

Online Music Streaming in Australia

Industry Report | 2024-06-14 | 43 pages | MarketLine

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Report description:

Online Music Streaming in Australia

Summary

Online Music Streaming in Australia industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- The online music streaming market includes the revenue generated from the streaming of music online. This revenue is primarily generated from two sources: subscription services and ad-supported streams.
- The Australian online music streaming market recorded revenues of \$535.9 million in 2023, representing a compound annual growth rate (CAGR) of 9.7% between 2018 and 2023.
- The subscription services segment accounted for the market's largest proportion in 2023, with total revenues of \$467.6 million, equivalent to 87.3% of the market's overall value.
- Australia held a 2.2% market share in the global online music streaming market in 2023.

Scope

- Save time carrying out entry-level research by identifying the size, growth, and leading players in the online music streaming market in Australia
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the online music streaming market in Australia
- Leading company profiles reveal details of key online music streaming market players' global operations and financial

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performance

- Add weight to presentations and pitches by understanding the future growth prospects of the Australia online music streaming market with five year forecasts by both value and volume

Reasons to Buy

- What was the size of the Australia online music streaming market by value in 2023?
- What will be the size of the Australia online music streaming market in 2028?
- What factors are affecting the strength of competition in the Australia online music streaming market?
- How has the market performed over the last five years?
- How large is Australia's online music streaming market in relation to its regional counterparts?

Table of Contents:

Table of Contents

1 Executive Summary

1.1. Market value

1.2. Market value forecast

1.3. Category segmentation

1.4. Geography segmentation

1.5. Market rivalry

1.6. Competitive landscape

2 Market Overview

2.1. Market definition

2.2. Market analysis

3 Market Data

3.1. Market value

4 Market Segmentation

4.1. Category segmentation

4.2. Geography segmentation

5 Market Outlook

5.1. Market value forecast

6 Five Forces Analysis

6.1. Summary

6.2. Buyer power

6.3. Supplier power

6.4. New entrants

6.5. Threat of substitutes

6.6. Degree of rivalry

7 Competitive Landscape

7.1. Who are the leading players?

7.2. What are the strengths of the leading players?

7.3. What strategies do the leading players follow?

7.4. What are the recent developments in the market?

8 Company Profiles

8.1. Spotify AB

8.2. Apple Inc

8.3. YouTube LLC

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8.4. Amazon.com, Inc.
9 Macroeconomic Indicators
9.1. Country data
10 Appendix
10.1. Methodology
10.2. Industry associations
10.3. Related MarketLine research
10.4. About MarketLine

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