

STREAMING INNOVATION FORWARD 2022

10 STREAMING INNOVATIONS OF 2022

In 2022, music streaming services continued to relentlessly innovate and develop new products and experiences for fans and artists. Here are 10 innovations that helped stream music forward.



1 Exclusive Artist Apparel Expands the Amazon Music Artist Merch Shop to allow music fans to purchase exclusive apparel and other merch while watching some of Amazon Music's biggest livestreams airing on Prime Video and Twitch this year, including *Carrie Underwood Live*, Tyler, The Creator's *CALL ME IF YOU GET LOST LIVE*, Maren Morris: *Live from New York*, Kendrick Lamar's *Big Steppers Tour: Live from Paris*, The Weeknd's *103.5 Dawn FM livestream*, and *Maluma LIVE: Medallo En El Mapa*. [Read More](#)

2 Podcast Previews Allows listeners to discover new podcasts by previewing a short, digestible soundbite from a podcast episode and find new content through simple swipes - personalized based on their listening. [Read More](#)



3 Apple Music Sing Allows users to sing along to their favorite songs with real-time lyrics. Subscribers may sing along with the original artist vocals, or adjust the vocal levels so they may act as lead vocalist, background vocalist, or even duet with friends. [Read More](#)

4 Spatial Audio in Mercedes-Benz Gives drivers of select Mercedes-Benz models a fully immersive listening experience with supreme, multidimensional sound quality that rivals that of a concert hall. [Read More](#)



5 Artist Accelerator Selects six to twelve emerging artists across a wide range of genres over the course of a year who will receive focused programming for a sustained campaign across SiriusXM channels and Pandora stations, as well as various ongoing marketing support from both brands. [Read More](#)

6 The Next Level of Personalization Raises the bar on personalization through algorithm improvements that include scaling up its model and adding more signals derived from listener interactions with songs and artists. [Read More](#)



7 Blend Allows fans to gather up to ten friends and family members to enjoy a shared, personalized playlist or merge musical tastes with those of your favorite artists into one shared playlist made just for the fan. [Read More](#)

8 Spotify Island on Roblox Allows fans to link with other music fans to create new sounds together, hang out in digital spaces, and gain access to exclusive virtual merch in the Roblox virtual universe. [Read More](#)



9 Creator Music in YouTube Studio Gives YouTube Creators easy access to an ever growing catalog of music for use in their long-form videos. Creators can now buy affordable, high-quality music licenses that offer them full monetizing potential—they will keep the same revenue share they'd usually make on videos without any music. [Read More](#)

10 Contributions to the Music Economy + Subscriber Growth Contributed **more than \$6 billion dollars to the music industry** from July 2021 to June 2022, with over 30% coming from User-Generated-Content. Surpassed **80 million Music and Premium subscribers**, including trialers, which is a 30 million subscriber increase from the 50 million announced in 2021.