

Market Capture of Music Streaming Services in India

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Abstract: India is a very vast market for internet services as it has over 480 million active internet users in the country. Music streaming services in India is emerging day by day. The competition in the market is so high that even two giants Jio Music and Saavn join their hand in 2018 to provide a combine service all across the globe. In, 2019 a global giant Spotify entered into music streaming market in India and affected the each music service in India. Gaana owned by Times Internet have over 150 million active monthly users in the country while JioSaavn reported 100 million active monthly users as per a website. This research is going to study the market capture of various music streaming services in India. Currently, as per the research, Spotify is the most popular streaming service. As per the literature available on various platforms other streaming services were holding the major proportion of the Indian market but after the launch of Spotify, it became most loved streaming service. The research is being done to find out the existing music streaming services are affected by the entrance of Spotify or not.

Keywords — Gaana, India, JioSaavn, Service, Spotify, Streaming, Wynn.

I. INTRODUCTION

-Jehil Thakkar, Partner at Deloitte India

Music Streaming Marketing in India is changing day by day. As per our survey entrance of Spotify in India changed the whole market condition in one year. Indian giants like Gaana, JioSaavn and Wynn market capture is decreased by the entrance of Spotify. Spotify in India released without the songs of the great artists such as Ed Sheeran, Bruno Mars, Linkin Park, Cardi B etc. It was due the conflict between the Spotify and Warner Music Group. In April the new global licensing deal was signed between these two and now all the songs are available in Spotify India which results to increase in the music library from 45 million songs to 50 million. While in India largest library with 55 million songs is owned by JioSaavn, on the other hand Gaana is having 45 million songs in its library including its Gaana Originals.

II. LITERATURE REVIEW

Music lovers in India are spoilt for choice with various music streaming applications flooding the market.

The segment has come under the spotlight is Spotify within a span of month.

India is the next big market for music streaming.

“Streaming has been around for a long time but it was constrained by consumers thinking very hard about how much it was going to cost them, because data charges were so high. In last two years or so, data prices have dropped almost 90% so the industry is really coming into its own.”

Spotify's launch in India was highly awaited considering it's the most popular music streaming service globally. Spotify has over 2million users in India including free and paid.

Indian consumer spends 21.58 hours per week listening to music.

The entry of Spotify and YouTube Music will further accelerate the growth of music streaming. Last year's merger of Jio-Saavn was valued at Rs. 7000 crore.

According to, an article in The Hindu published on 1 April 2019

Sameer Batra Ceo – Content And Apps At Bharti Airtel, which runs Wynn Music said, “For a category like music, you and I can be in different in terms of what we listen to, but love for music is fairly ubiquitous. So, there is significant market opportunity out there, which is essentially equal to the number of internet users on mobiles.”

An article published in a website claims that Gaana is at 1st position and JioSaavn is at 2nd position in terms of market capture:

JioSaavn, which claims 104 million monthly active users, is the second-largest streaming audio service in India after Gaana, and holds about 24% market share.

-according to an OTT Audience Measurement Insights report

III. RESEARCH METHODOLOGY

As far as the secondary data is concerned the data is collected from various surveys and statistics website.

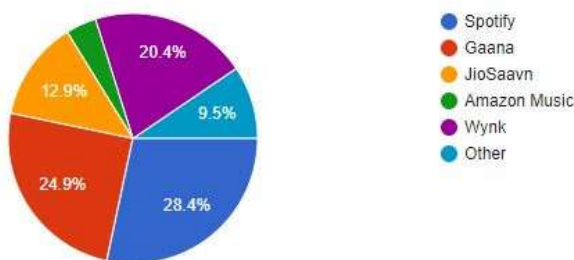
While the primary data is collected by a survey in which a questionnaire is circulated among 200 people of all age groups the questionnaire consists of Music Streaming Services such as Spotify, Gaana, JioSaavn, Wynk and Amazon Music. We placed the services like Apple Music, YouTube Music, Google Play Music, Hungama Music etc. in others as their market capture is much lesser than the others as per our secondary data.

DATA ANALYSIS

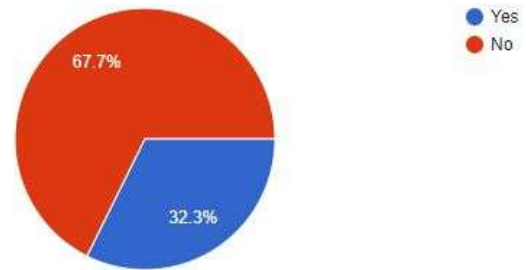
- Below is the pie chart showing the data in % of people using Music Streaming Services –



- When we collected the data we found that Spotify is in lead among all the other services. Spotify in one year done a good market capture, where Gaana holds second position and Wynk stands on third.



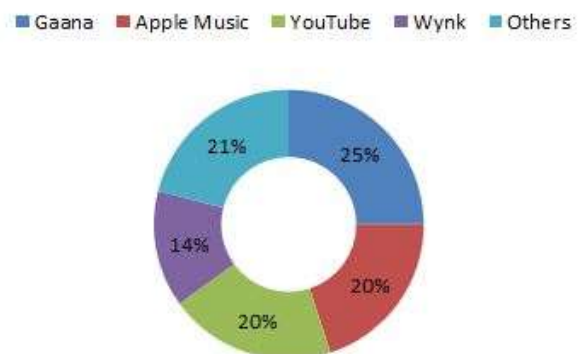
- When we researched about the number of users having the subscription of Music Streaming Services we found that majority of people who are having the subscription are Airtel users, so they get their subscription free, on other hand Amazon Music users are having subscription as Amazon Prime is a complete package of video and audio streaming service. There are few number of people who buy a subscription otherwise majority of them were free users among all streaming platforms. Below is the data of free users and subscription based users.



- Red – Free Users
- Blue – Subscription Based Users

- The given data is extracted from a website showing most favored music streaming services at the time of Spotify launch in India.

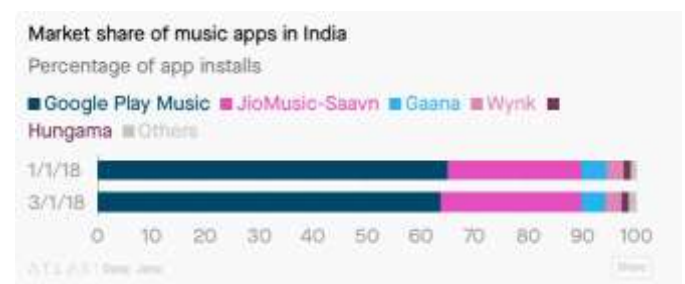
Most Favoured (in %)



IV. RESULT

As a result we found that Spotify is able to beat its competitors and Giants like Gaana, Wynk, and JioSaavn holds second, third and fourth positions respectively in Indian Market. Spotify holds first position as it has better user interface, a huge library, available across all platforms like Android, Windows, iOS, Mac etc., and is more reliable.

As a result Spotify is winner in Indian market, but below is the data that shows the market condition and standing of different streaming services in India before the entrance of Spotify in India.



Market is place where you cannot predict the future market condition. As present standing Spotify leads the Indian market but there are possibilities that some other giant can overtake the market in upcoming years.

V. CONCLUSION

Indian streaming services are giving their best to capture a good market as noticed Gaana has its own originals songs even JioSaavn is also now releasing its own exclusive songs. It was assumed that merger of Jio Music and Saavn can capture the majority of market but it resulted in false statement as market is always been in a flexible state. No study can prove that what is going to happen in future market.

Spotify stands out as a leading innovator in the field of music streaming.

Spotify's strategy is based on the blue ocean strategy, as they are able to create and capture new demand. For music streaming companies it is essential to know what competitors are offering and new trends in this ever-changing model. It is important to understand the vast, music streaming landscape and options to find the service.

It also studies the music streaming market size, recent trends and development status, as well as investment opportunities.

Music streaming services have been gaining more and more popularity due to the accessibility to their services on mobile apps.

The freemium from all the streaming services means that the user is in the best position to find out which service they prefer.

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