

CUSTOMIZATION AND PERSONALIZATION

WHY MUSIC FANS LOVE STREAMING



A RUN-AWAY WINNER:
Streamers agree streaming is best for customization

61% Streaming Services

- 9% Subscription Satellite Radio
- 8% Social Media Platforms
- 6% Downloaded Content
- 5% AM/FM Radio

89%

of streamers agree the ability to customize their music experience is important



91%

of streamers feel it's important to have the ability to decide what to listen to and when



72%

of streamers say they plan to continue listening to artists and songs streaming services recommend

7-in-10

streamers listen to customized playlists created either by the streaming service or themselves/their friends

86%

of streamers

find the recommendations from streaming services for artists and songs useful