



Music Streaming Services

Analysis of the English-Language Market

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Introduction

- + Canadians actively engage with audio content and deeply value convenience, as well as a wide variety of different content. It should come as no surprise then that many use music streaming services*. This report focuses specifically on these services and the Anglophone Canadians who use them.
- + The Media Technology Monitor (MTM) incorporates a mixed methodology approach which included a phone survey and a follow-up survey online. The data from this report is based upon our 2015/2016 survey results and comes primarily from the online portion of the survey unless otherwise noted.*

*Previously referred to as personalized online audio services

**Data in this report coming from the phone portion of the survey will be identified with this symbol +.



What is a music streaming service?

- + A streaming service is available via web-browsers or apps on devices like smartphones and tablets which allow users to select from a number of possible streams or to customize playlists*
- + Many offer both paid subscription services (which are typically ad free, and contain additional features and content), or free subscription services (which typically have advertisements, and less features and content than their paid counterparts)
- + The MTM asks Anglophones about the following music streaming services: Google Play Music, Spotify, Apple Music, Soundcloud, Slacker, Rdio, TuneIn Radio, CBC Music, ICI-Musique (among Francophone respondents) Deezer, 8Tracks and Tidal

*More information on other online audio sources (YouTube listening and AM/FM Radio Streaming) is available in the [Streaming Audio](#) report

