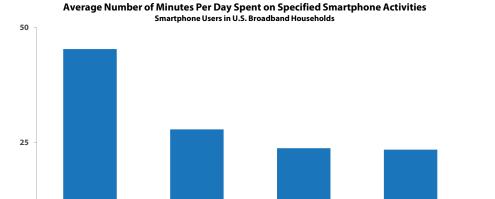


Music App Partnerships: Global Insights *Table of Contents*

By Harry Wang, Director, Health & Mobile Product Research, and Kristen Hanich, Researcher

Synopsis This report examines the business models, partnerships between mobile carriers and music apps, and the strategic objectives among the different players in the mobile music ecosystem. This report includes case studies highlighting the partnerships between music apps and mobile carriers worldwide and the underlying business models. It also provides a five-year market forecast of streaming music revenues from the

Time Spent on Smartphone



Watching short streaming

video clips

© Parks Associates

Watching long streaming

video clips

Publish Date: 1Q 16

mobile carrier perspective.

"As the digital music tide swelled, record labels' power receded. Influential media distributors, such as Apple, and the rising power of individual music artists have pressed record labels hard at both ends. Record labels are looking for new ways to engage fans and discover potential talents in the digital age," said Harry Wang, Director, Health & Mobile Product Research.

Playing games

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List of Companies		
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	Algar Telecom	Rhapsody
	Amazon	ROK Mobile
	America Movil	Saavn
	Apple	Shazam
	Aspiro AB	SK Telecom
	AT&T	Slacker Radio
	Bandpage	SoftBank
	BandPage	Sony Music Entertainment
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Facebook Telia Sonera
Google Tencent
Hungama Digital Media TIDAL
iHeartRadio TIM Brasil
iMusica T-Mobile

KaKao Universal Music Group Last.fm Verizon Wireless

Line Vevo Mariposa Videotron Movistar Musica Virgin Mobile Vivo Musica Music Clout Vodafone MusicQubed Muve Music Warner Music Myspace WhatsApp NTT DoCoMo Wynk Music Orange YouTube **Pandora**

Attributes

Parks Associates 15950 N. Dallas Pkwy Suite 575 Dallas TX 75248

800.727.5711 toll free 972.490.1113 phone 972.490.1133 fax

parksassociates.com sales@ parksassociates.com Authored by Harry Wang and Kristen Hanich

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