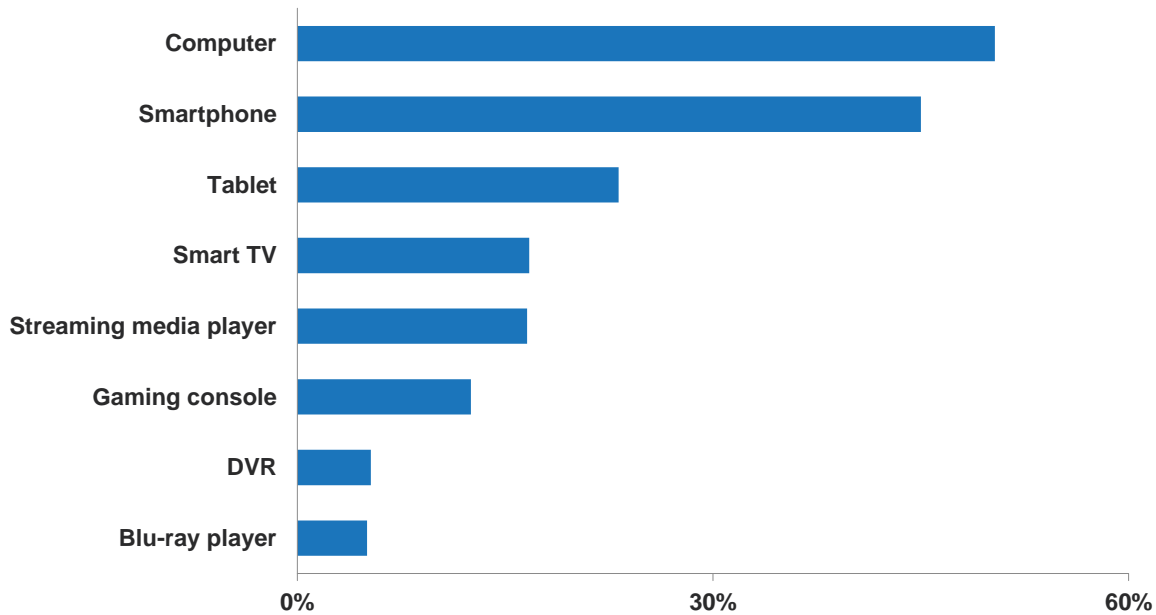


Music/Audio Streaming on Specified Platforms U.S. Broadband Households



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SYNOPSIS

360 View Update: Streaming Audio Devices analyzes trends in streaming audio device ownership and future purchase intention. The research assesses audio consumption in terms of weekly hours of use on mobile devices and in-home entertainment devices. It contains an in-depth examination of consumer expenditure on online music services and downloads with relation to connected audio device usage. Finally, the research provides demographic analysis of online music users and those who rate music and audio consumption as a leading leisure activity.

ANALYST INSIGHT

“Despite a multitude of form factors and high-quality equipment, the audio device market is difficult to crack. The shift to low or no-cost streaming music services has made the music and audio industry accessible to more consumers, but it has led to stagnation in overall revenues in the music industry.”

— Glenn Hower, *Research Analyst*, Parks Associates



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