

Internet Music Programmers 2016 – 2018: Ad-Supported and Subscription Listening Hours Chart a Monetization Groove

Market Research Report on the Internet Music Programmers

RAIPUR, CHHATTISGARH, INDIA, October 27, 2017 /EINPresswire.com/ -- Report Sellers has added a new market research report "[Internet Music Programmers 2016 - 2018](#)" to its offerings.

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Internet Music Programmers Research Report

According to the report, Internet Music Programmers 2016 – 2018: Ad-Supported and Subscription Listening Hours Chart a Monetization Groove, shows subscription revenue grew by 93% and captured 61.9% of market revenue (U.S.) in 2016, while ad billings ramped 19.5%, to \$1.7 billion.

Going forward, advertising and subscription Internet music radio and track play programmers are currently forecast to achieve \$5.4 billion in 2017, an 18.2% marketplace increase following the muscular 2016 surge.

According to baseline data contained in this report, each 1,000 hours of listening (RPM) across the spectrum of services online is forecast to clear \$100 by YE 2018.

Browse through the complete description and in-depth TOC on "Internet Music Programmers 2016 – 2018"

<https://www.reportsellers.com/market-research-report/Internet-Music-Programmers-2016--2018-Ad-Supported-and-Subscription-Listening>

Ad-supported services generate 61% of total listening hours, and that segment of the marketplace contributed some 38.1% of revenue, expected to rise past 40% in 2018. Radio broadcasters are analyzed in listening hours, subscription services in song plays that are converted into total consumption hours for direct comparisons.

Advertising (all format executions, including in-stream audio, video and display) are projected to bill approximately \$2.1 billion in 2017. Subscription services (including hybrid ad-supported and subscription operations and SiriusXM online sub revenues) are forecast to deliver \$3.3 billion in 2017 receipts. Listening/song-play hours (ad-supported and subscription) increased 9.2% in 2016 to 49.19 billion, or 4.1 billion per month. That's an indication the attention ad-supported services are paying to managed listening growth balanced against monetization imperatives and licensing costs.

The CRB rate restructuring improved bottom line performance in 2016, though programmers still face profitability challenges. An estimated 34.8% of revenues went to licensing organizations in the past year, compared to 47.8% in 2015.

Pandora captured an estimated 47.3% of the U.S. market, and Spotify held an 11.5% slice of total listening.

Listening hours delivered by Internet music programmers exhibits a 12-year (2004 – 2016) CAGR of 29.6%. Listening hours through 2018 are currently forecast at a 26.3% CAGR.

Companies Mentioned

Amazon
Apple
DoubleClick
Google
Microsoft
Pandora
Pure-play
SiriusXM
Spotify
Viacom's Rhapsody

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Aditya Joshi
Report Sellers
+1-214-396-2385
email us here

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