchange rates.

The Australian online music streaming market had total revenues of \$190.5m in 2020, representing a compound annual growth rate (CAGR) of 19.5% between 2016 and 2020.

The subscription services segment was the market's most lucrative in 2020, with total revenues of \$152.2m, equivalent to 79.9% of the market's overall value.

The Australian subscription services segment has grown in recent years, as consumers become more willing to pay for content that is free of

advertisements.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the online music streaming market in Australia

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online music streaming market in Australia

Leading company profiles reveal details of key online music streaming market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Australia online music streaming market with five year forecasts

## REASONS TO BUY

What was the size of the Australia online music streaming market by value in 2020?

What will be the size of the Australia online music streaming market in 2025?

What factors are affecting the strength of competition in the Australia online music streaming market?

How has the market performed over the last five years?

What are the main segments that make up Australia's online music streaming market?

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