

Synopsis	Time Spent on Smartphone										
<p>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 mobile carrier perspective.</p>	<p style="text-align: center;">Average Number of Minutes Per Day Spent on Specified Smartphone Activities Smartphone Users in U.S. Broadband Households</p> <table border="1"> <caption>Average Number of Minutes Per Day Spent on Specified Smartphone Activities</caption> <thead> <tr> <th>Activity</th> <th>Average Minutes Per Day</th> </tr> </thead> <tbody> <tr> <td>Listening to streaming music</td> <td>~45</td> </tr> <tr> <td>Playing games</td> <td>~28</td> </tr> <tr> <td>Watching short streaming video clips</td> <td>~23</td> </tr> <tr> <td>Watching long streaming video clips</td> <td>~23</td> </tr> </tbody> </table> <p style="text-align: right; font-size: small;">© Parks Associates</p>	Activity	Average Minutes Per Day	Listening to streaming music	~45	Playing games	~28	Watching short streaming video clips	~23	Watching long streaming video clips	~23
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“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.

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Music App Partnerships: Global Insights

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

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List of Companies

7Digital	Rdio
Algar Telecom	Rhapsody
Amazon	ROK Mobile
America Movil	Saavn
Apple	Shazam
Aspiro AB	SK Telecom
AT&T	Slacker Radio
Bandpage	SoftBank
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Hungama Digital Media	TIDAL
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MusicQubed	Vodafone
Muve Music	Warner Music
Myspace	WhatsApp
NTT DoCoMo	Wynk Music
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Attributes	
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