MUSIC CONSUMPTION IN THE AGE OF STREAMING
- WHO Listens to What, When & How?

Clouds & Concerts

how
Share of streams by client

Mobile listening and Android is the rise
Diversification + growth of stationary platforms

2011: 44% mobile

2012: 47% mobile

when
Role of search increasing from 2011 to 2012

1:17 per Streams

1:9 per Streams

"Search"
Streaming & Search by platform

Streaming: 45% PC/Mac, 14% iOS, 31% Android, 3% Squeezebox, 2% Sonos, 2% Settopbox, 1% Other.

Search: 43% PC/Mac (1:12 ratio), 16% iOS (1:8 ratio), 35% Android (1:9 ratio), 3% Squeezebox (1:9 ratio), 1% Other.

51% of search is mobile, 47% of streams mobile.

Searchers’ main device

Heavy searchers vs light searchers

Heavy searchers*: 39% iOS, 33% Android, 17% Desktop, 11% Mixed devices.

Light searchers**: 35% iOS, 19% Android, 10% Desktop, 35% Mixed devices.

*) Top 15% users who search the most

**) Bottom 15% users who search the least

Avg. # of streams:

- Heavy searchers: [Graph showing higher number of streams]
- Light searchers: [Graph showing lower number of streams]
Prime time for exploring:
(normalized)

- Streaming
- Skipping
- Search

24 hours

10 PM peak

9 weeks 2012
An average streaming session is around 60 minutes.

The median is around 30 minutes.

31% of listening sessions are 1-4 hours.

4% of listening sessions are longer than 4 hours.

65% of users have listening sessions within the first hour.

Data source: All Norwegian users with listening session >1 minutes and <12 hours.

*) A listening session is defined as continuous streaming without a break of more than one hour.
**Sessions and search**

23% of searches happen between 2 minutes before a listening session starts and 2 minutes into the listening session.

10% of searches happen around the last 2 minutes a listening session.

**Sequential devices?**

- Google: 43% start video on one device, finish on another (2012 report)
- Amazon whispersync, Netflix effect, continued watching on new device

There are two main modes of multi-screening: **Sequential screening** where we move between devices, and **Simultaneous screening** where we use multiple devices at the same time.
Sequential devices during one listening session

* A listening session is defined as continuous streaming without a break of more than one hour.

### Number of devices

- **Average**: 1.03
- **Median**: 1

### Unique devices

**Number of devices**

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<thead>
<tr>
<th>Number of devices</th>
<th>Unique devices</th>
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**albums & artists**
Artist and album listening
(one week normal + skipping data*)

Subsequent artists (included skipping)
Subsequent albums (included skipping)
Subsequent albums (>30 sec data)
Subsequent artists (>30 sec data)

Percent of subsequent streams from same artist or album

*Skipping also includes streams shorter than 30 seconds

Listeners’ main device
Album listeners vs non-album listeners

Album*
Non-album**

26% iOS
30% Android
34% Desktop
10% Mixed devices

36% iOS
19% Android
11% Desktop
34% Mixed devices

*) ≥ 80%
**) ≤ 20%
subsequent streams from same album
subsequent streams from same album
The Clouds & Concerts research project involves: Anne Danielsen (Professor, U of Oslo), Arnt Maasø (Associate professor, U of Oslo), Beathe Due, Johannes Bjelland, Kenth Engø-Monsen and Pål Roe Sundsøy (Researchers, Research and future studies, Telenor Group), Xin Jian (business analyst, WiMP Music), Yngvar Kjus (post doctor), Anja Nylund Hagen (PhD), Marika Lüders, (researcher, SINTEF), Masterstudents Ragnhild Toldnes, Inger Helseth, Ada Elisabeth Sandnes, Helena Zafira Pedersen. Research assistants: Ola Løvholm, Marc Casanovas, Linn Jakhelln, Gro Kirkeby, Erik N. Strutz and Hanne Tråsdahl.

The Stream Team

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