

## Radio and Streaming Music

Volume 31 | Quarterly Survey

1,250 US Consumers Balanced To Census

Tickers Covered: SIRI, SPOT, AMZN, AAPL.

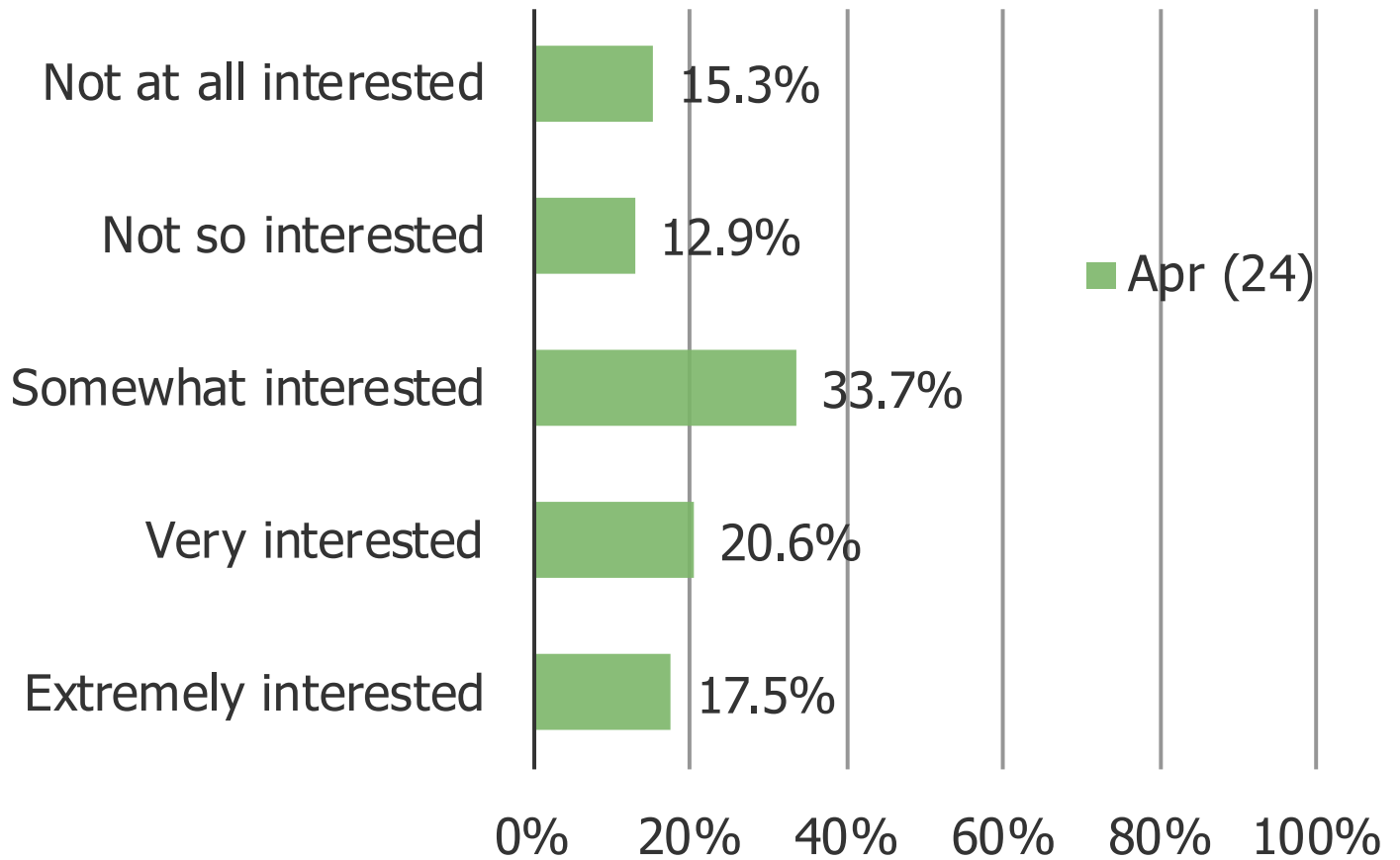
### Key Takeaways:

- Consumers have a reasonable amount of interest in video learning courses on subjects of interest to them.
- Paid Spotify subscribers are fairly divided on the question of whether they would pay to switch to a higher level of Spotify Premium (Spotify "Supremium"). Among consumers who do not currently have Spotify Premium, a small portion would be willing to pay for Spotify if they offered high fidelity audio.
- Our trackers of the share of consumers who have Spotify and Apple Music subscriptions have fluctuated over time. Most recently, in both our monthly and quarterly tracker the share of consumers who have an account with Spotify softened a bit.
- Metrics around usage frequency for Spotify improved sequentially.
- Consumer opinion of the value of what they get for their money on Spotify is net favorable, but has softened sequentially in recent quarters.
- Consumers are increasingly preferring to pick individual songs, interviews, or playlists to listen to (at the same time, the share who prefer picking a channel or a station has declined).
- Spotify remains front of mind for consumers in terms of which platform they think has the most unique content and the best way of delivering it.
- Consumer opinions of Joe Rogan have worsened in recent quarters.
- Consumer opinions are holding roughly consistent when it comes to the new Sirius XM app.
- Sirius XM tested the best when it came to consumer opinions of the value they get for their money.
- Consumers continue to view Sirius XM as a platform to listen to in the car, while Spotify and Apple Music are more often viewed as platforms to listen to casually.

## NEW QUESTIONS

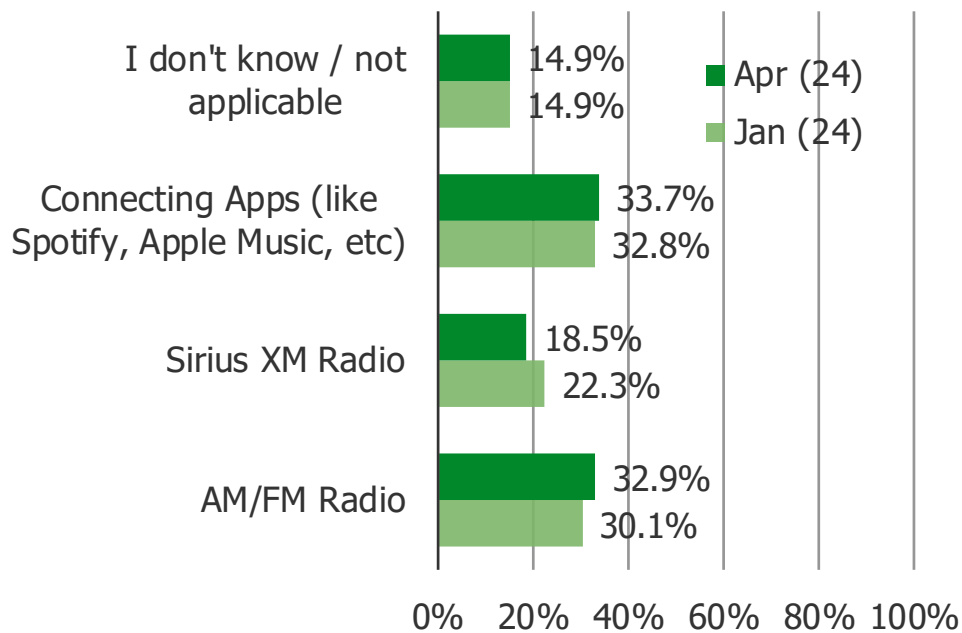
HOW MUCH INTEREST DO YOU HAVE IN VIDEO LEARNING COURSES ON SUBJECTS OF INTEREST TO YOU?

Posed to all respondents.

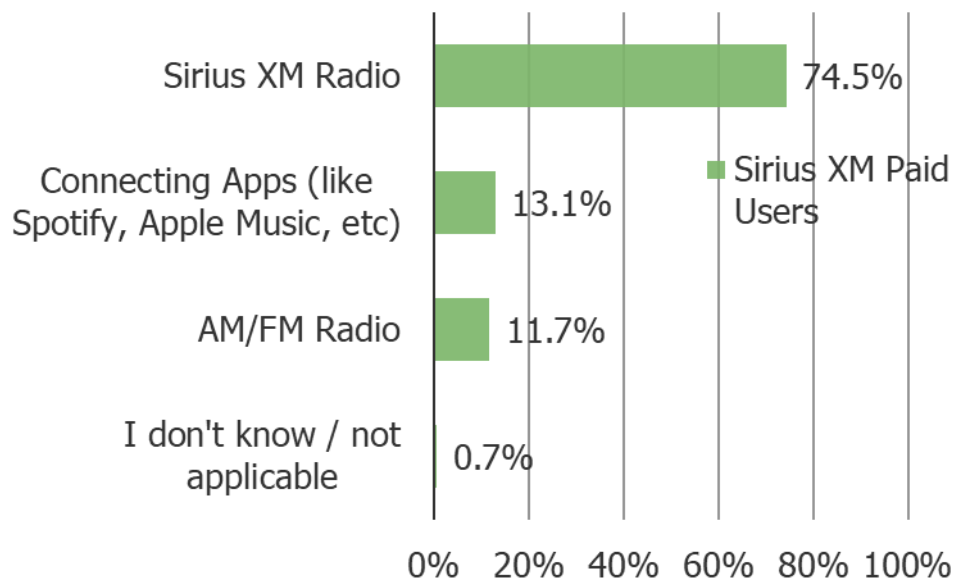


IN YOUR OPINION, WHICH IS BEST FOR LISTENING IN THE CAR?

Posed to all respondents. (N=1252)

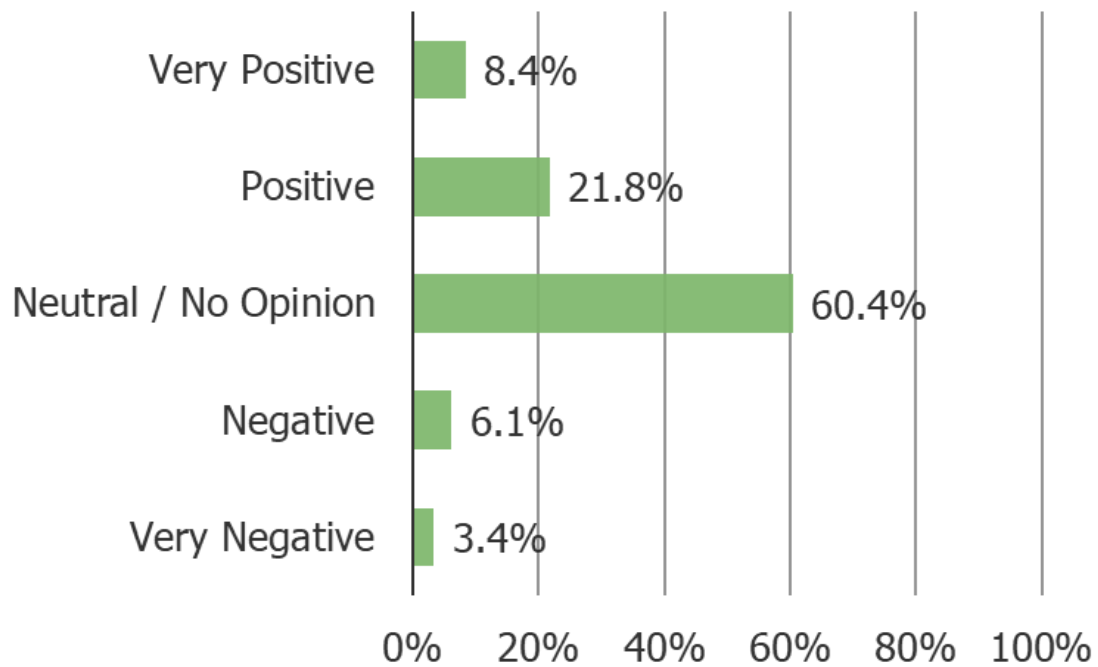


Posed to paid Sirius XM users.



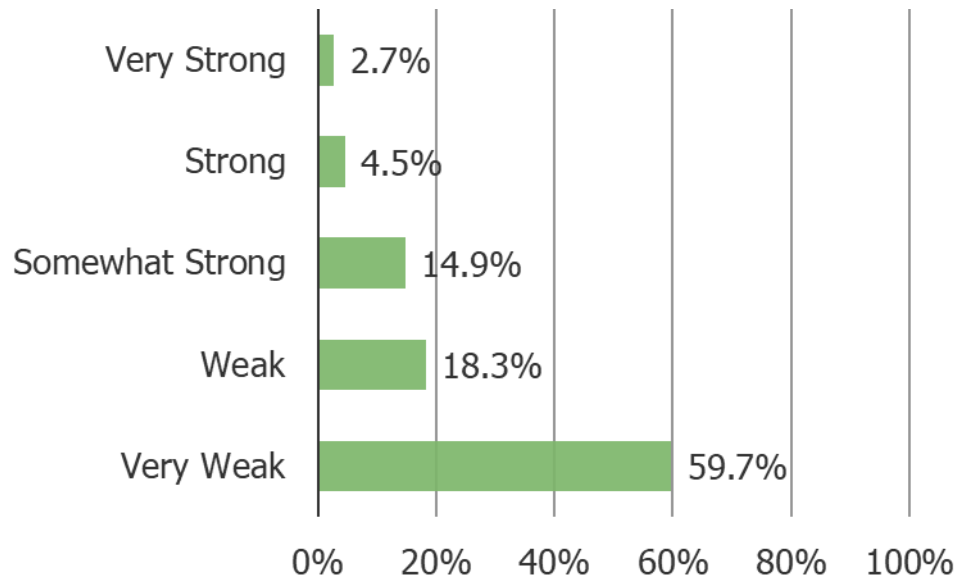
SIRIUS XM LAUNCHED A NEW APP AND WEBSITE INTERFACE IN DECEMBER. WHAT IS YOUR OPINION OF HOW THE REDESIGN LOOKS? RESPONDENTS WERE SHOWN THE IMAGE BELOW...

Posed to all respondents.

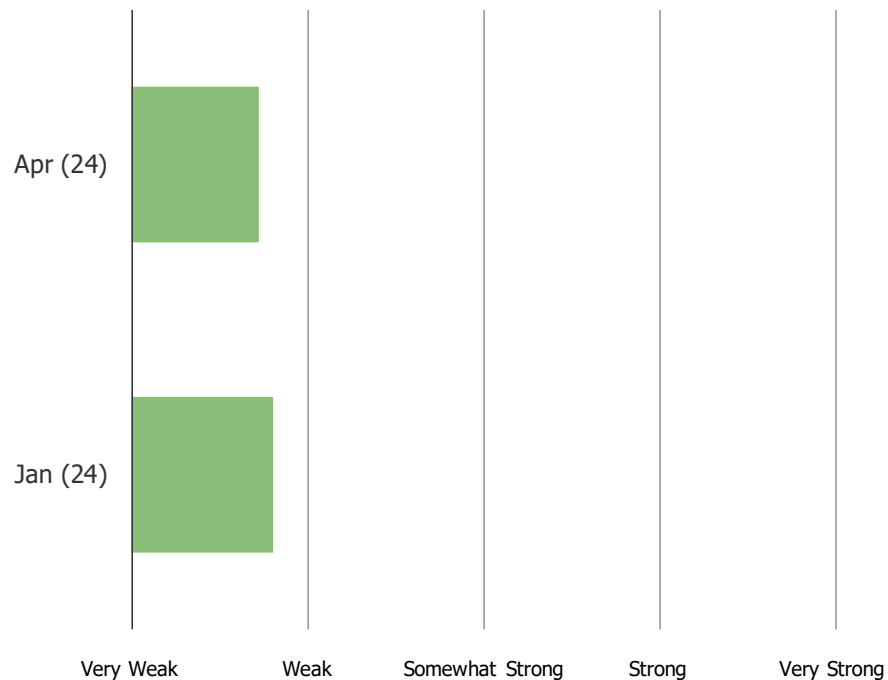


YOU MENTIONED THAT YOU HAVE NOT DOWNLOADED THIS APP. HOW MUCH INTEREST DO YOU HAVE IN PAYING \$9.99 PER MONTH TO USE IT?

Posed to all respondents who have not downloaded the new Sirius XM app. (N=1090)

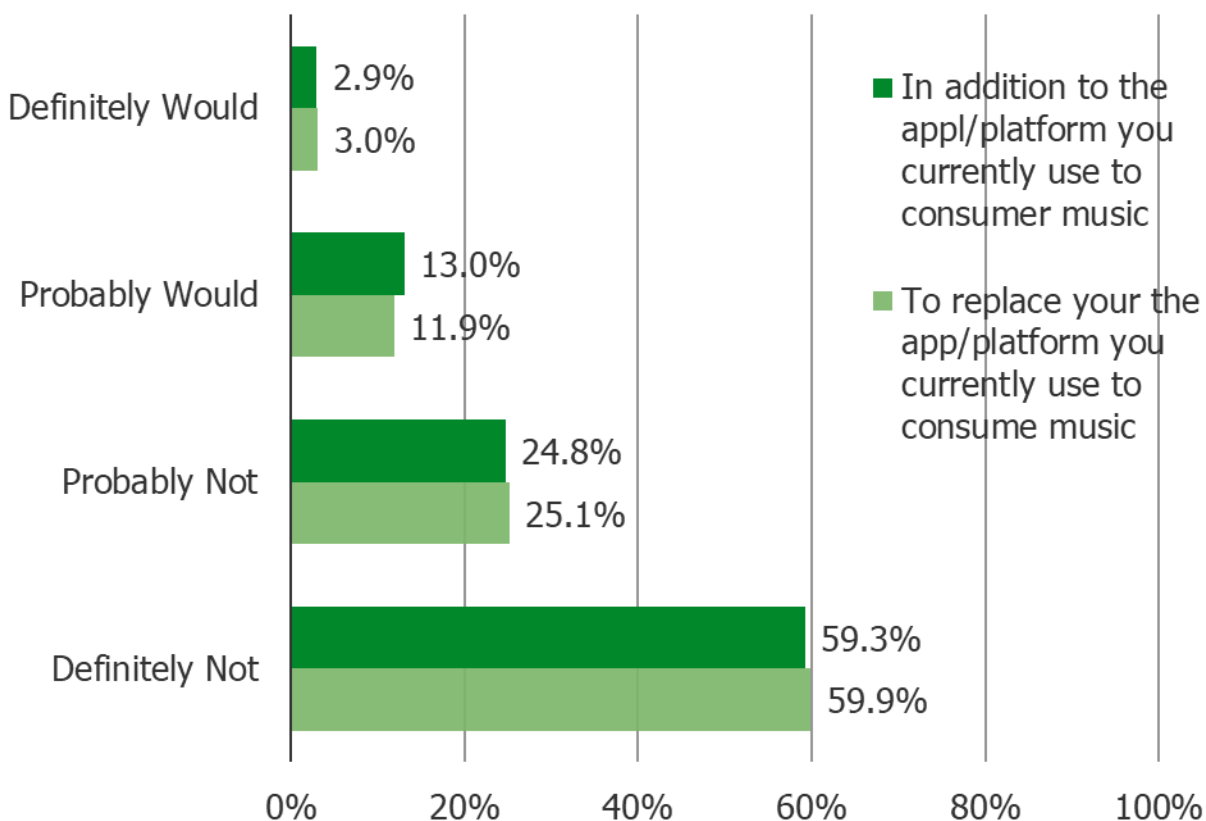


Historical Data



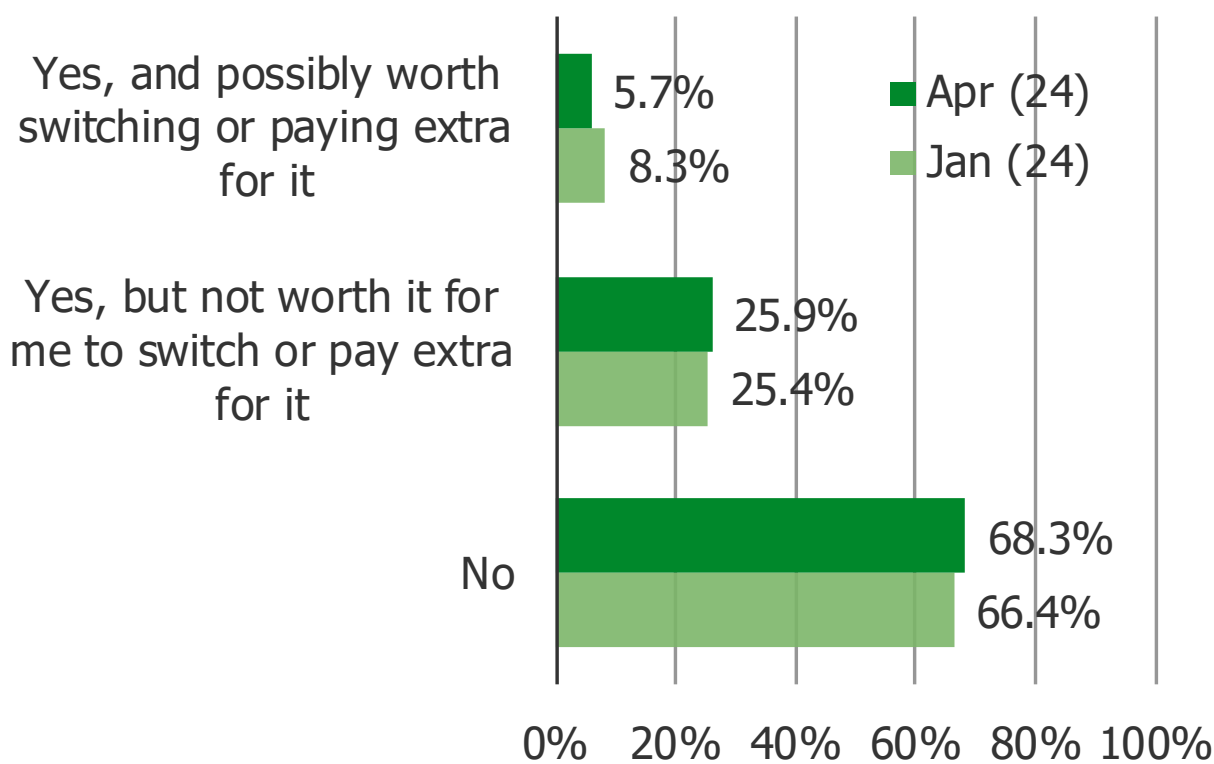
THE REVAMPED SIRIUS APP COSTS \$9.99 PER MONTH TO GET ACCESS TO SIRIUS XM CONTENT. WOULD YOU CONSIDER PAYING TO USE IT...

Posed to all respondents who have not downloaded the new Sirius XM app. (N=1040)



DO YOU THINK THE NEW SIRIUS APP WOULD GET YOU ANYTHING YOU WOULD NOT CURRENTLY HAVE ACCESS TO IN YOUR CURRENT METHOD FOR LISTENING TO MUSIC/AUDIO CONTENT?

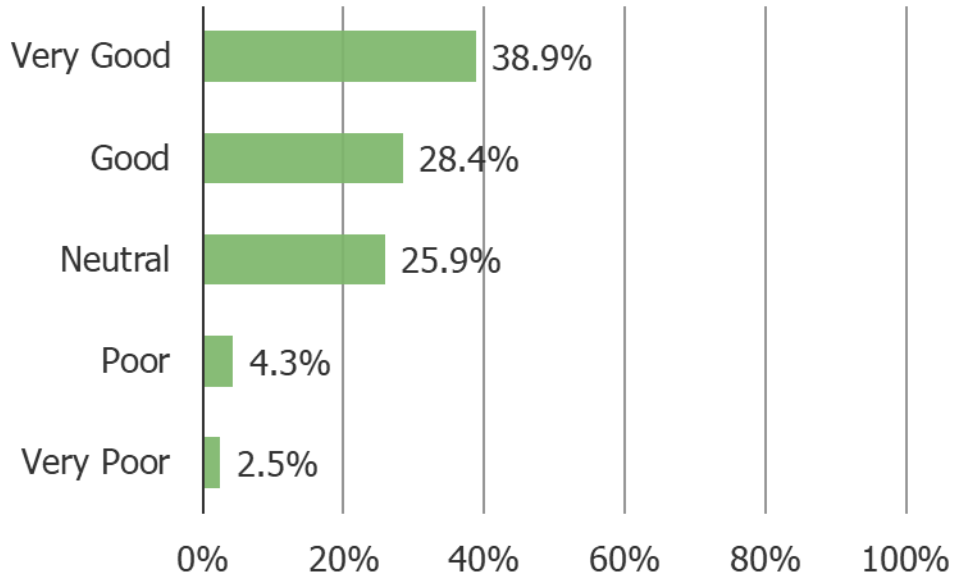
Posed to all respondents who have not downloaded the new Sirius XM app. (N=1090)



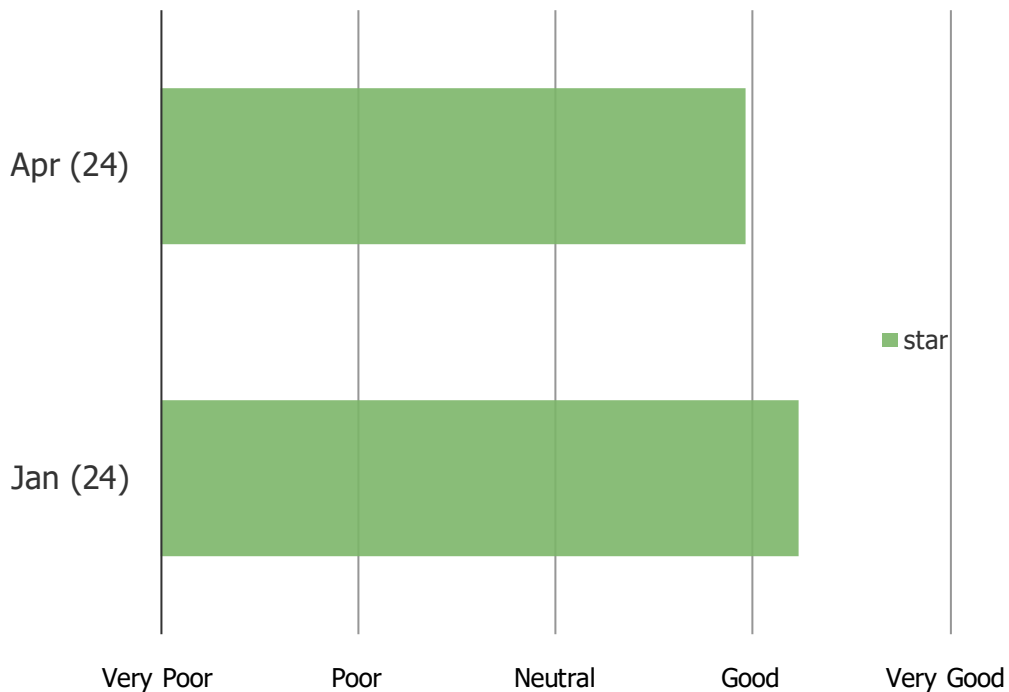


HOW WOULD YOU RATE THE NEW SIRIUS APP, OVERALL?

Posed to all Sirius subscribers who have downloaded the new Sirius XM app. (N=162)

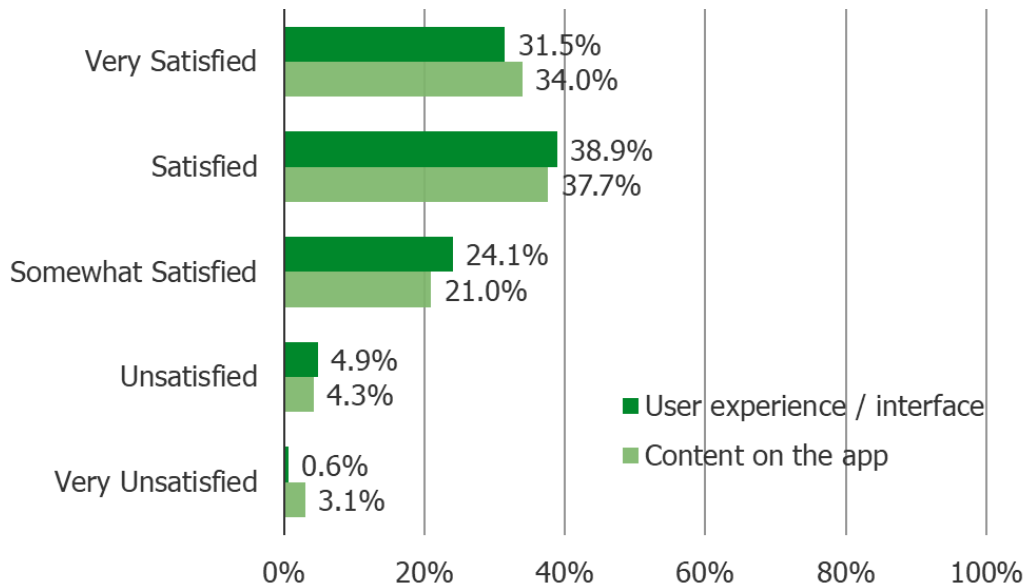


Historical Data

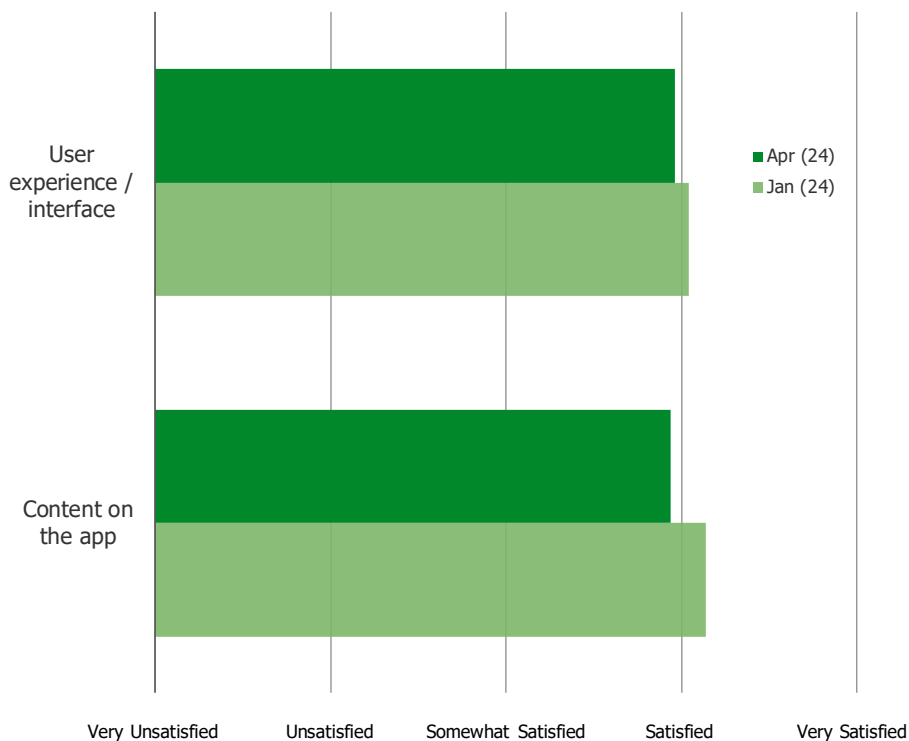


HOW WOULD YOU RATE THE REDESIGNED SIRIUS APP WHEN IT COMES TO...

Posed to all respondents who have downloaded the new Sirius XM app. (N=162)



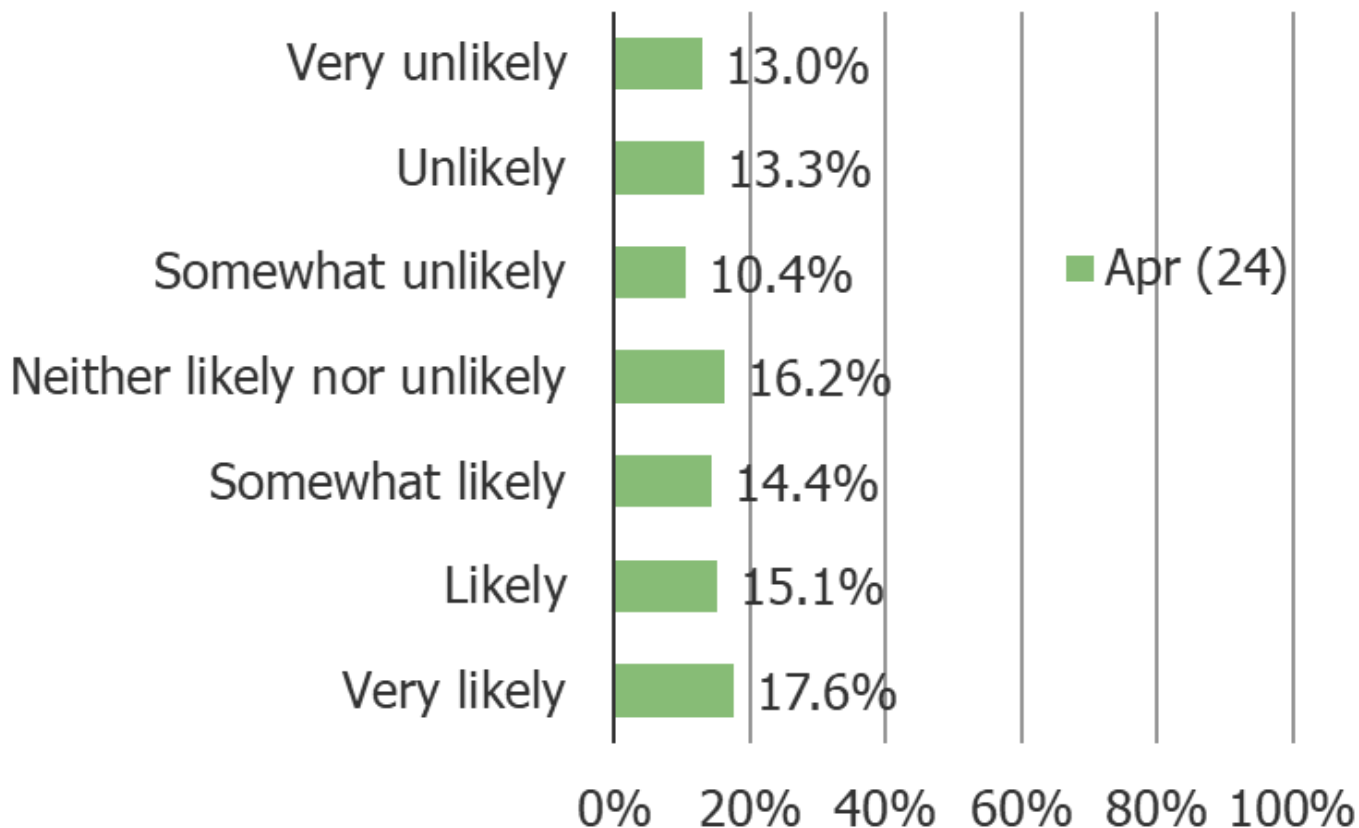
Historical Data



# SPOTIFY APP REDESIGN AND FEATURE TESTING

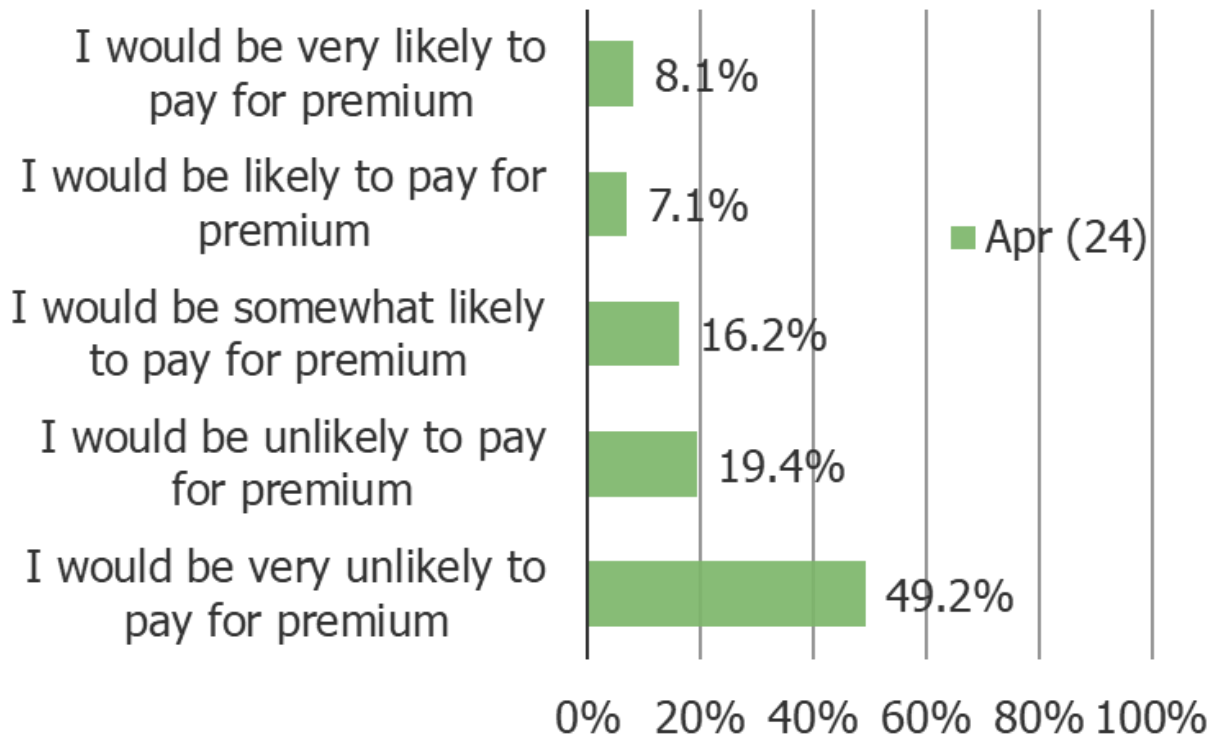
HOW LIKELY WOULD YOU BE TO SWITCH TO A HIGHER LEVEL OF SPOTIFY PREMIUM ("SPOTIFY SUPREMIUM) FOR \$19.99 PER MONTH FOR FEATURES THAT WOULD INCLUDE "HIFI", HIGH FIDELITY AUDIO, LOSSLESS AUDIO, AI GENERATED PLAYLISTS, STUDIO SOUND, HEADPHONE TUNER, LIBRARY PRO?

Posed to respondents who have a paid account with Spotify... (N = 278)



IF SPOTIFY OFFERED HIGH FIDELITY AUDIO (IE, CD QUALITY AUDIO) ON ITS PREMIUM SUBSCRIPTION, WOULD YOU PAY FOR PREMIUM TO GET ACCESS? (\$9.99 PER MONTH)

Posed to respondents who do not have an account with Spotify and Spotify Free Account Holders (N = 974)



# STREAMING PLATFORM DECISION CATALYSTS AND CRITERIA

WHAT IS MOST IMPORTANT TO YOU ABOUT THE STREAMING PLATFORMS YOU USE THAT MAKE YOU PICK THEM?

Posed to respondents who have an account with one or more streaming audio platforms.

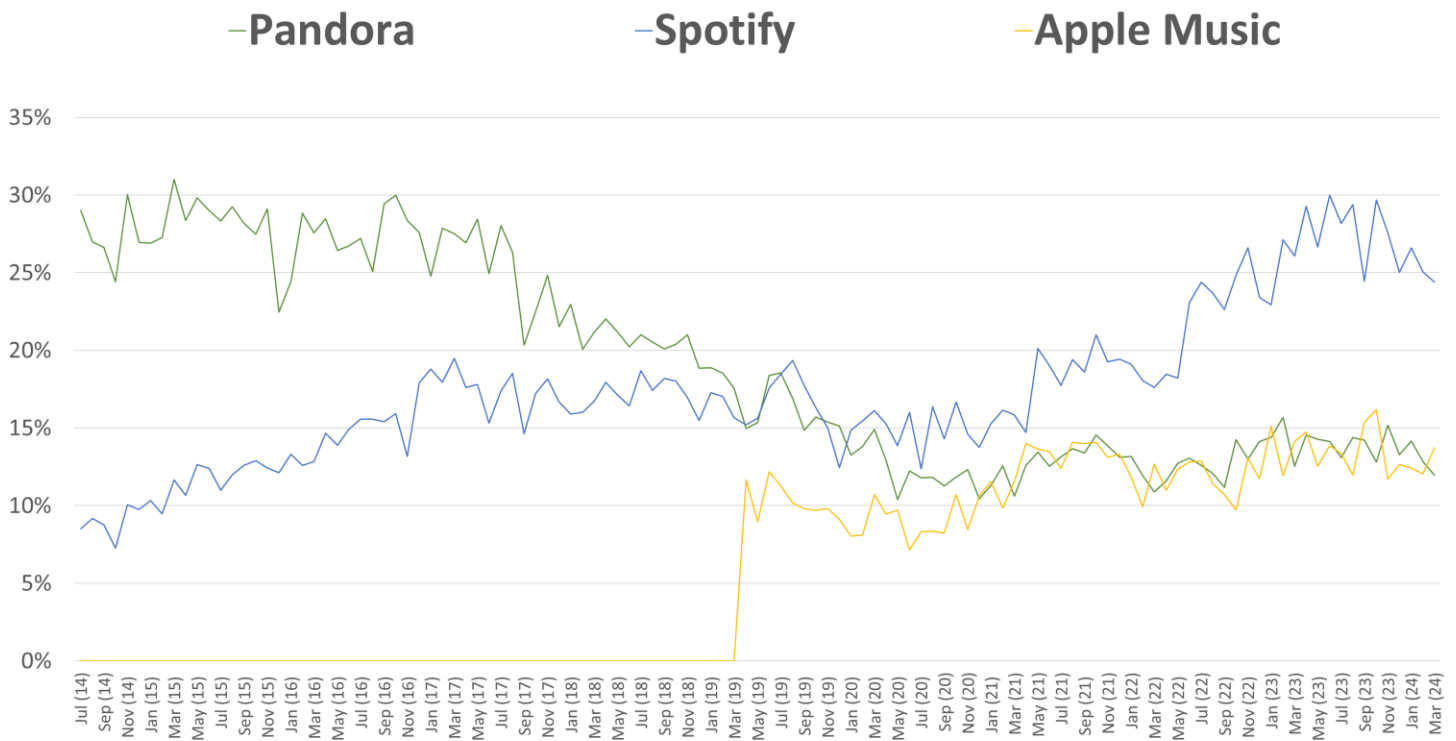


## COMPETITIVE DYNAMICS, STREAMING APPS



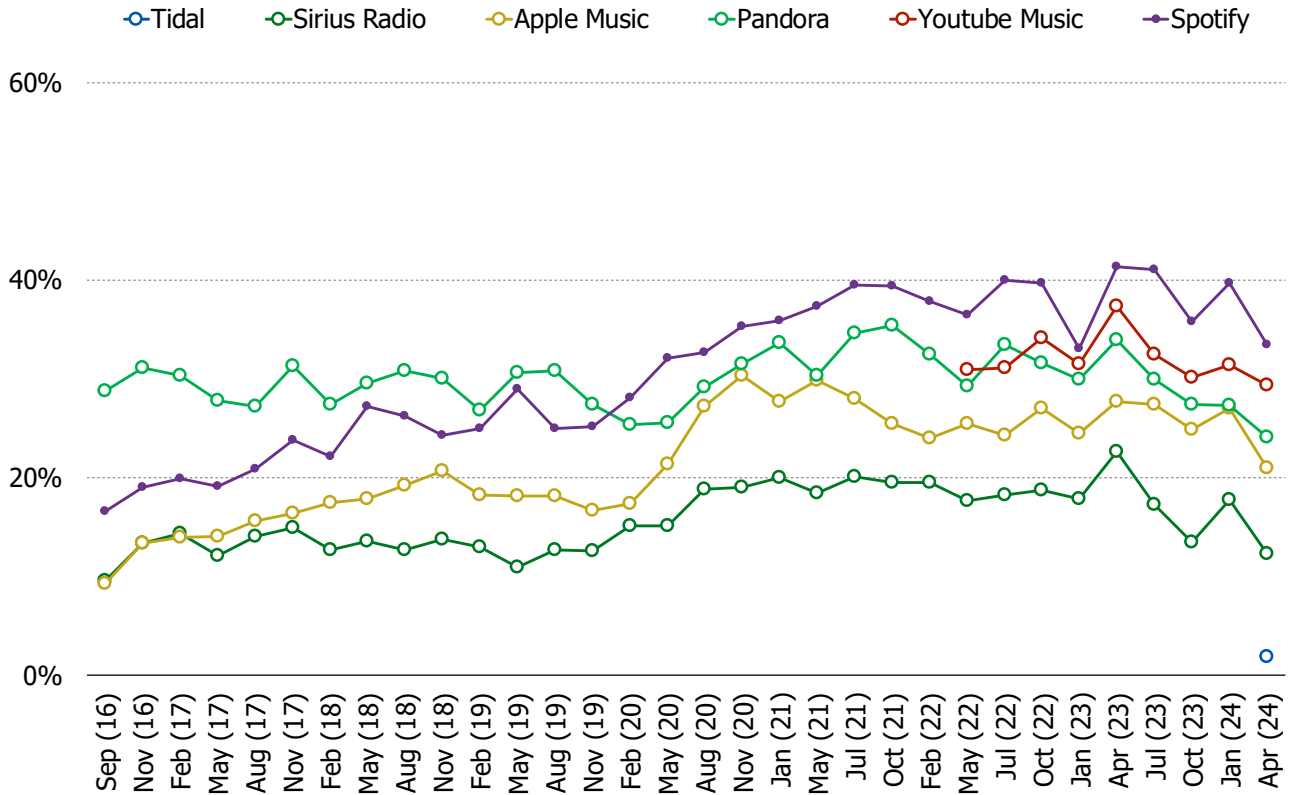
MONTHLY SURVEY TRACKER (DO YOU CURRENTLY HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING)?

Posed to all respondents.



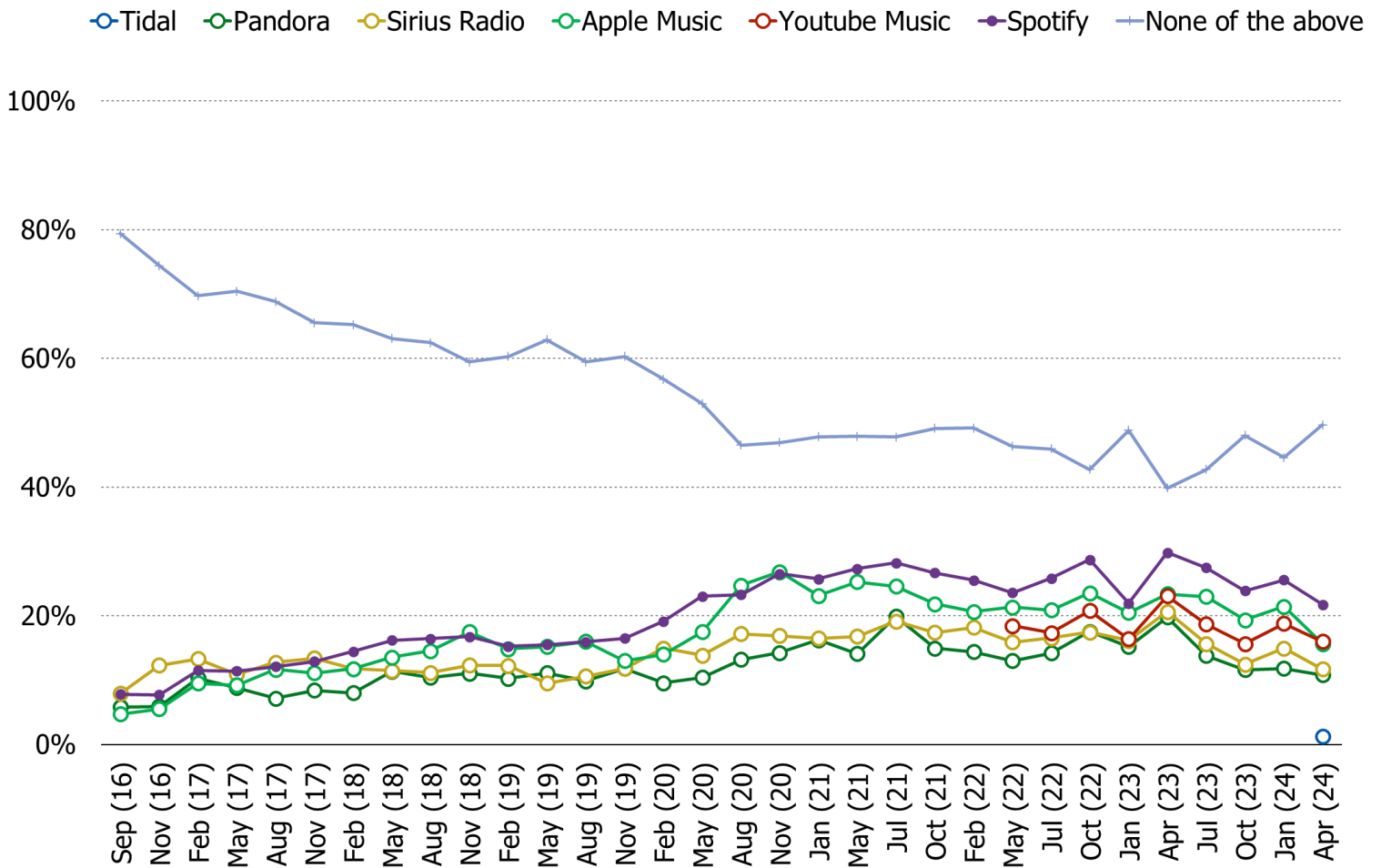
QUARTERLY SURVEY: DO YOU HAVE AN ACCOUNT WITH ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



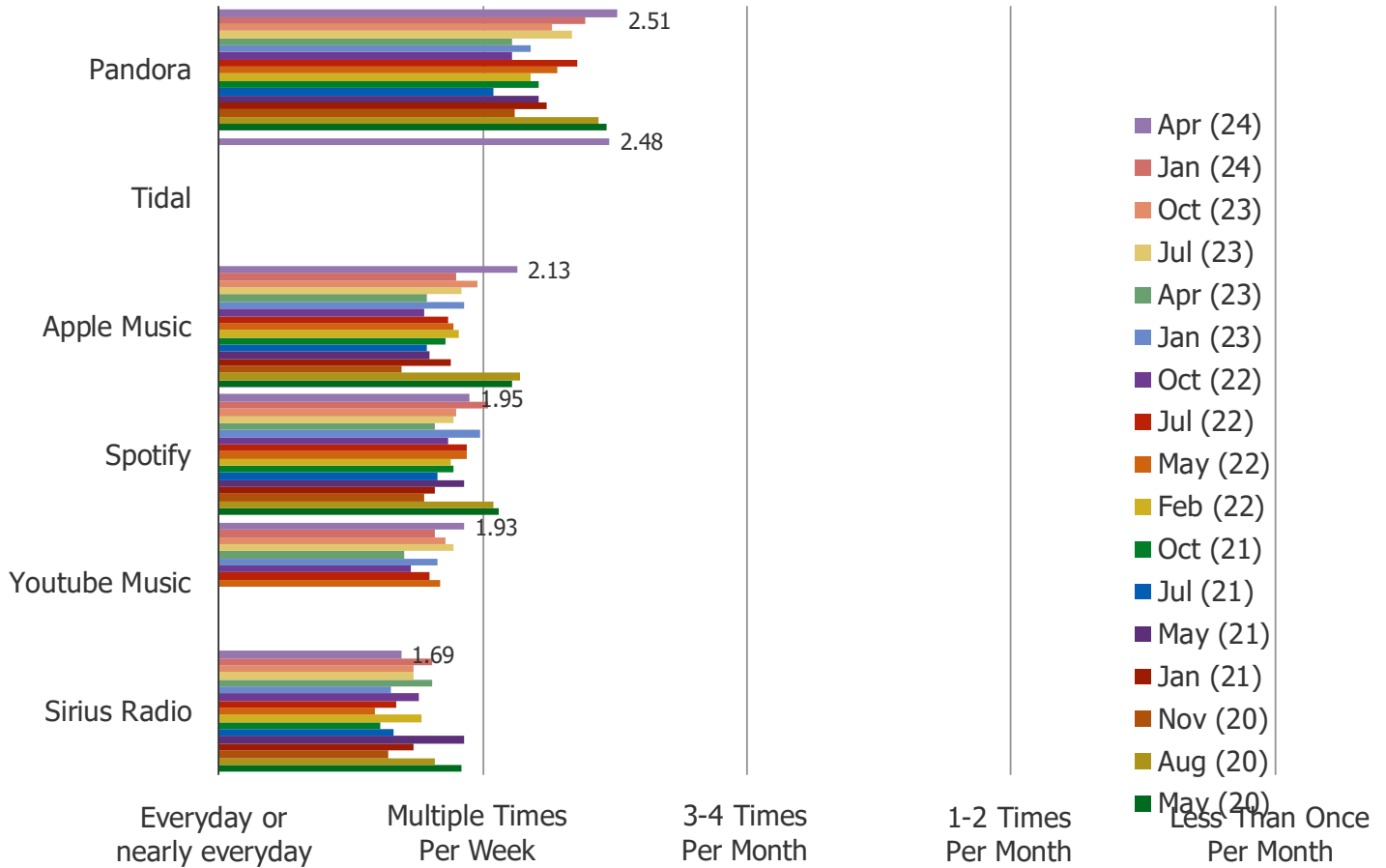
QUARTERLY SURVEY: ARE YOU CURRENTLY PAYING FOR A SUBSCRIPTION WITH ANY OF THE FOLLOWING?  
(SELECT ALL THAT APPLY)

Posed to all respondents.



HOW OFTEN DO YOU USE THE FOLLOWING?

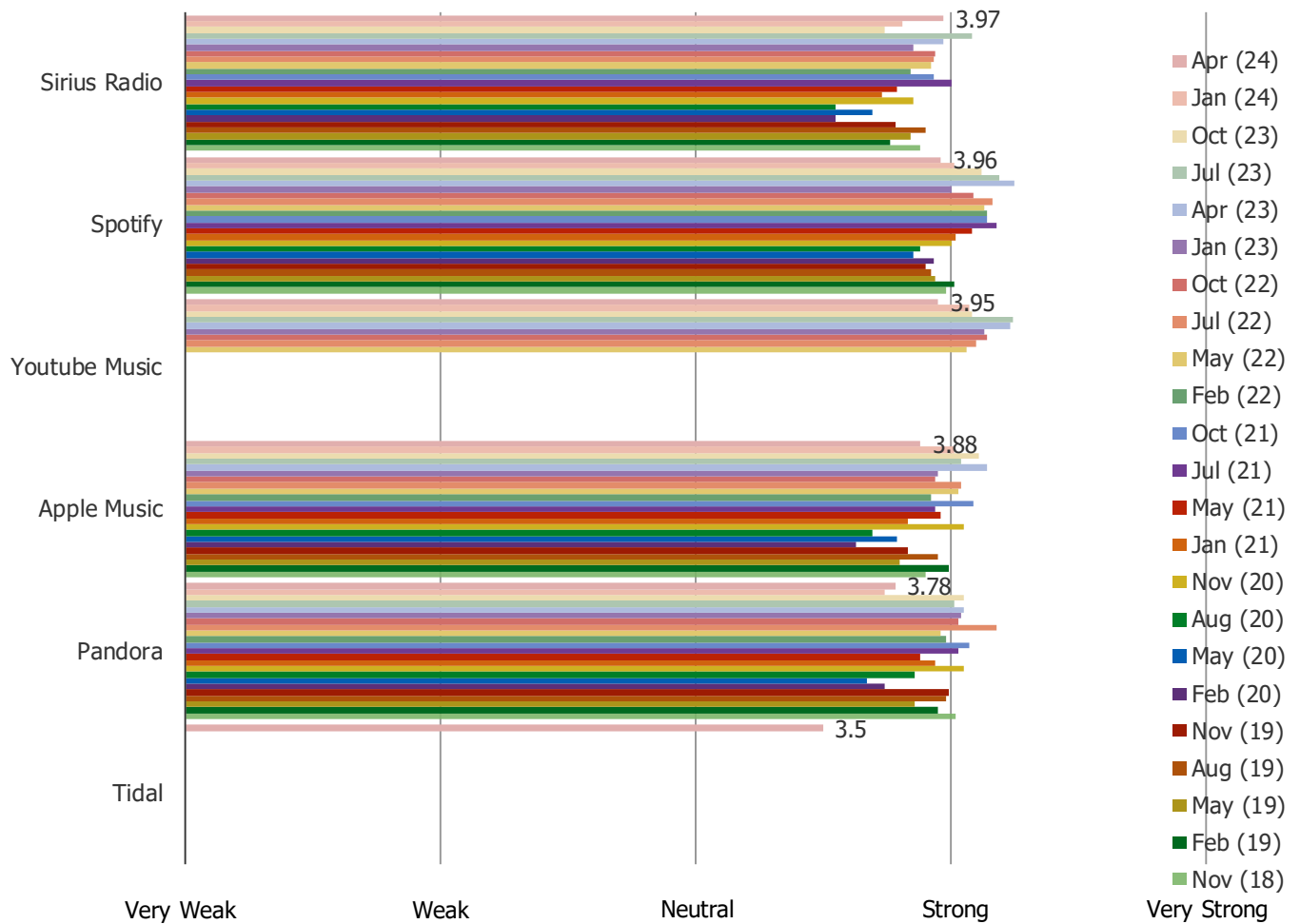
Respondents who have an account with each platform (free or paid)



← More Frequent

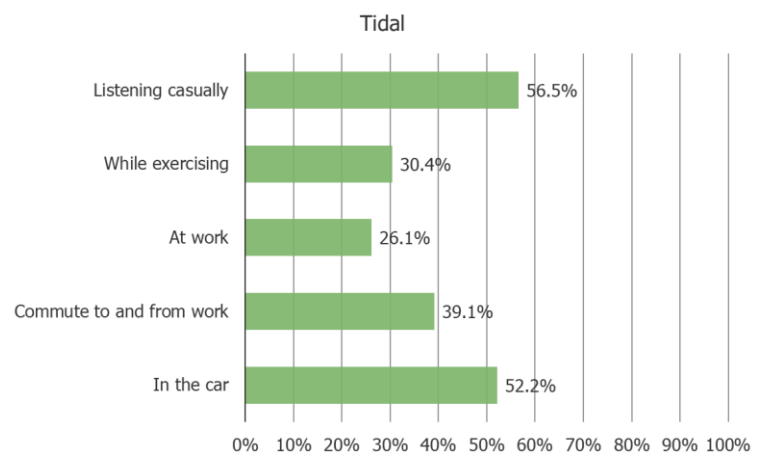
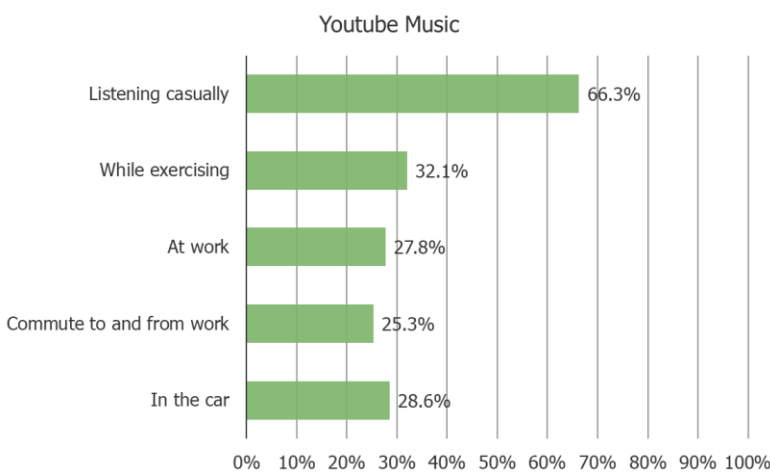
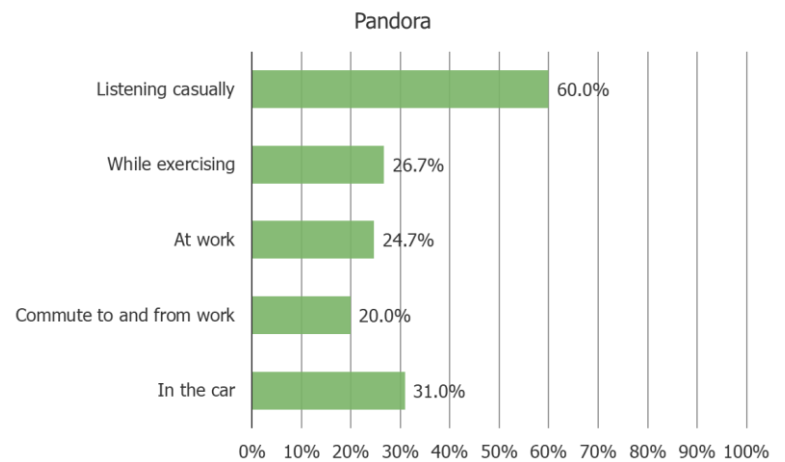
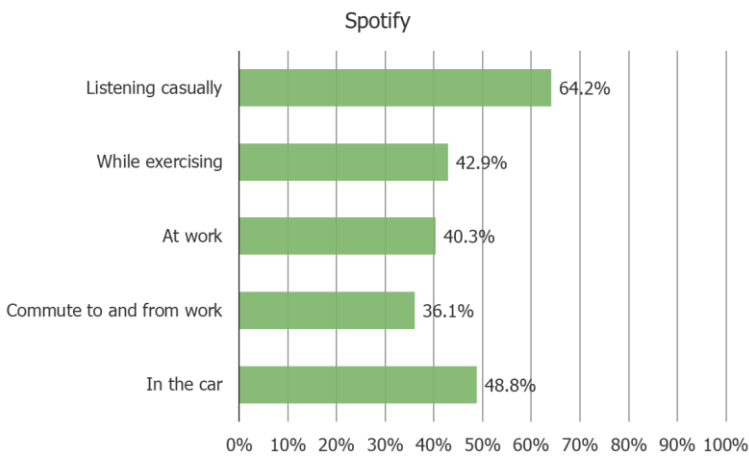
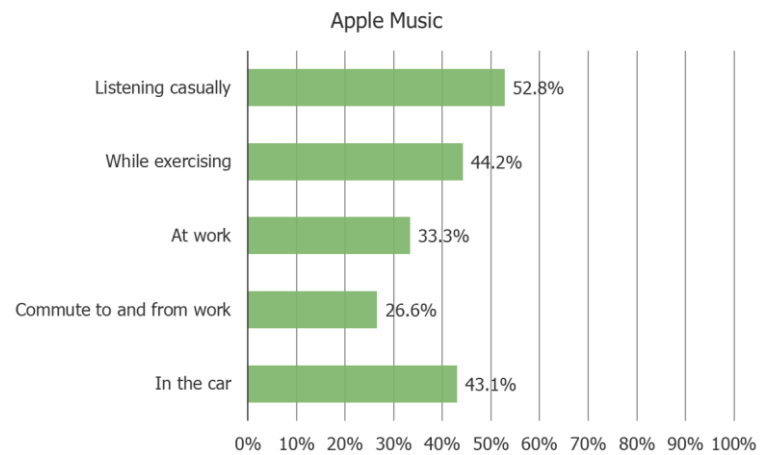
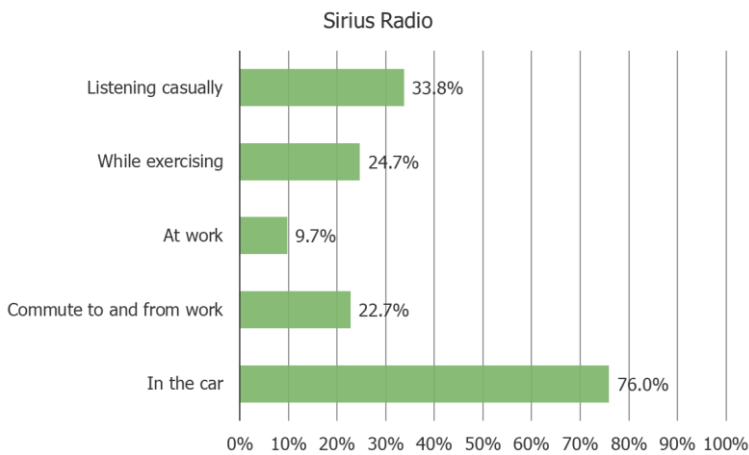
WHAT IS YOUR OPINION OF THE VALUE YOU GET FOR YOUR MONEY IN PAYING FOR THIS PLATFORM?

Respondents who pay for each platform



WHERE DO YOU TYPICALLY LISTEN TO THIS PLATFORM? (SELECT ALL THAT APPLY)

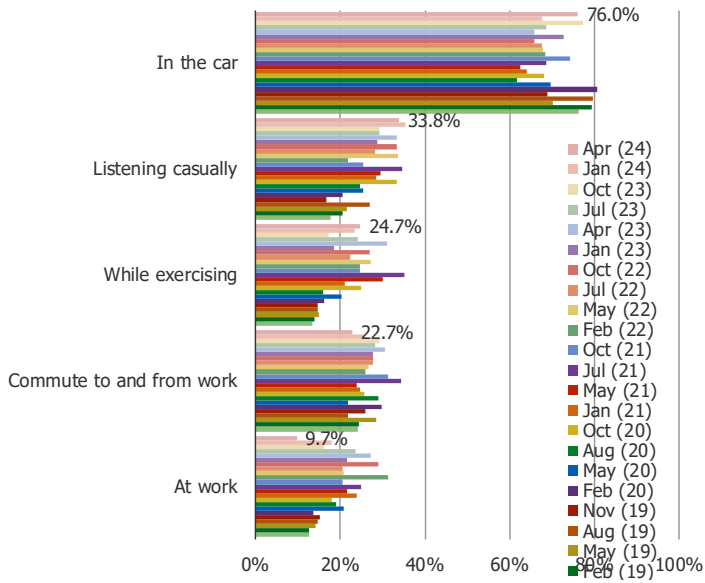
Respondents who have an account with each platform (free or paid)



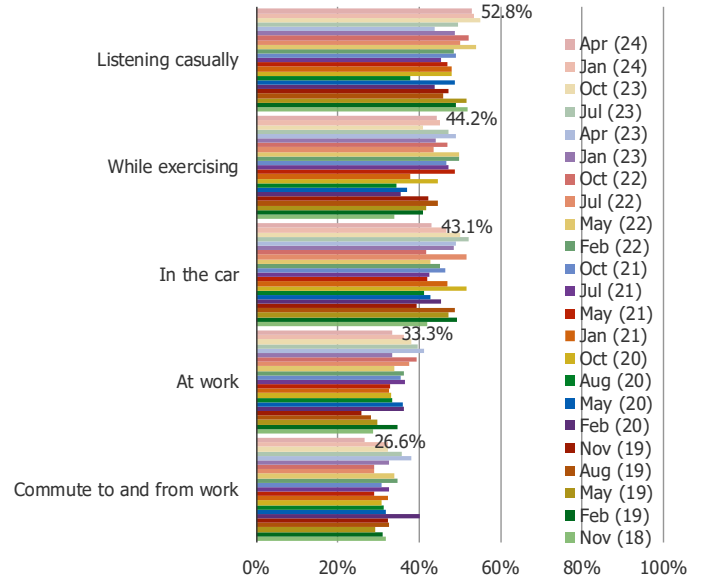
WHERE DO YOU TYPICALLY LISTEN TO THIS PLATFORM? (SELECT ALL THAT APPLY)

Respondents who have an account with each platform (free or paid)

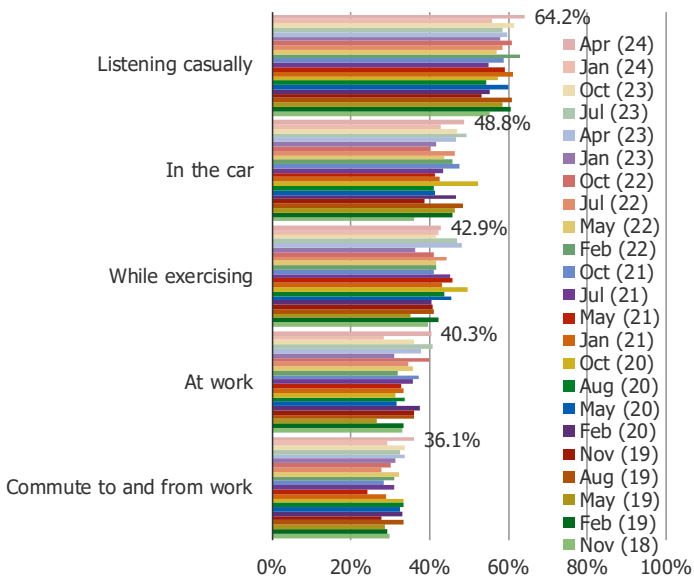
SIRIUS XM



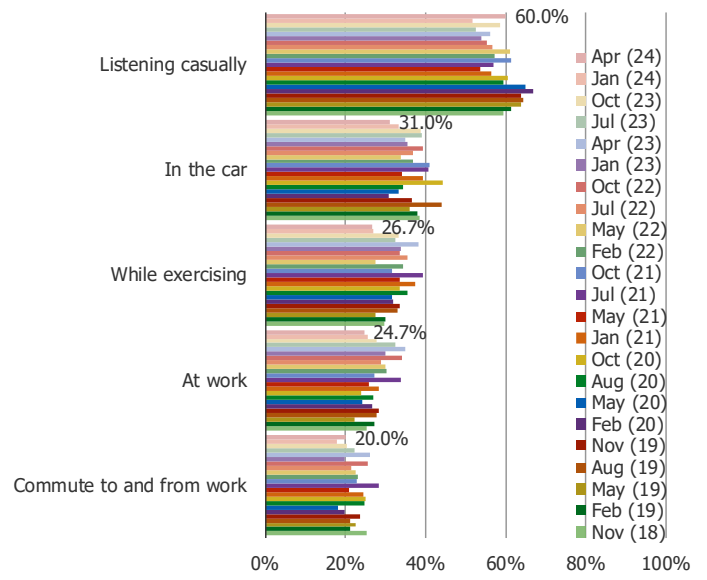
APPLE MUSIC



SPOTIFY

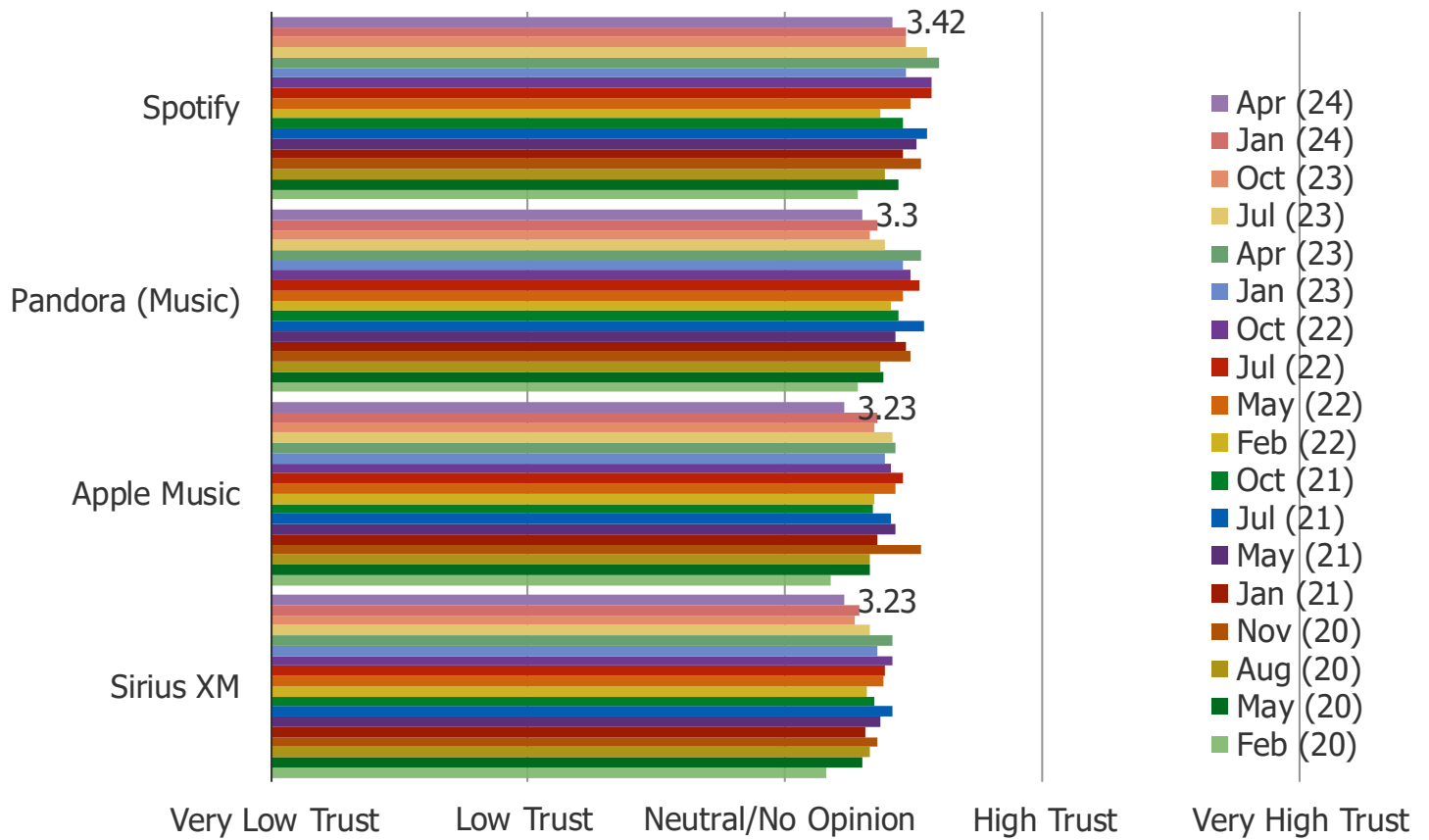


PANDORA



HOW MUCH TRUST WOULD YOU SAY YOU HAVE IN THE FOLLOWING BRANDS?

Posed to all respondents

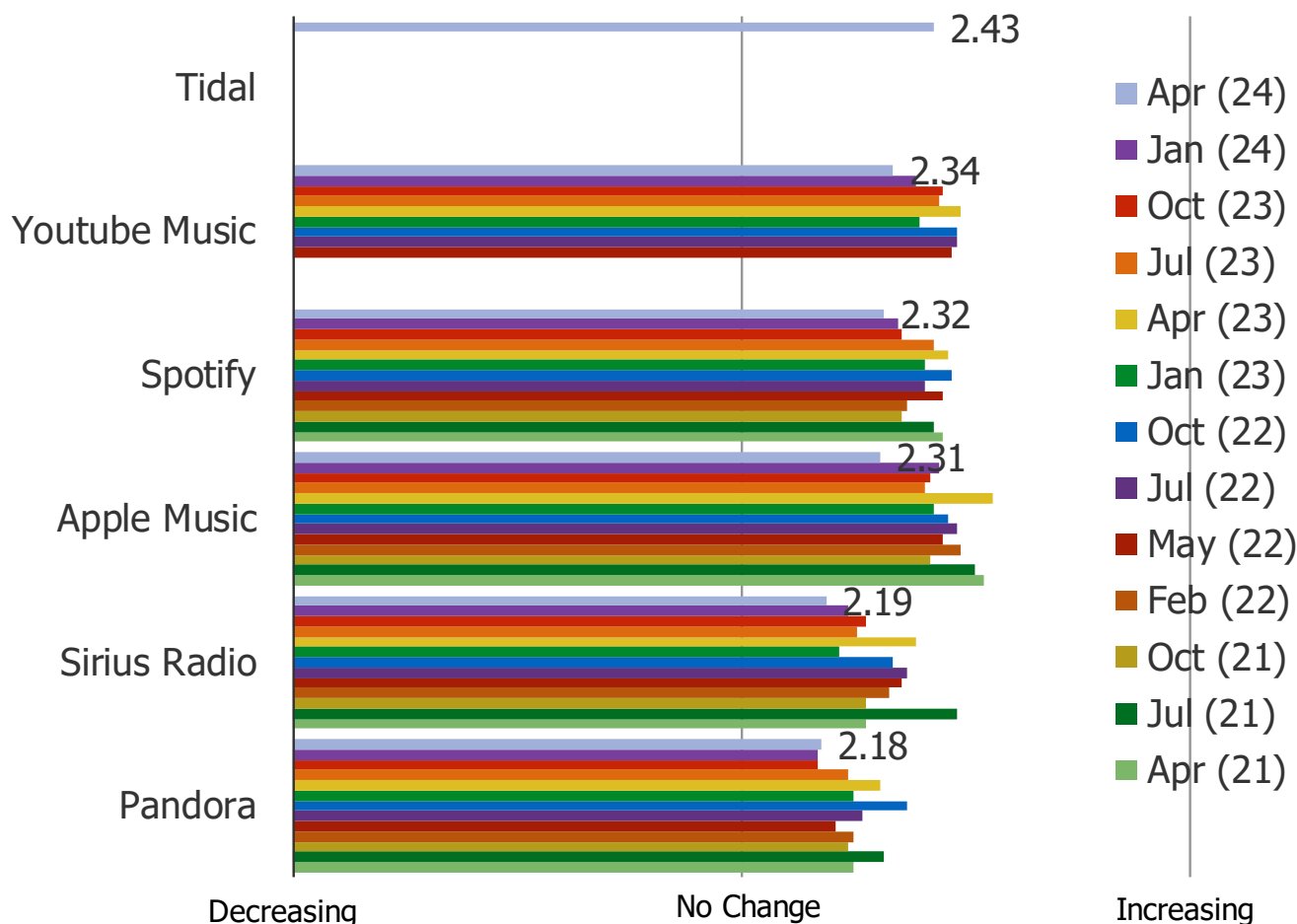




DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR THE FOLLOWING KIND OF MUSIC...

Posed to users of each platform.

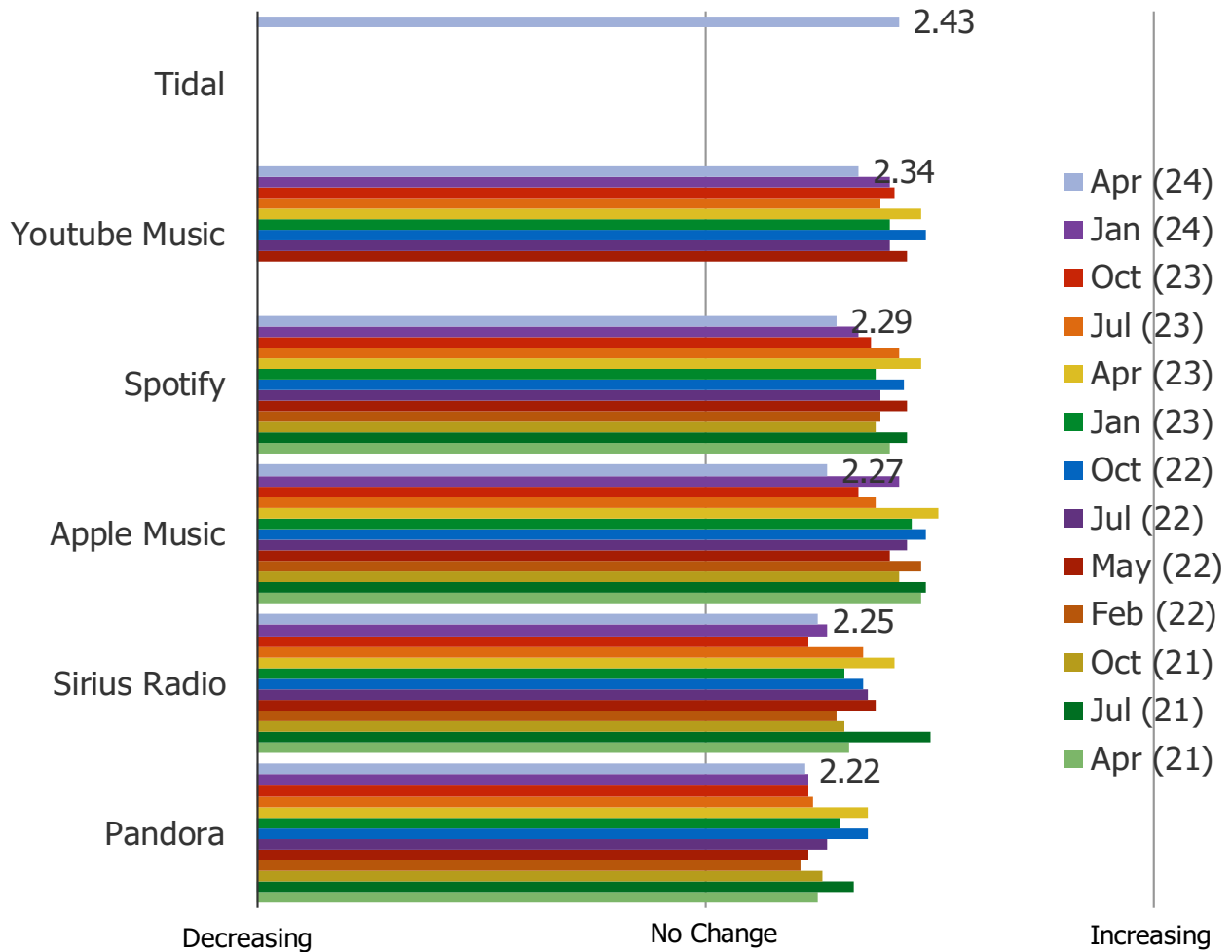
New Music (Released in the Past 6 Months)



DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR THE FOLLOWING KIND OF MUSIC...

Posed to users of each platform.

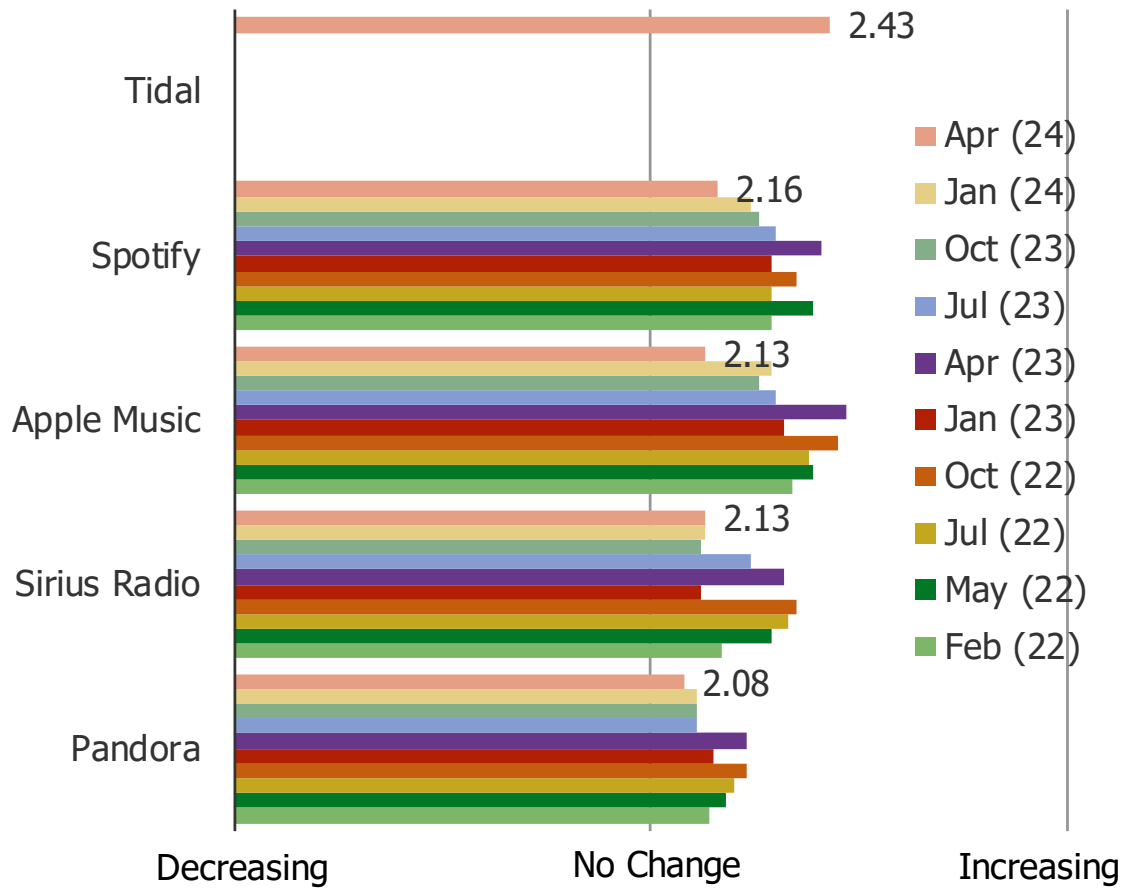
Catalog Music (Released 6+ Months Ago)



DO YOU FEEL THAT YOUR LISTENING TIME ON THIS PLATFORM IS INCREASING OR DECREASING FOR PODCASTS...

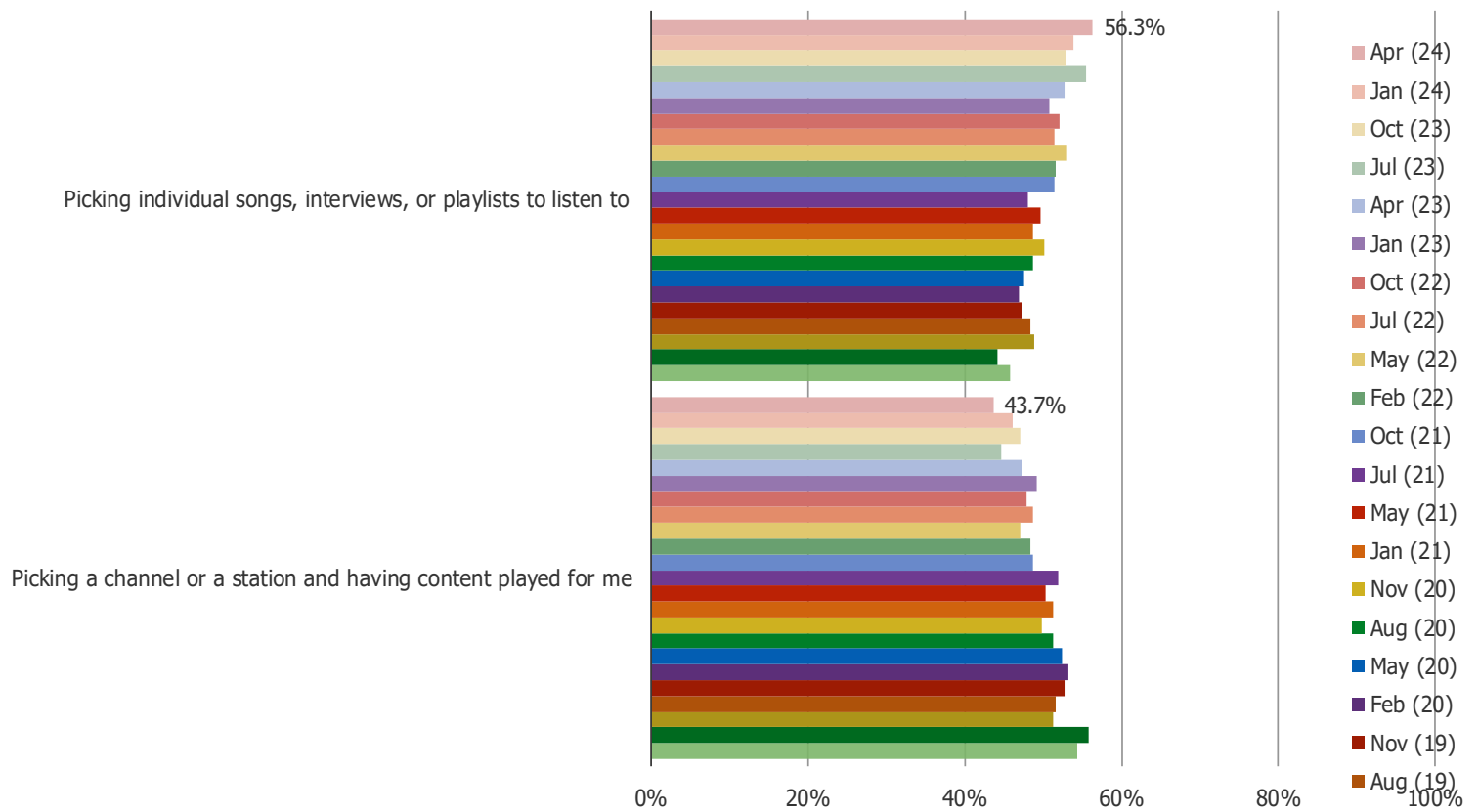
Posed to users of each platform.

Podcasts



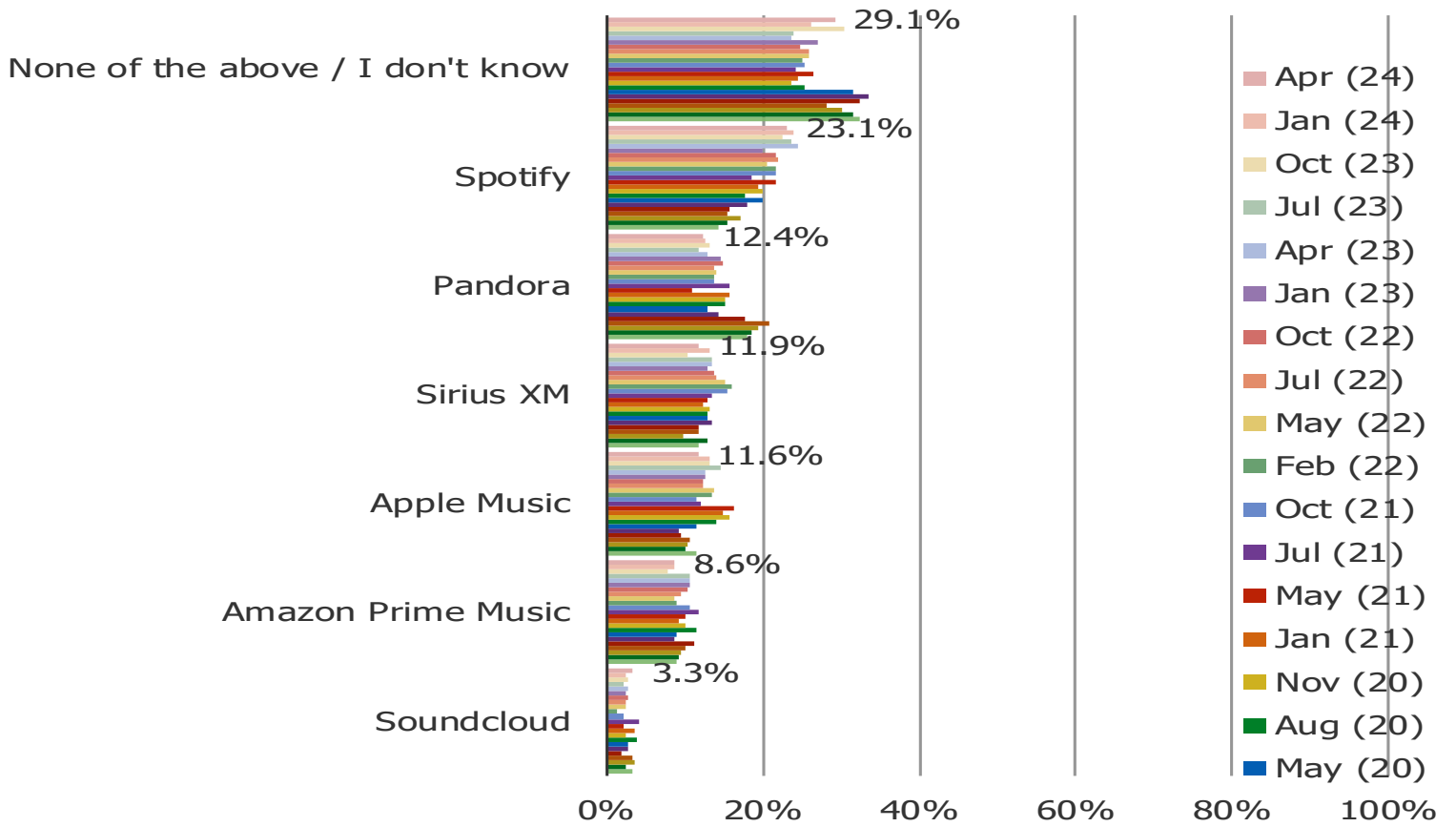
FOR LISTENING TO MUSIC AND TALK-SHOW CONTENT, WHICH IS BETTER?

Posed to all respondents.



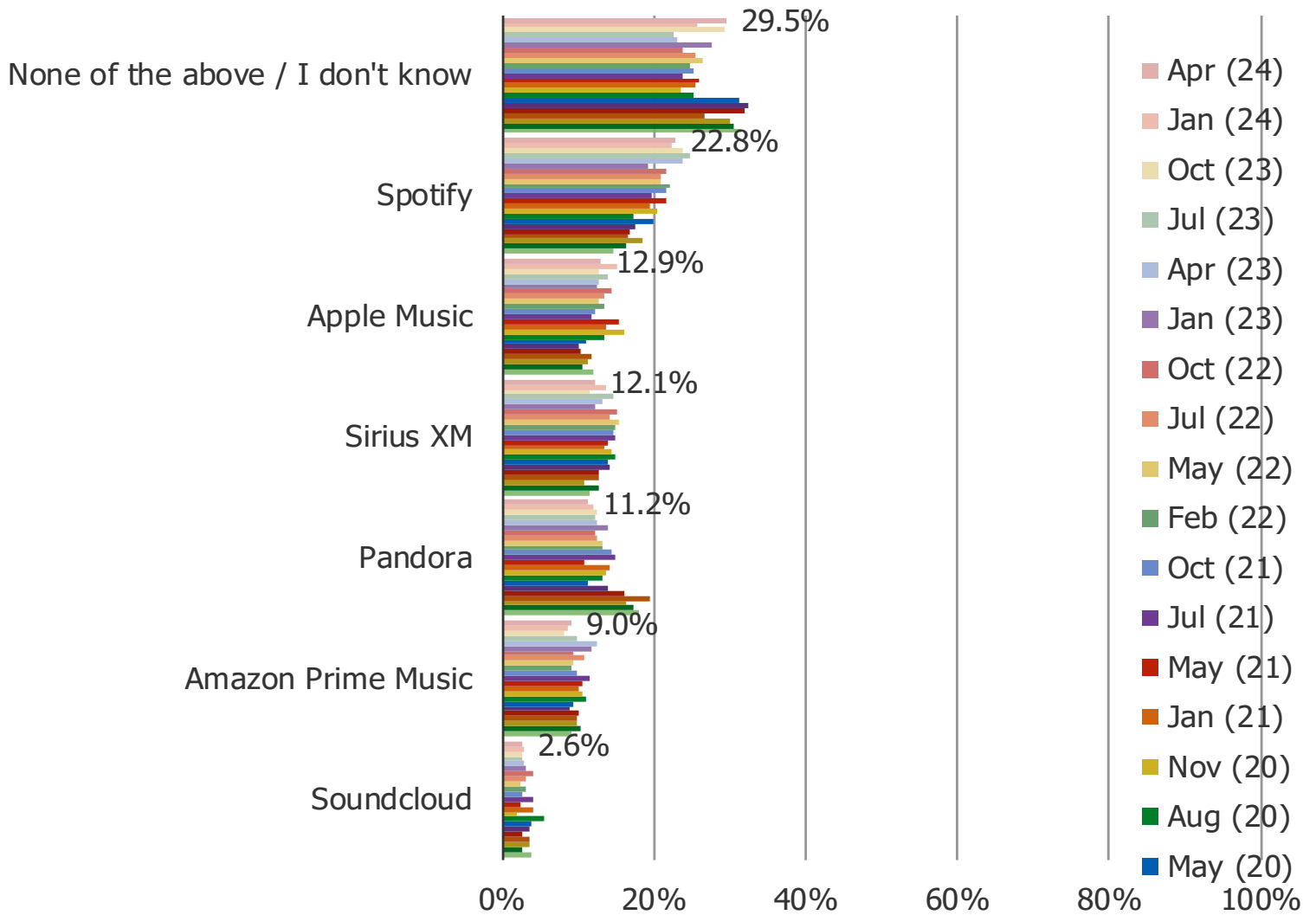
IN YOUR OPINION, WHICH PLATFORM IS BEST WHEN IT COMES TO THE WAY IN WHICH THEY DELIVER CONTENT TO ITS USERS? (IE. THE BEST USER EXPERIENCE)

Posed to all respondents.



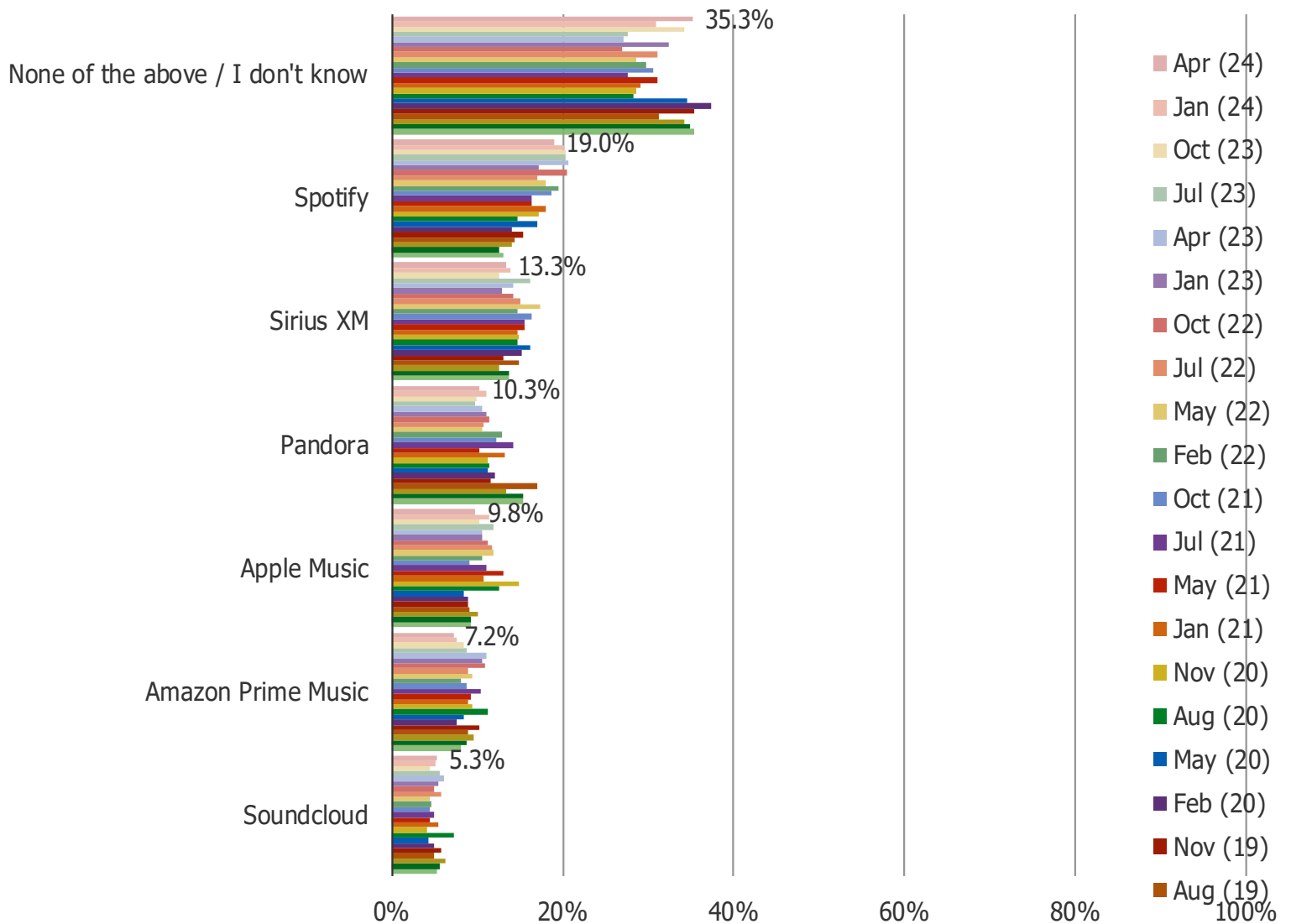
IN YOUR OPINION, WHICH PLATFORM HAS THE BEST CONTENT AVAILABLE?

Posed to all respondents.



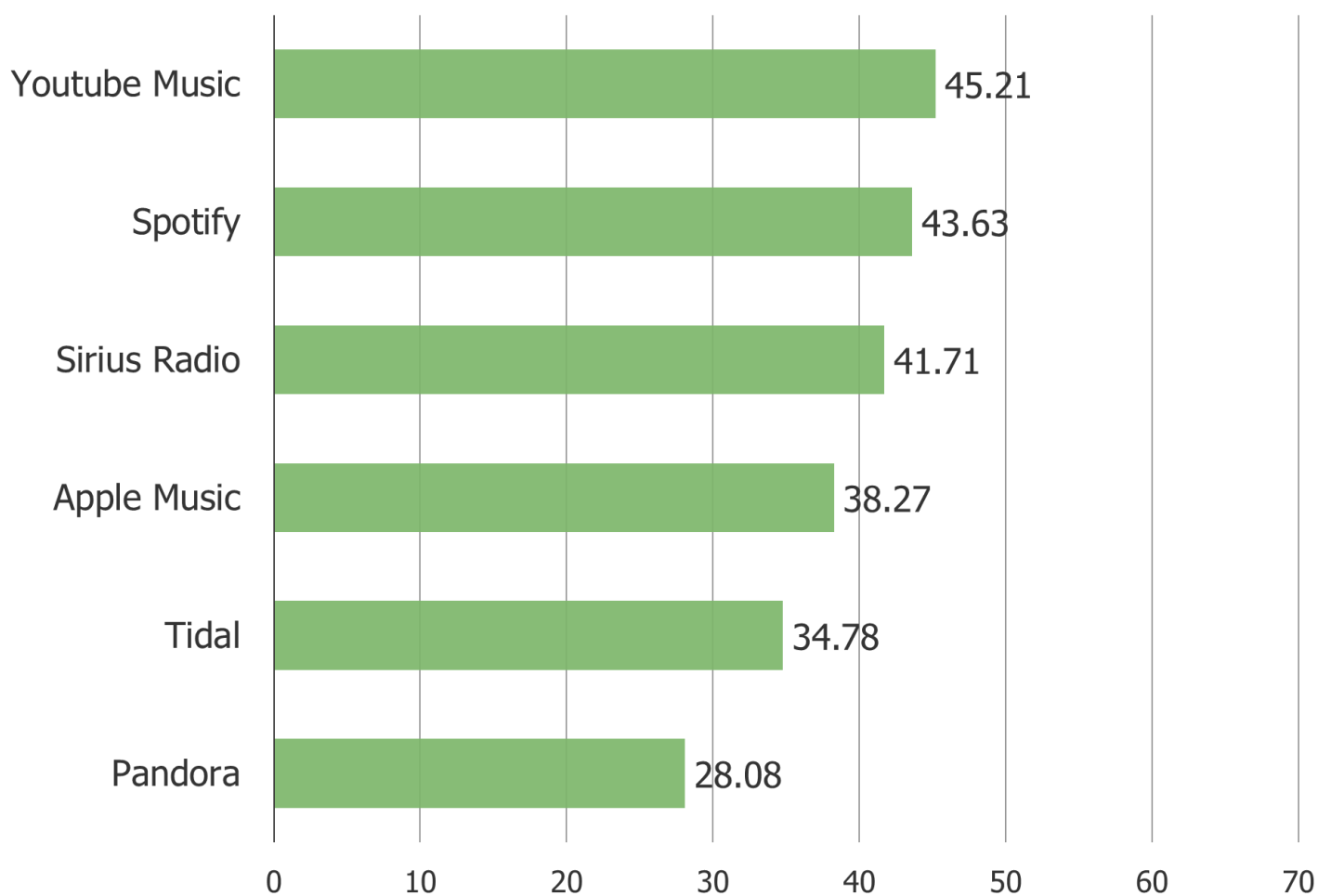
IN YOUR OPINION, WHICH PLATFORM HAS THE MOST UNIQUE CONTENT AVAILABLE THAT YOU CAN'T FIND ANYWHERE ELSE?

Posed to all respondents.



HOW LIKELY IS IT THAT YOU WOULD RECOMMEND THIS PLATFORM TO A FRIEND OR COLLEAGUE?

Posed to respondents who have an account with each of the following (combining all responses to date to achieve larger N sizes).

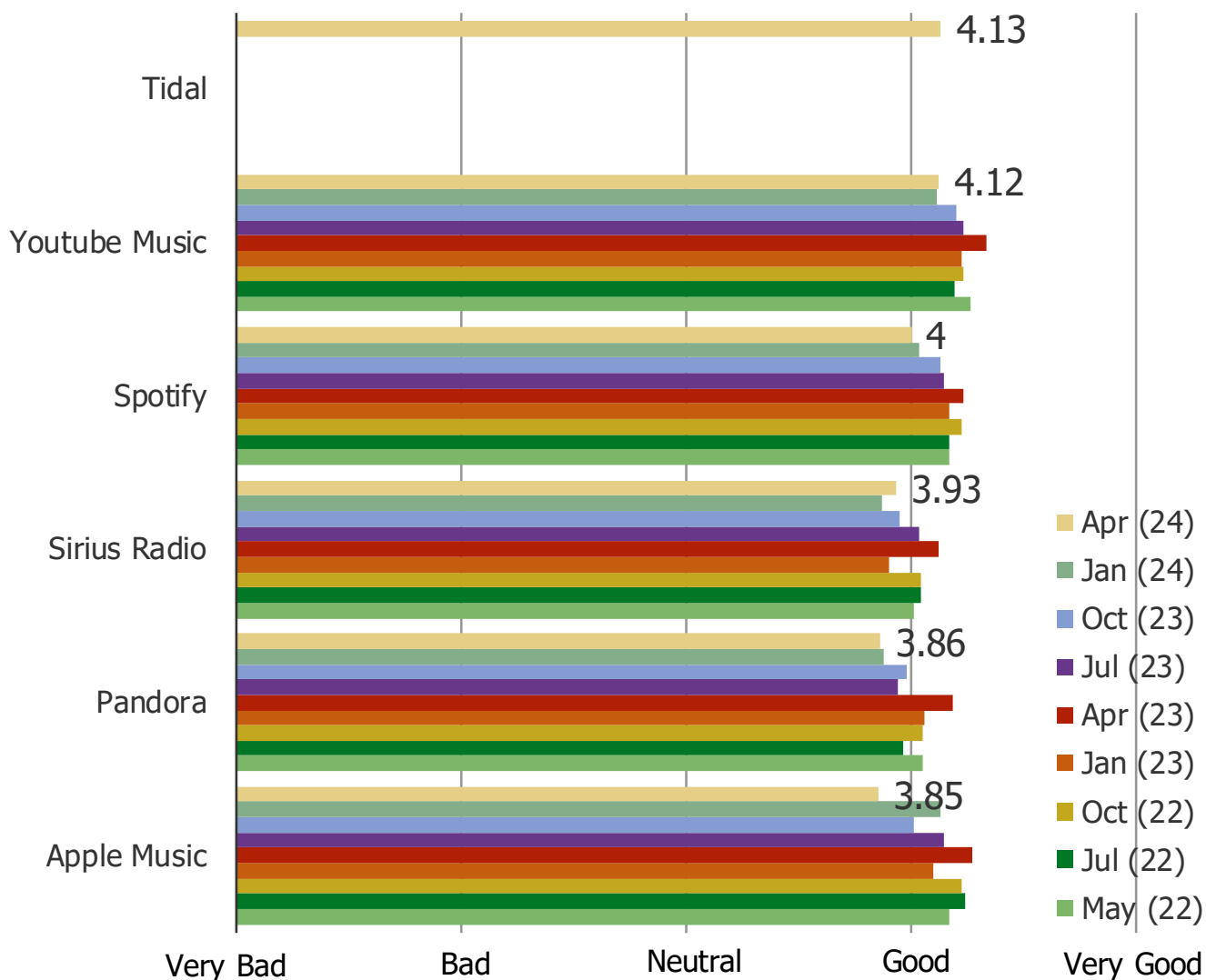


	N=
Sirius Radio	1501
Apple Music	2250
Spotify	3310
Pandora	2553
Youtube Music	2838
Tidal	23



HOW DO YOU FIND THE RECOMMENDATIONS / DISCOVERY ASPECT OF USING THIS PLATFORM TO BE?

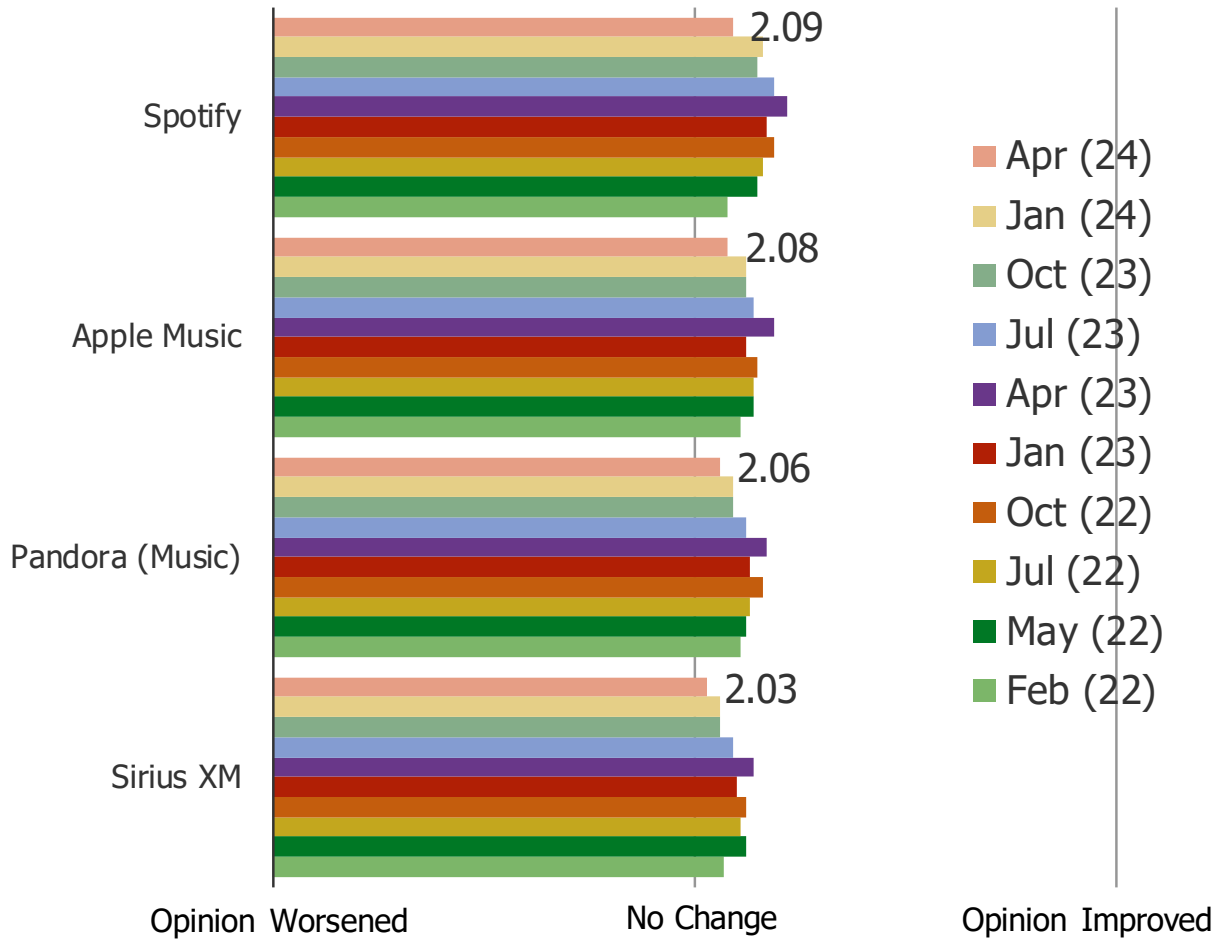
Posed to users of each of the following.



	N=
Sirius Radio	154
Apple Music	267
Spotify	424
Pandora	300
Youtube Music	371
Tidal	23

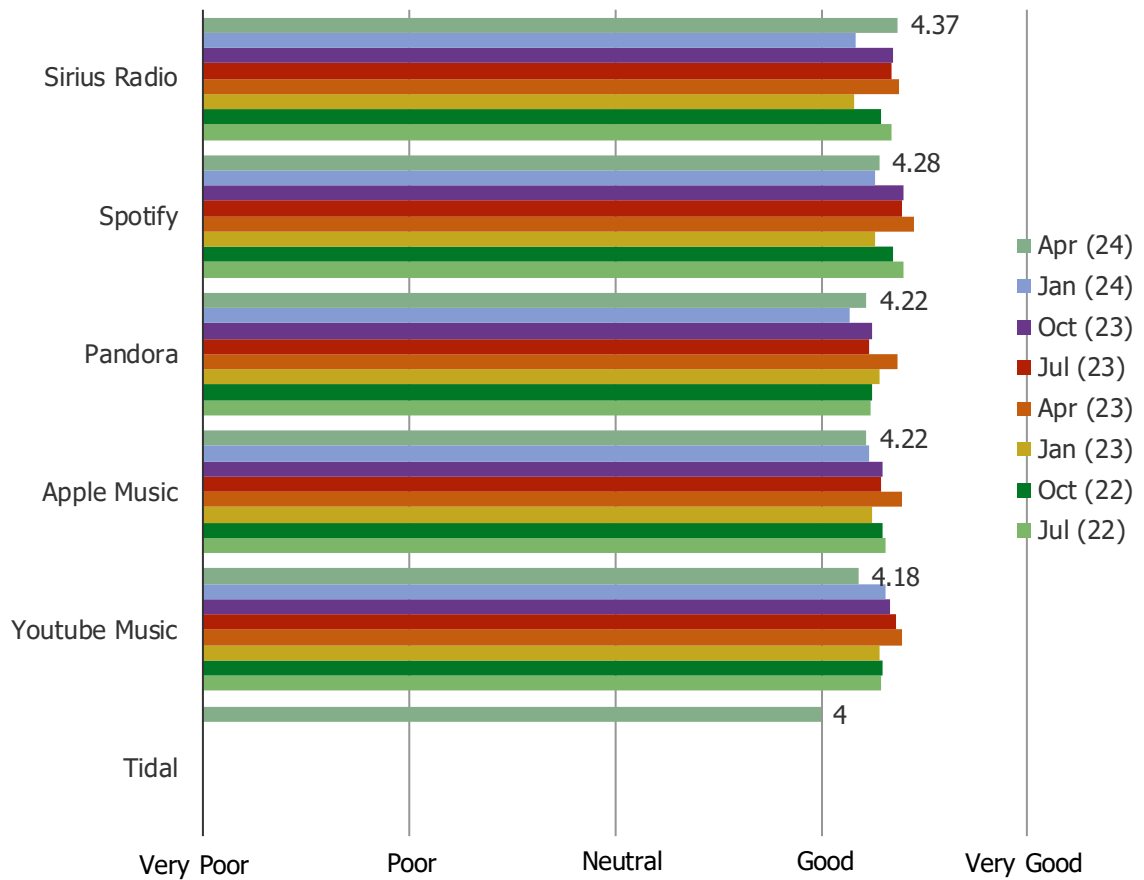
HAS YOUR OPINION OF ANY OF THE FOLLOWING CHANGED RECENTLY?

Posed to all respondents.



WHAT IS YOUR OPINION OF THE SOUND QUALITY ON THE FOLLOWING:

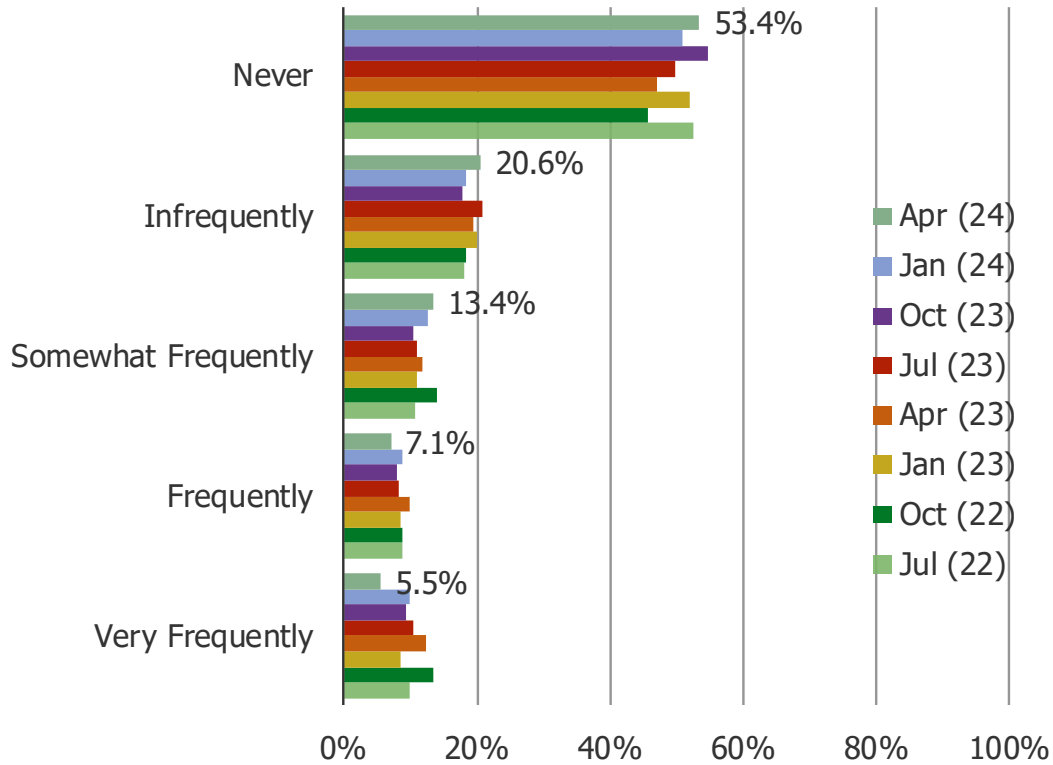
Posed to users of each of the following.



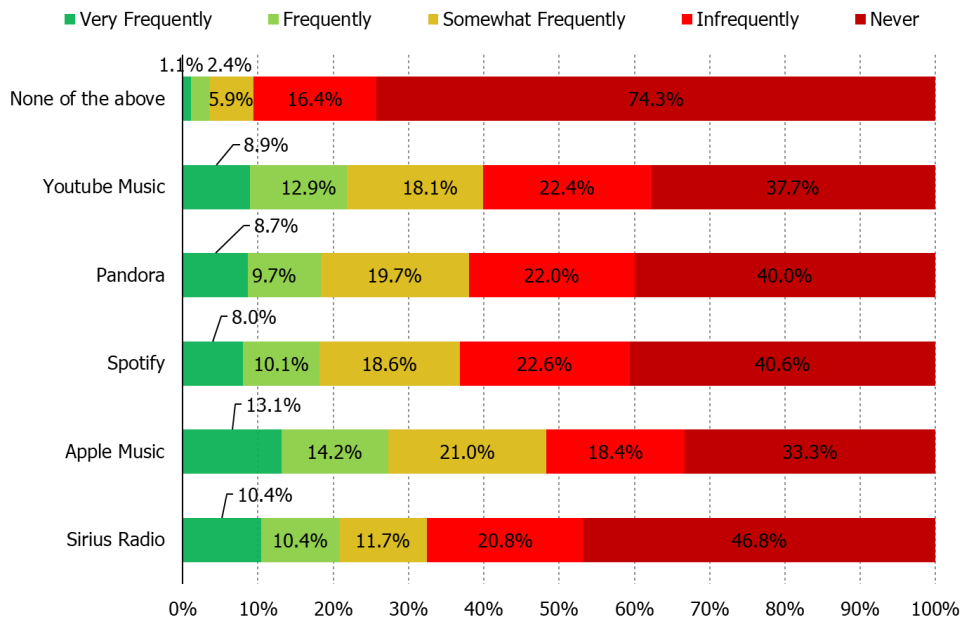
	N=
Sirius Radio	154
Apple Music	267
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Youtube Music	371
Tidal	23

HOW OFTEN DO YOU LISTEN TO AUDIOBOOKS?

Posed to all respondents.



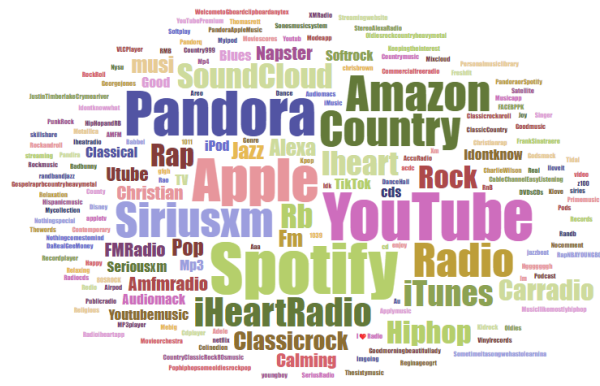
Cross-Tab Analysis: How often users of the following listen to audiobooks in general



WHAT IS THE FIRST PLATFORM THAT COMES TO MIND FOR LISTENING TO THE FOLLOWING?

Posed to respondents who listen to each of the following at least somewhat frequently.

MUSIC



PODCASTS



AUDIOBOOKS



### WHAT DO YOU VALUE MOST ABOUT THIS PLATFORM?

Posed to account holders of each of the following platforms.

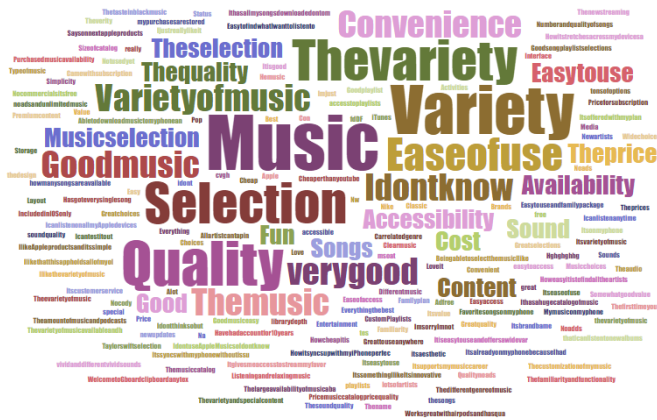
### Spotify

### YouTube Music



### Apple Music

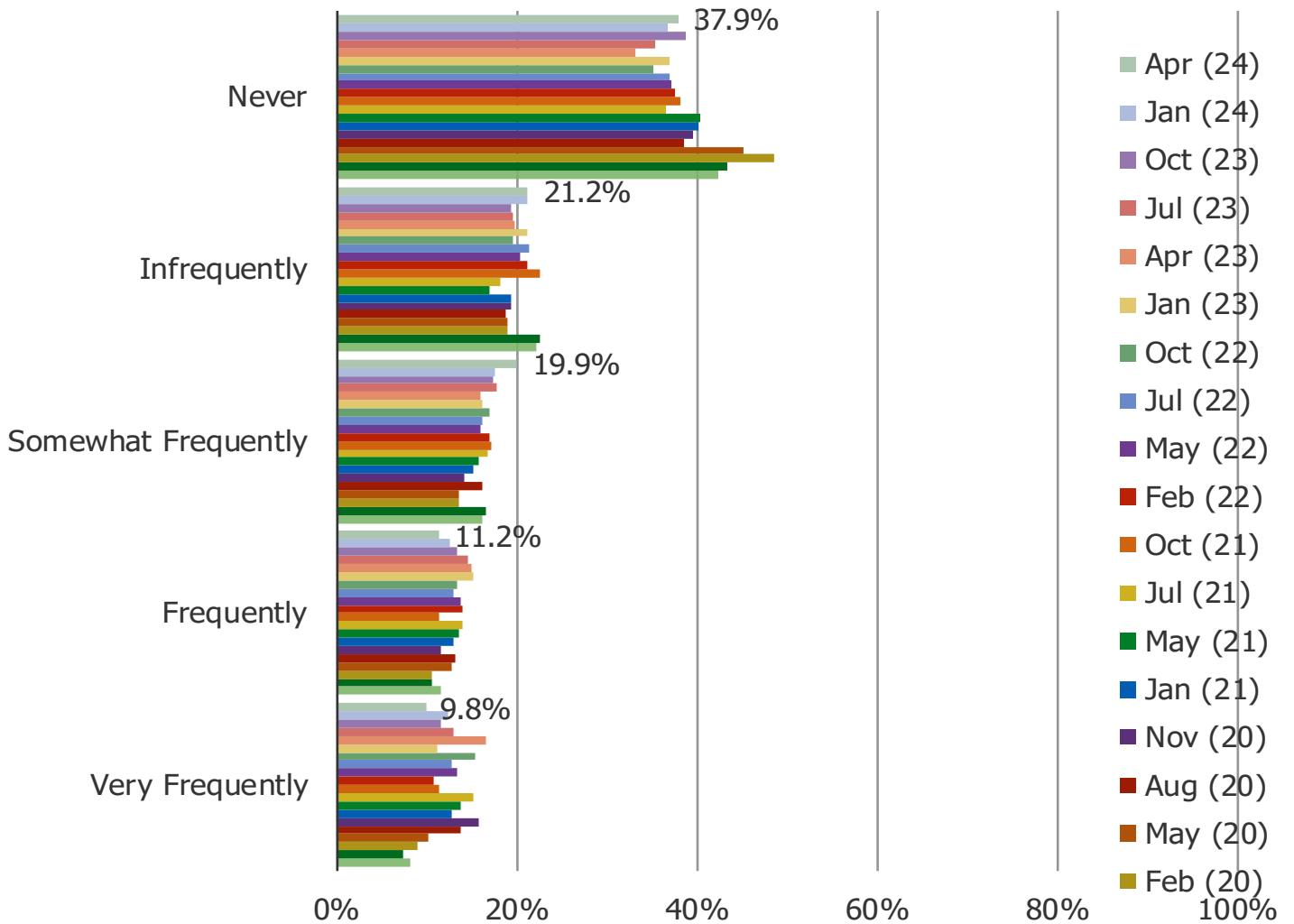
### Sirius XM



## PODCASTS

HOW OFTEN DO YOU LISTEN TO PODCASTS?

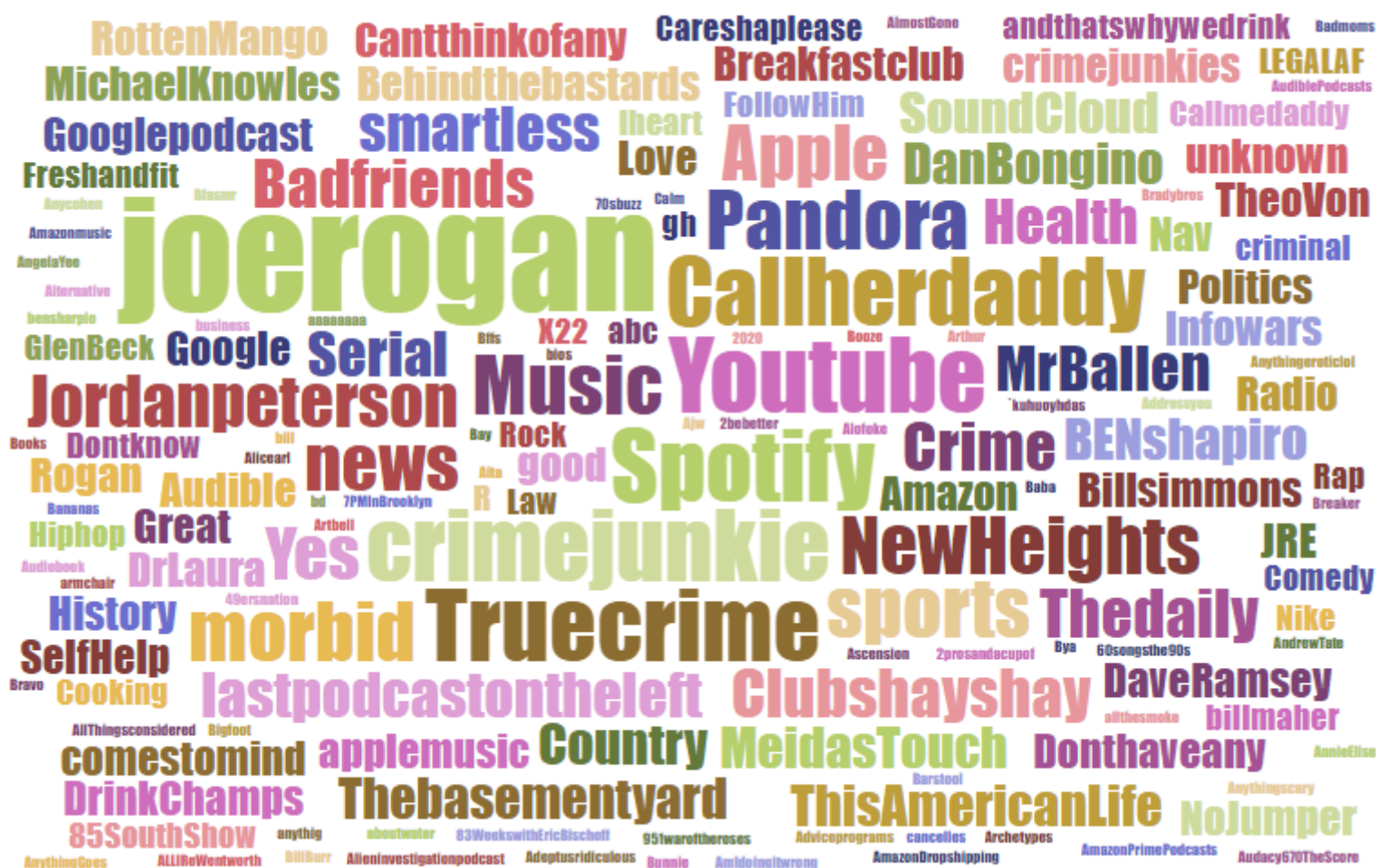
Posed to all respondents.





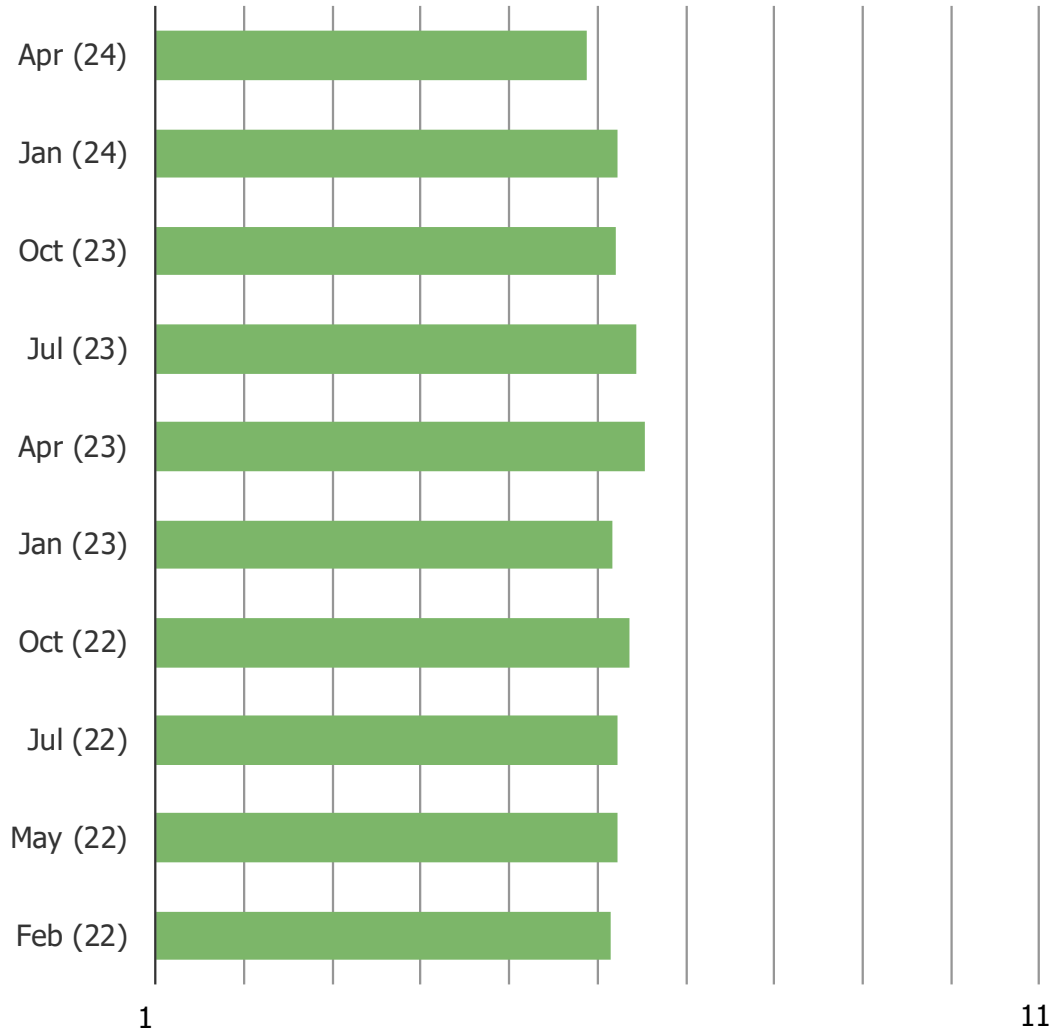
WHAT ARE YOUR FAVORITE PODCASTS TO LISTEN TO AT THE MOMENT?

Posed to all respondents.



WHAT IS YOUR OPINION OF JOE ROGAN?

Posed to all respondents.

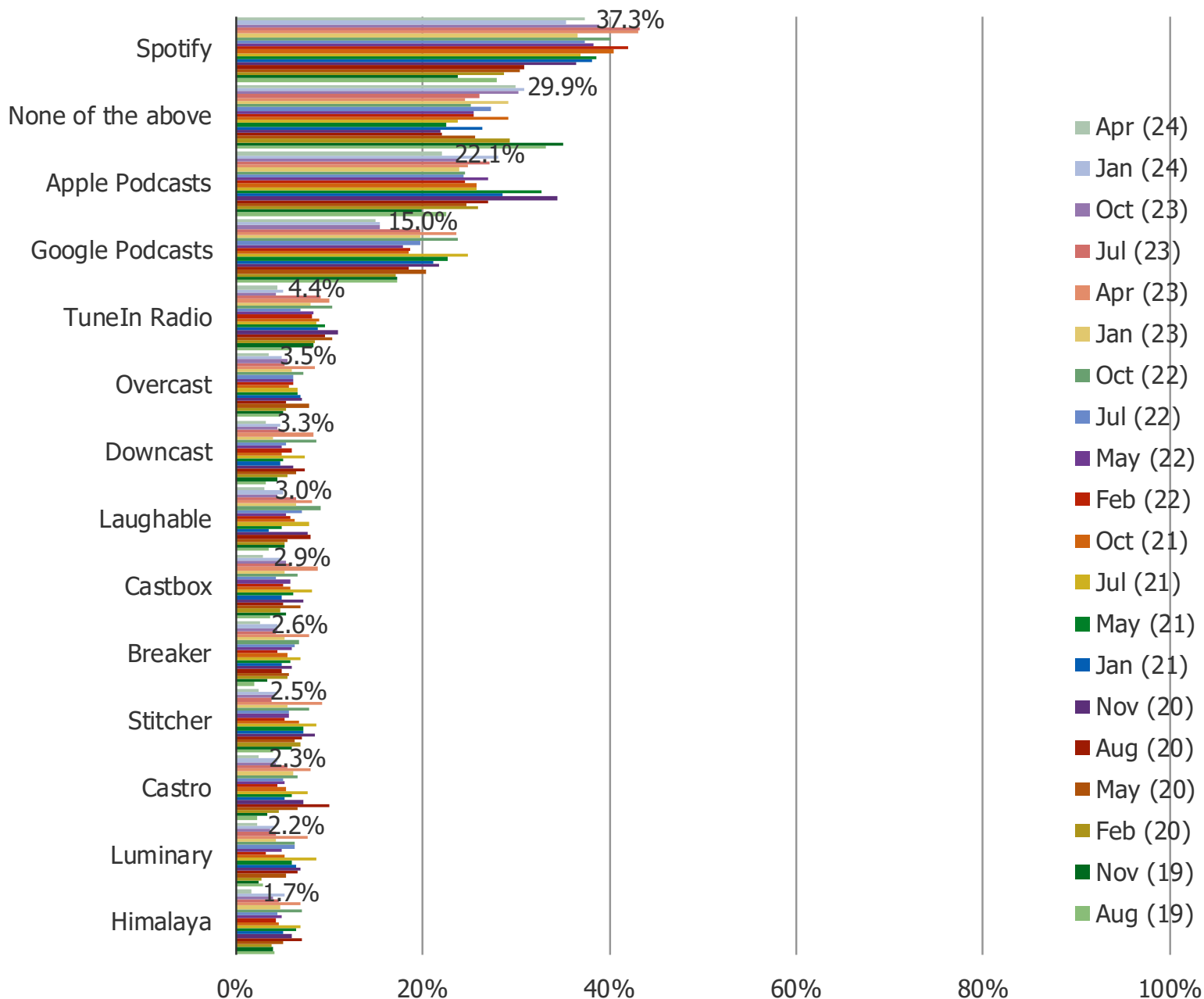


Very Negative

Very Positive

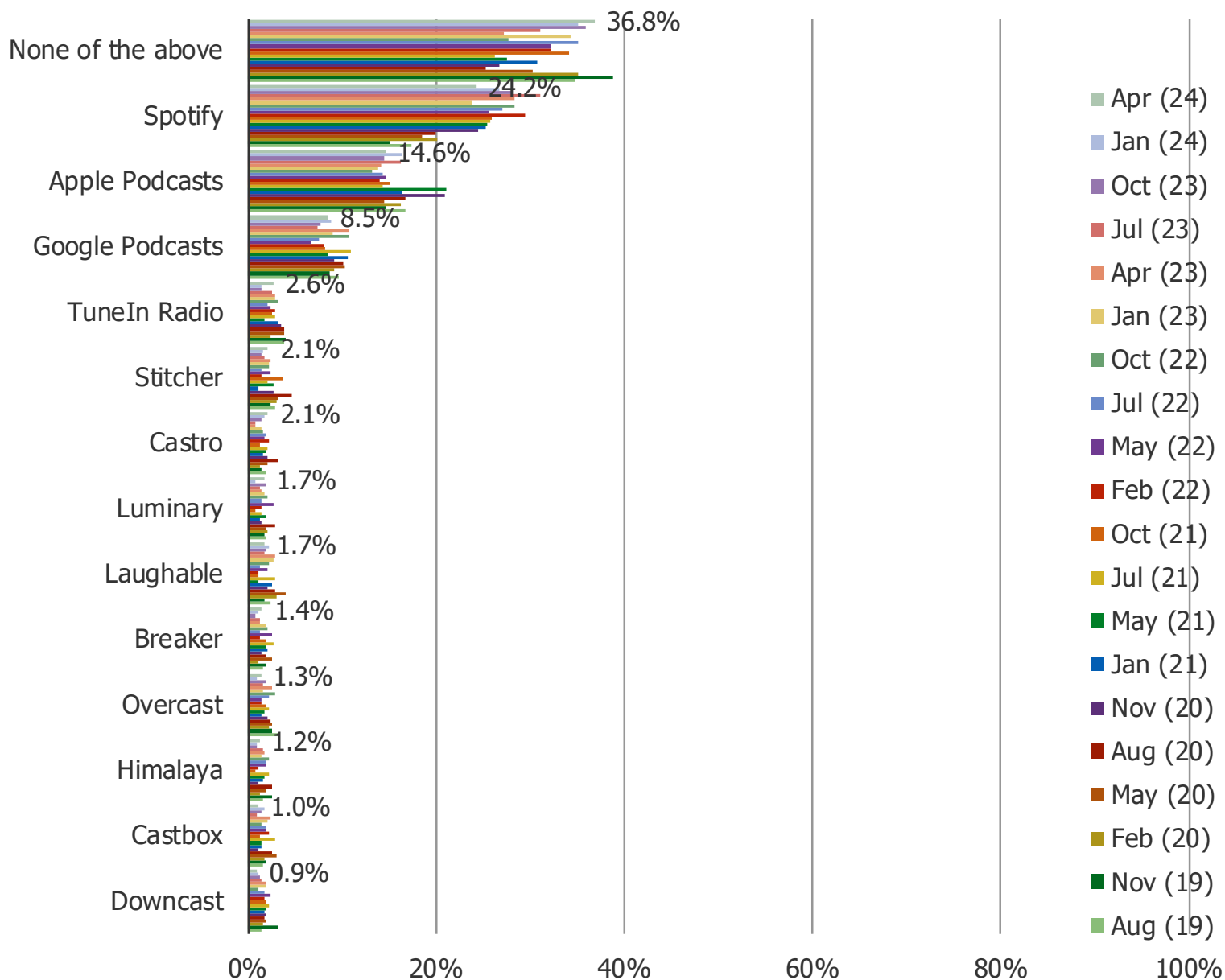
WHICH OF THE FOLLOWING PLATFORMS DO YOU USE TO LISTEN TO PODCASTS?

Posed to respondents who listen to podcasts (more often than never)



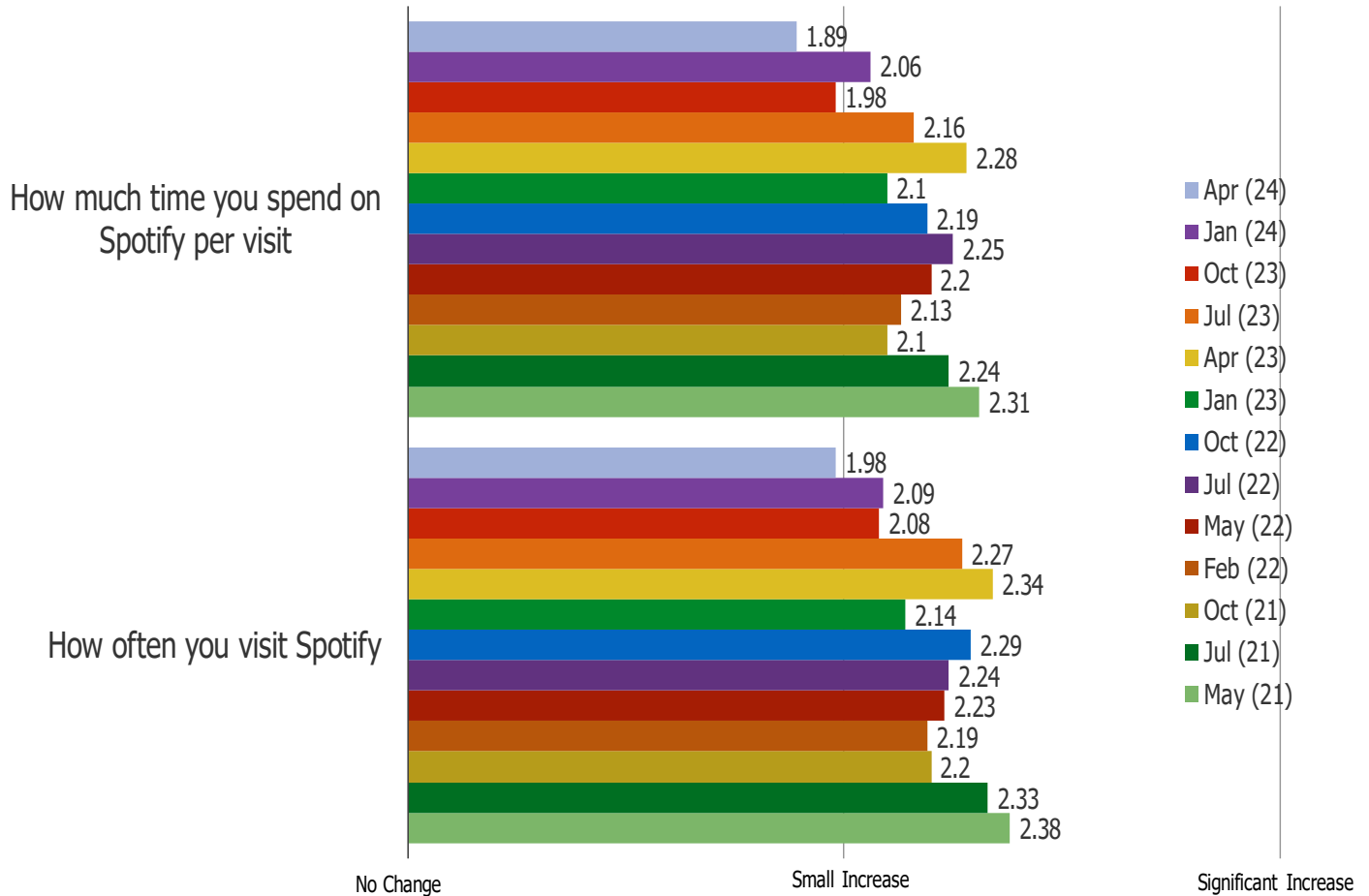
WHICH OF THE FOLLOWING HAS THE MOST UNIQUE PODCAST CONTENT THAT YOU CANNOT FIND ON OTHER PLATFORMS?

Posed to respondents who listen to podcasts (more often than never)



SINCE THE JOE ROGAN EXPERIENCE BECAME AVAILABLE ON SPOTIFY IN SEPTEMBER OF 2020, HAVE YOU CHANGED...

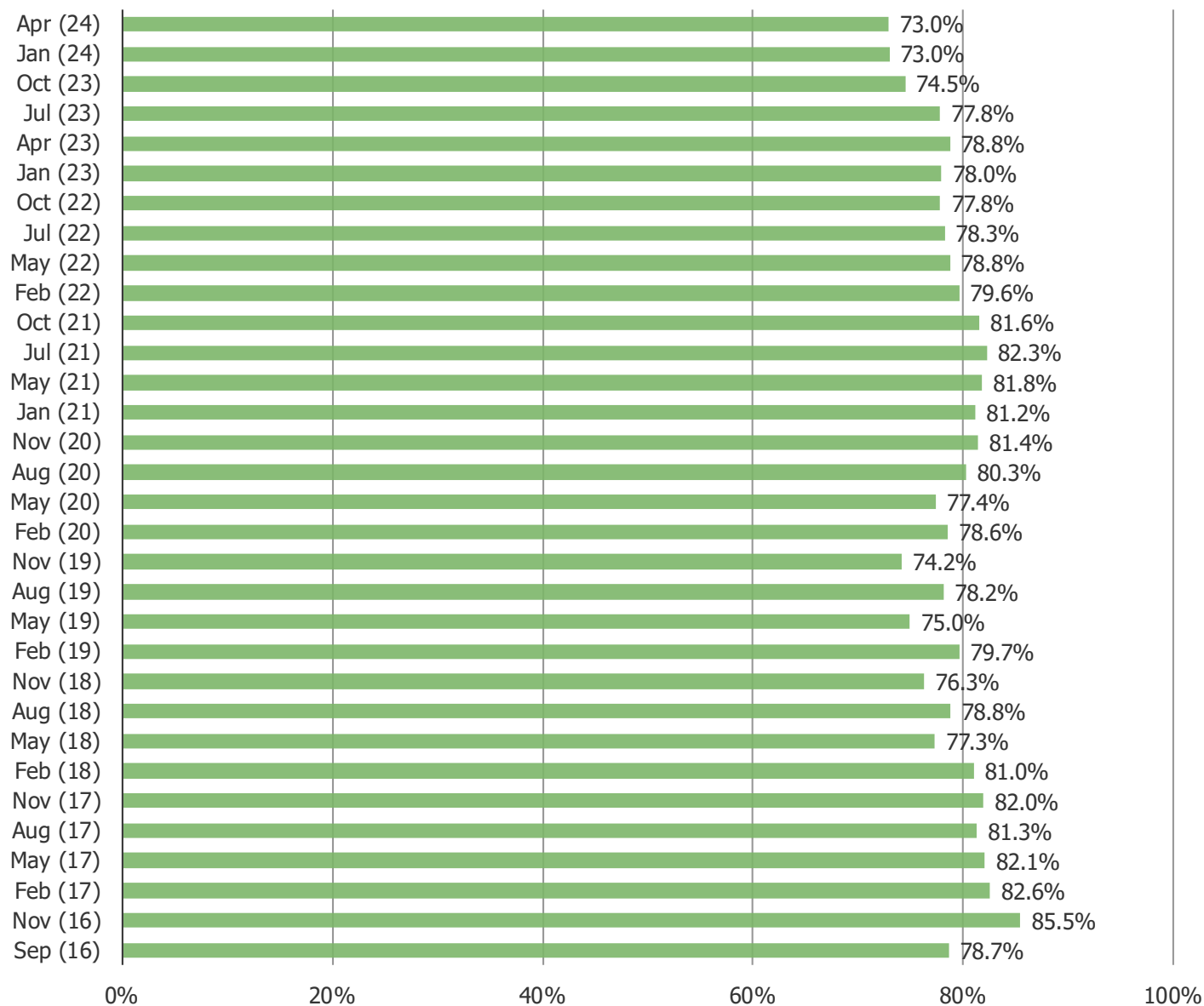
Posed to respondents who listen to Joe Rogan at least somewhat frequently



## CONNECTED CAR

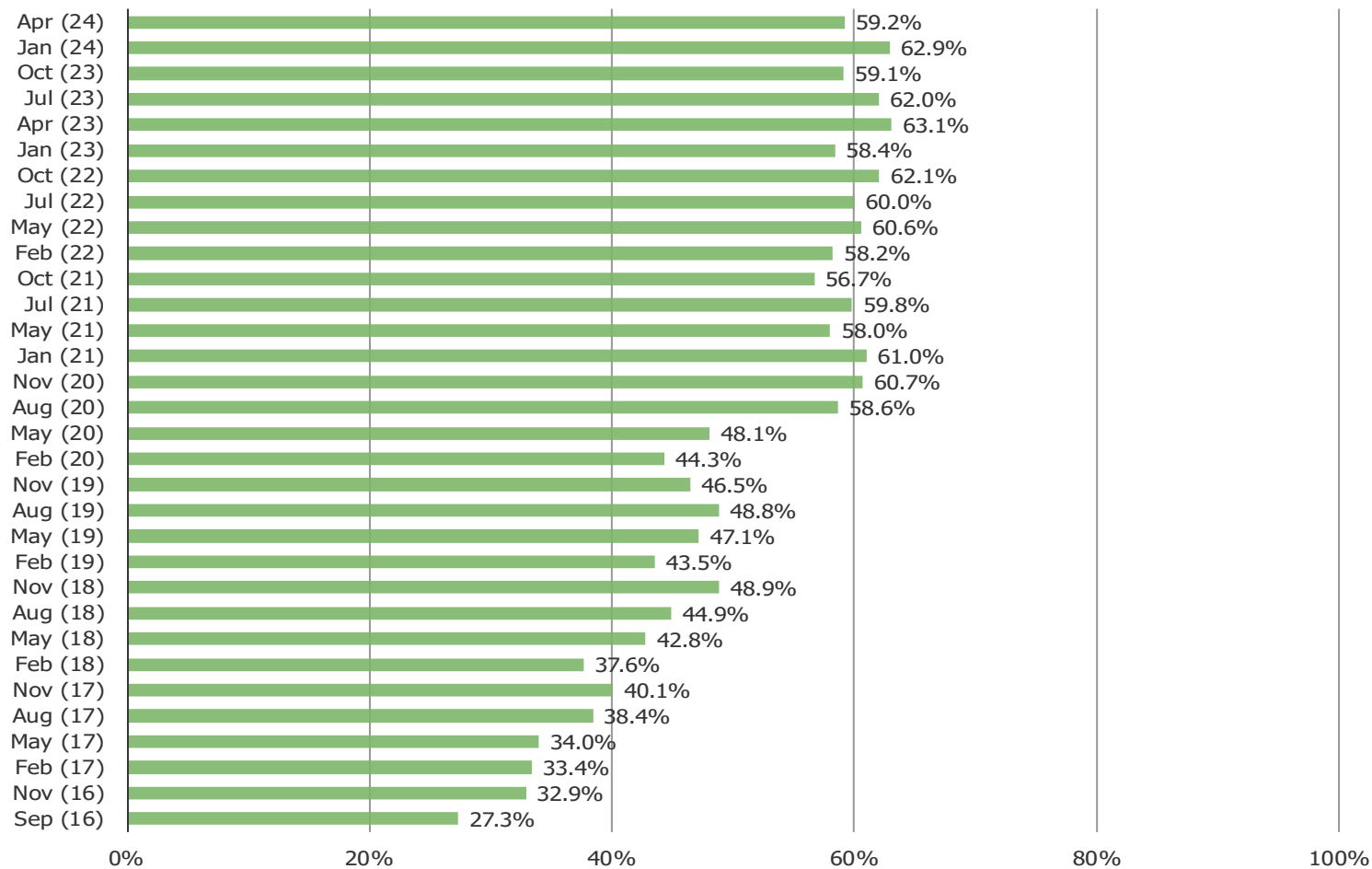
OWNS OR LEASES A CAR

Posed to all respondents



DO YOU EVER CONNECT A SMARTPHONE TO LISTEN TO MUSIC APPS IN YOUR CAR LIKE SPOTIFY, PANDORA, APPLE MUSIC, ETC?

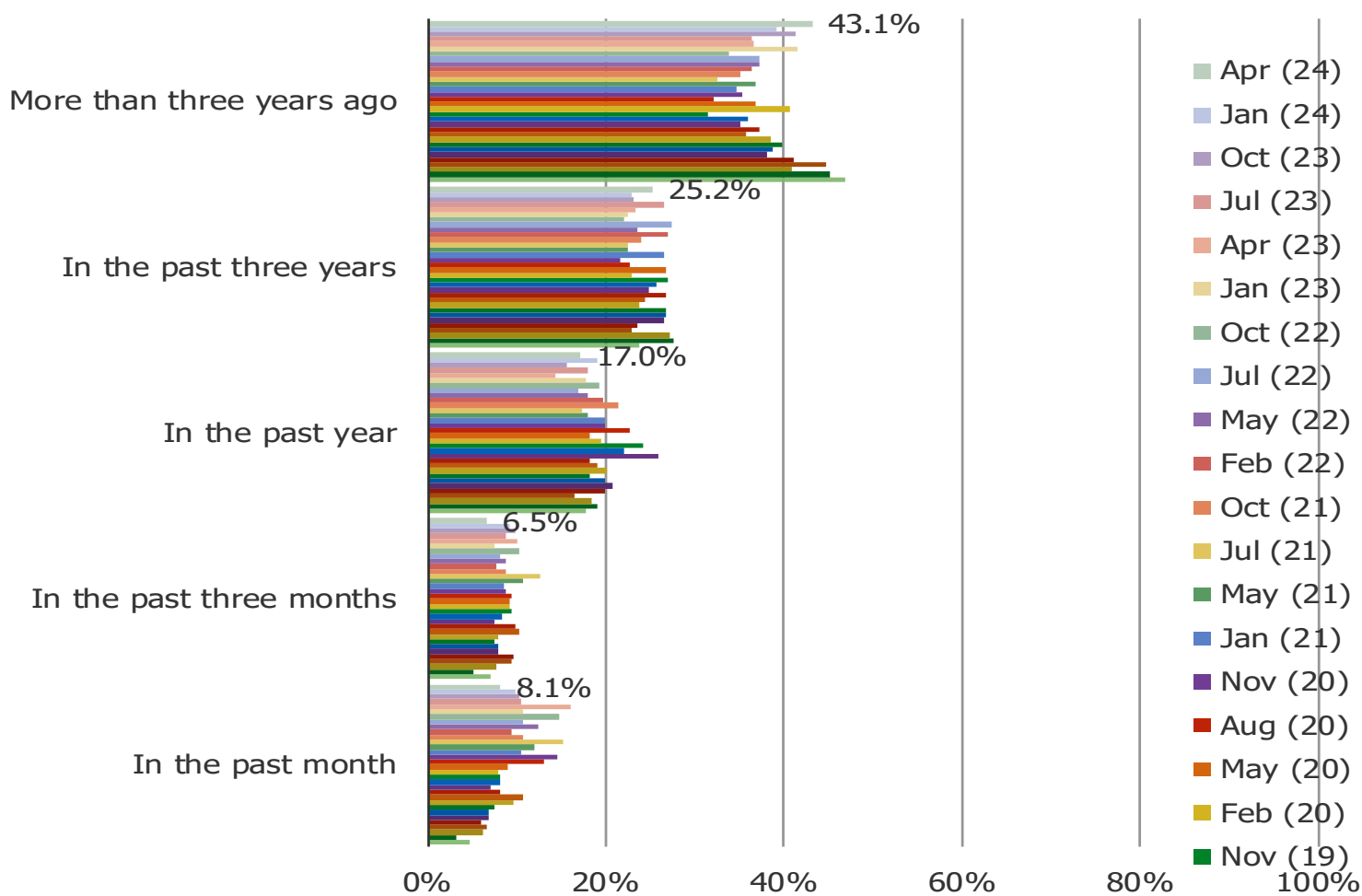
Posed to all respondents who own / lease a car





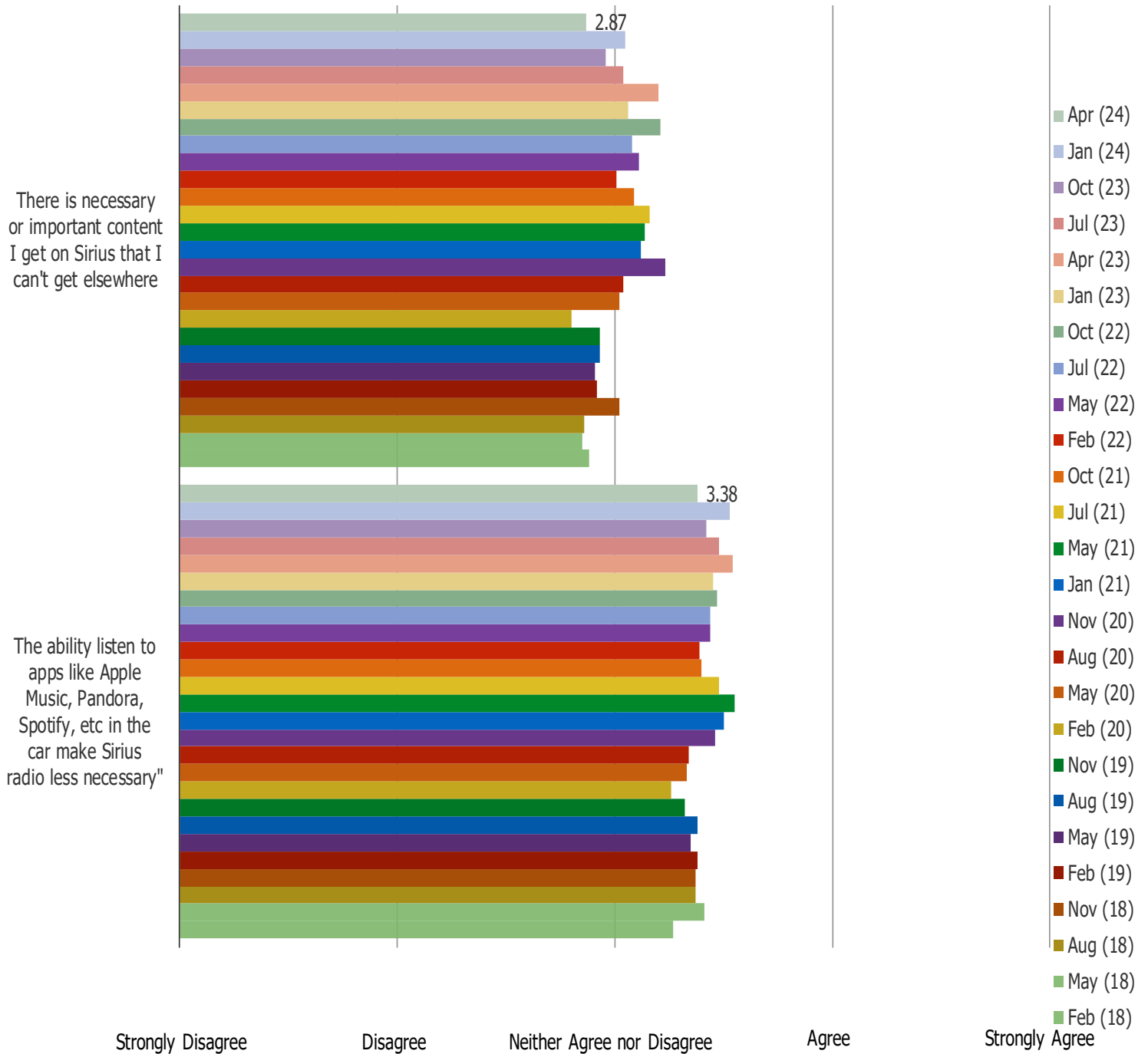
WHEN IS THE LAST TIME YOU PURCHASED OR LEASED A CAR?

Posed to all respondents who own / lease a car



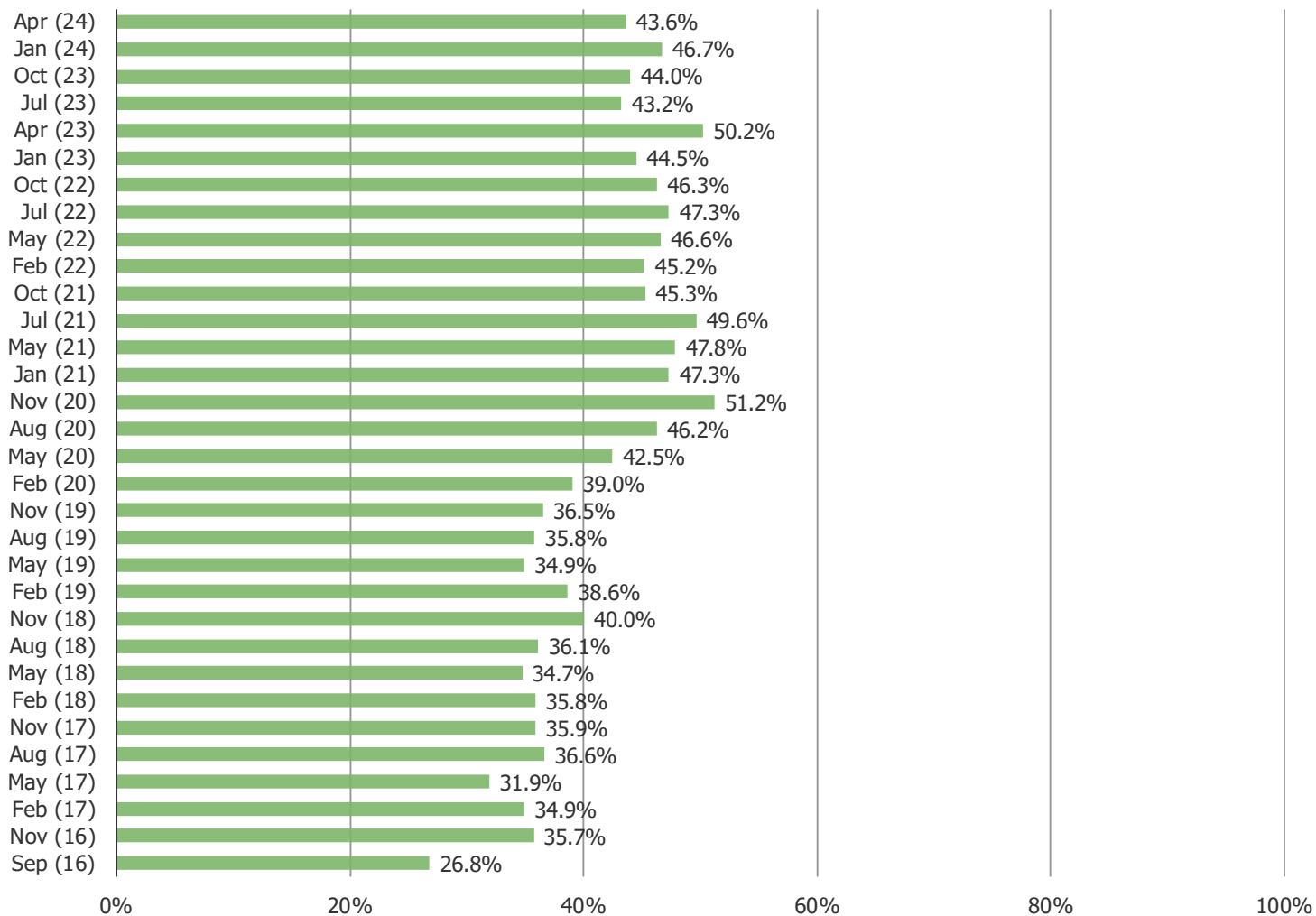
HOW MUCH DO YOU AGREE WITH THE FOLLOWING STATEMENTS:

Posed to all respondents who own / lease a car



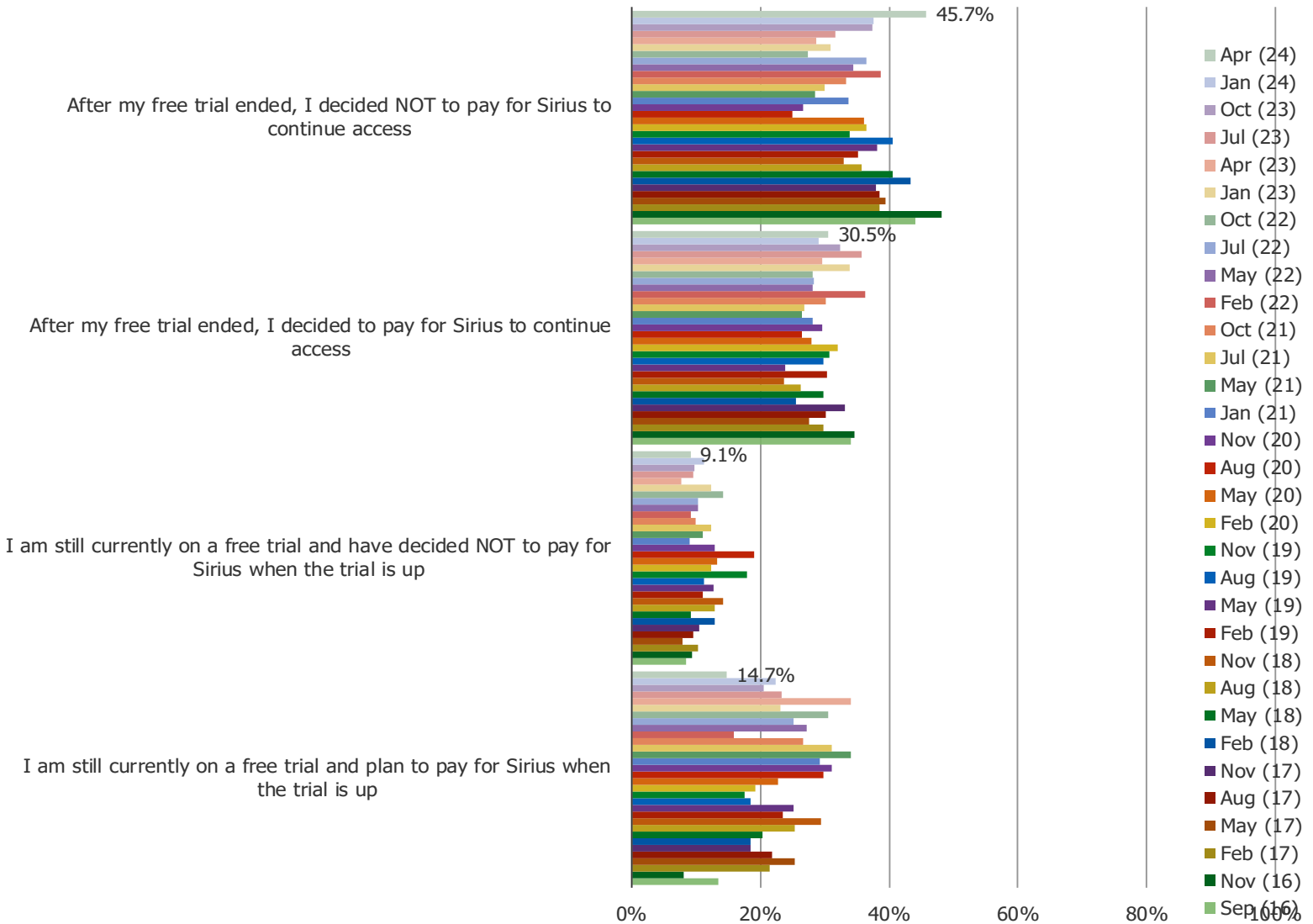
WHEN YOU MOST RECENTLY LEASED OR BOUGHT A CAR, DID IT COME WITH A FREE TRIAL TO SIRIUS RADIO?

Posed to all respondents who own / lease a car



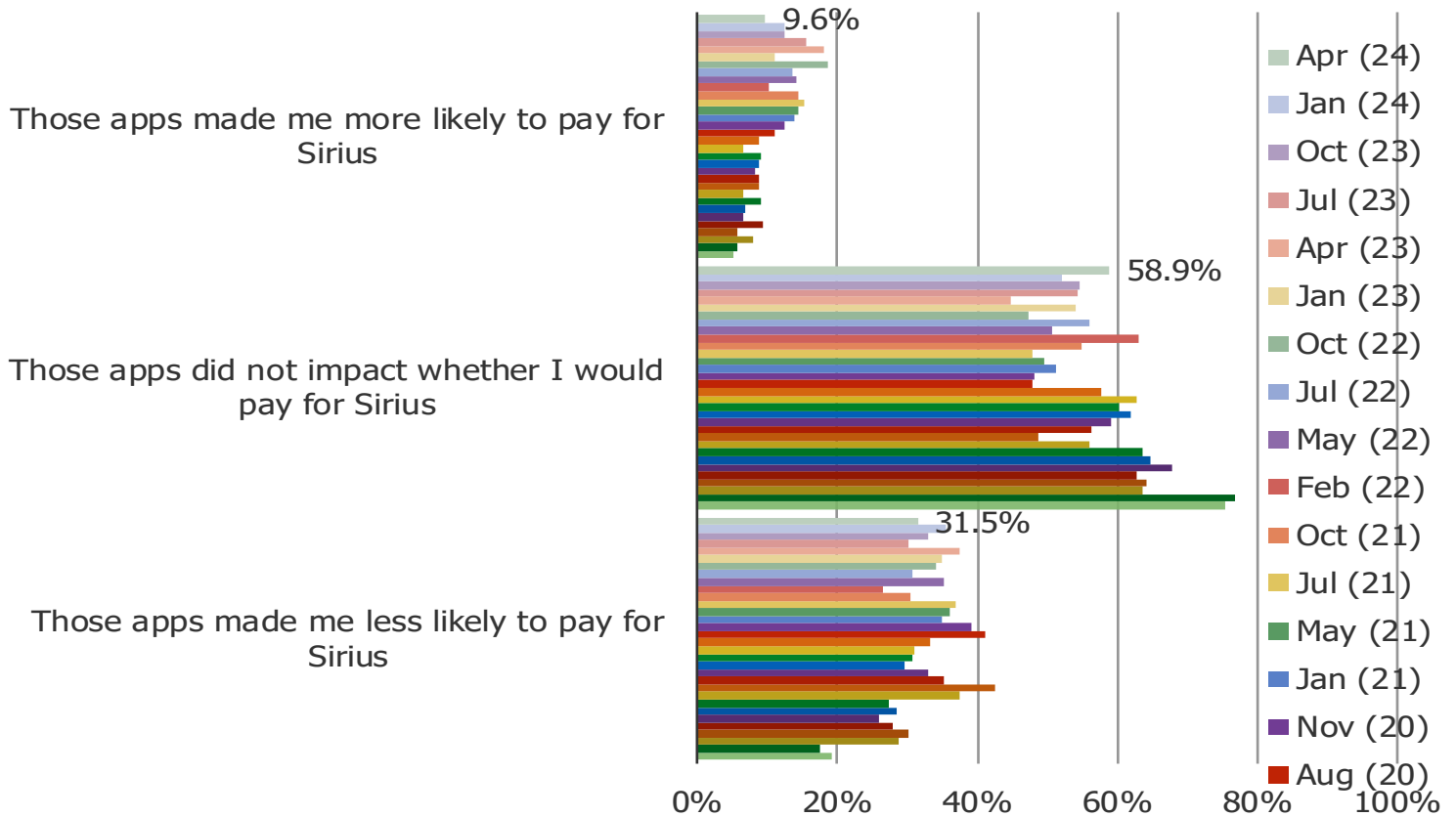
WHEN THE FREE TRIAL WAS UP, WHAT DID YOU DO?

Posed to respondents who had a free trial when they most recently got a new car.



DID APPS LIKE PANDORA, SPOTIFY, AND APPLE MUSIC INFLUENCE YOUR DECISION REGARDING PAYING FOR ACCESS TO SIRIUS?

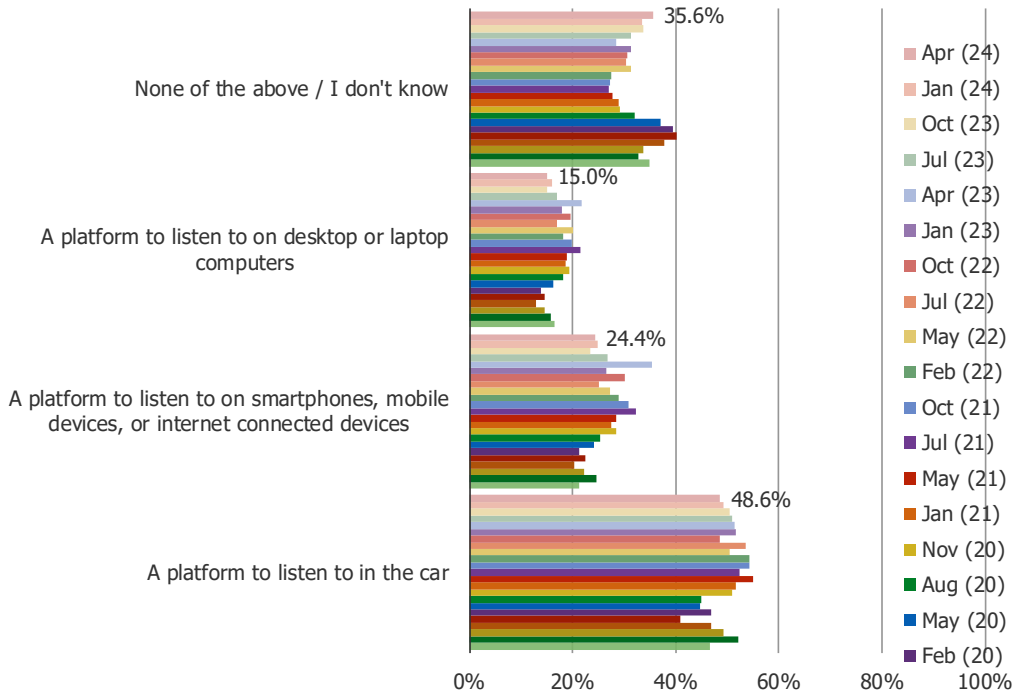
Posed to respondents who had/have a free trial when they most recently got a new car.



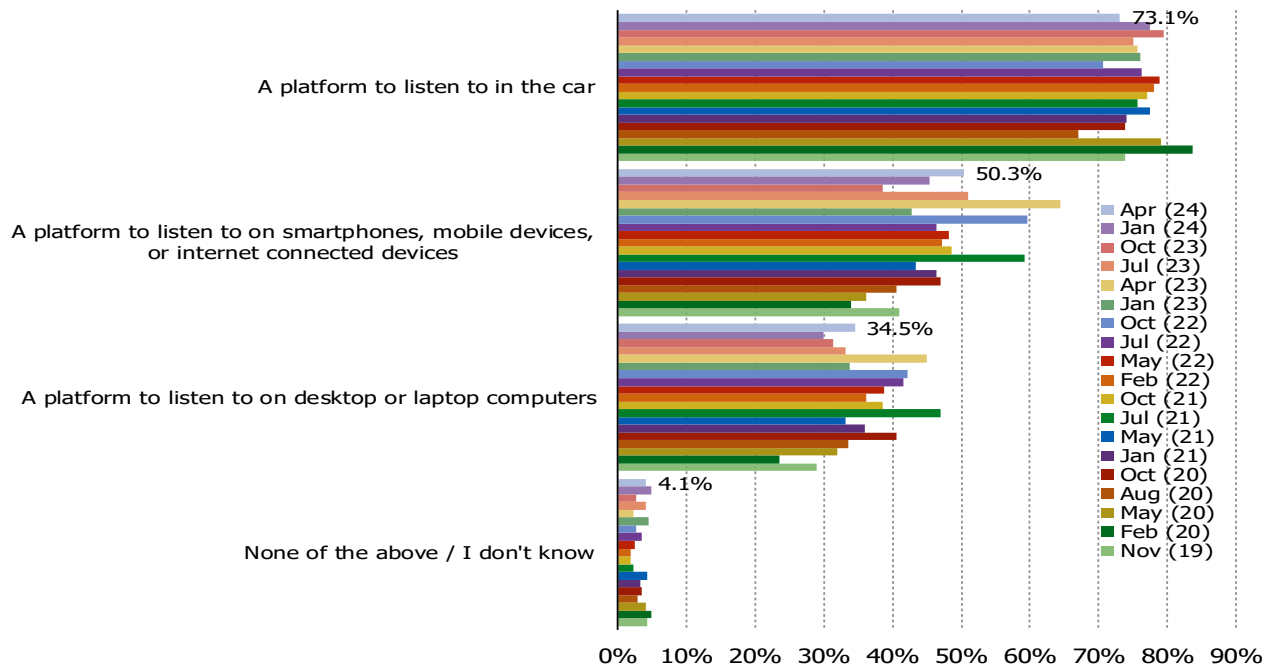
## SIRIUS XM

WHAT DO YOU VIEW SIRIUS XM AS? (SELECT ALL THAT APPLY)

Posed to all respondents.

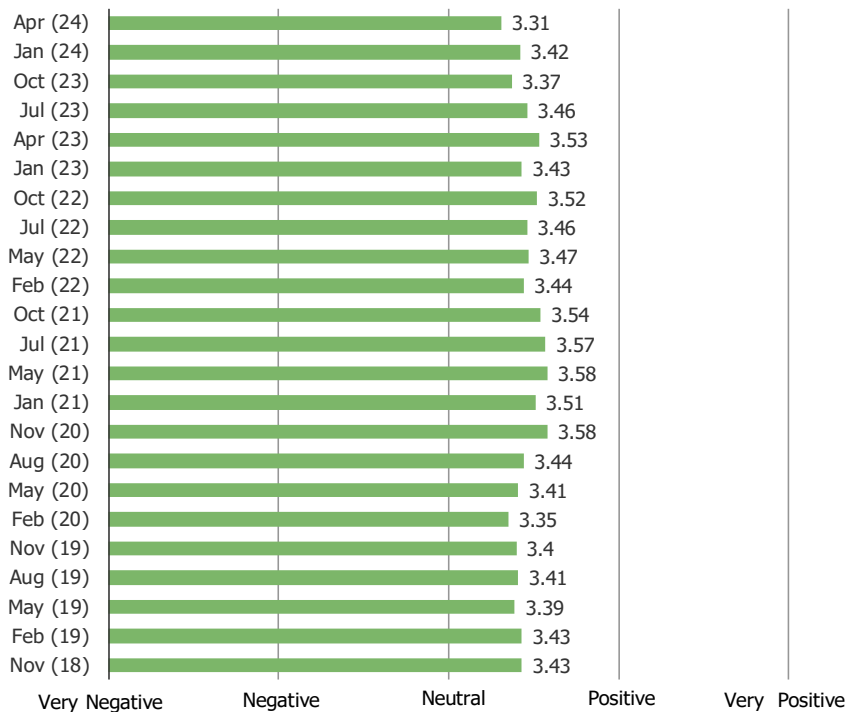


Posed to paying Sirius subscribers.

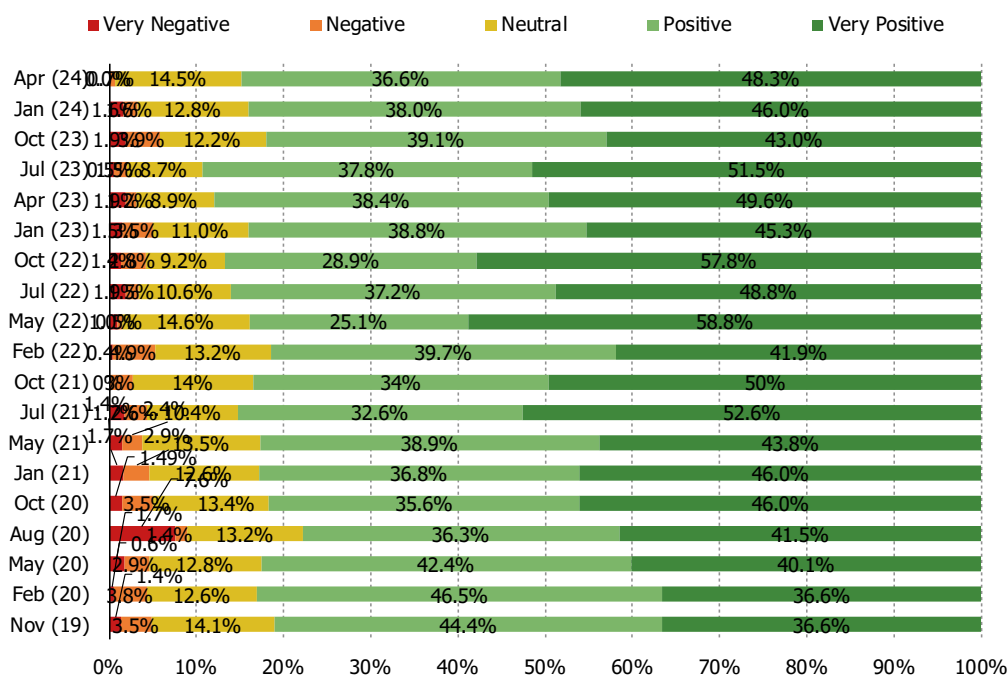


WHAT IS YOUR PERCEPTION OF SIRIUS XM?

Posed to all respondents.



Posed to paying Sirius subscribers.





WHY IS YOUR OPINION NEGATIVE?

Posed to respondents who said they have a negative opinion of Sirius XM.

No relevance; small user base

Seems out of date. Satellite radio was cool 15 years ago but feels like a relic of the past.

It doesn't let you pick and choose like i want,it has channels

Bad selection

It is trash never using again

So much hassle to get working as well as predetermined content

Too much money

Too much pressure to purchase.

Radio is free, why pay

It seems bad

Seems dated

Too many ads

It seems like you pay a lot more for a platform that cheaper platforms can provide

The price

It's an old service

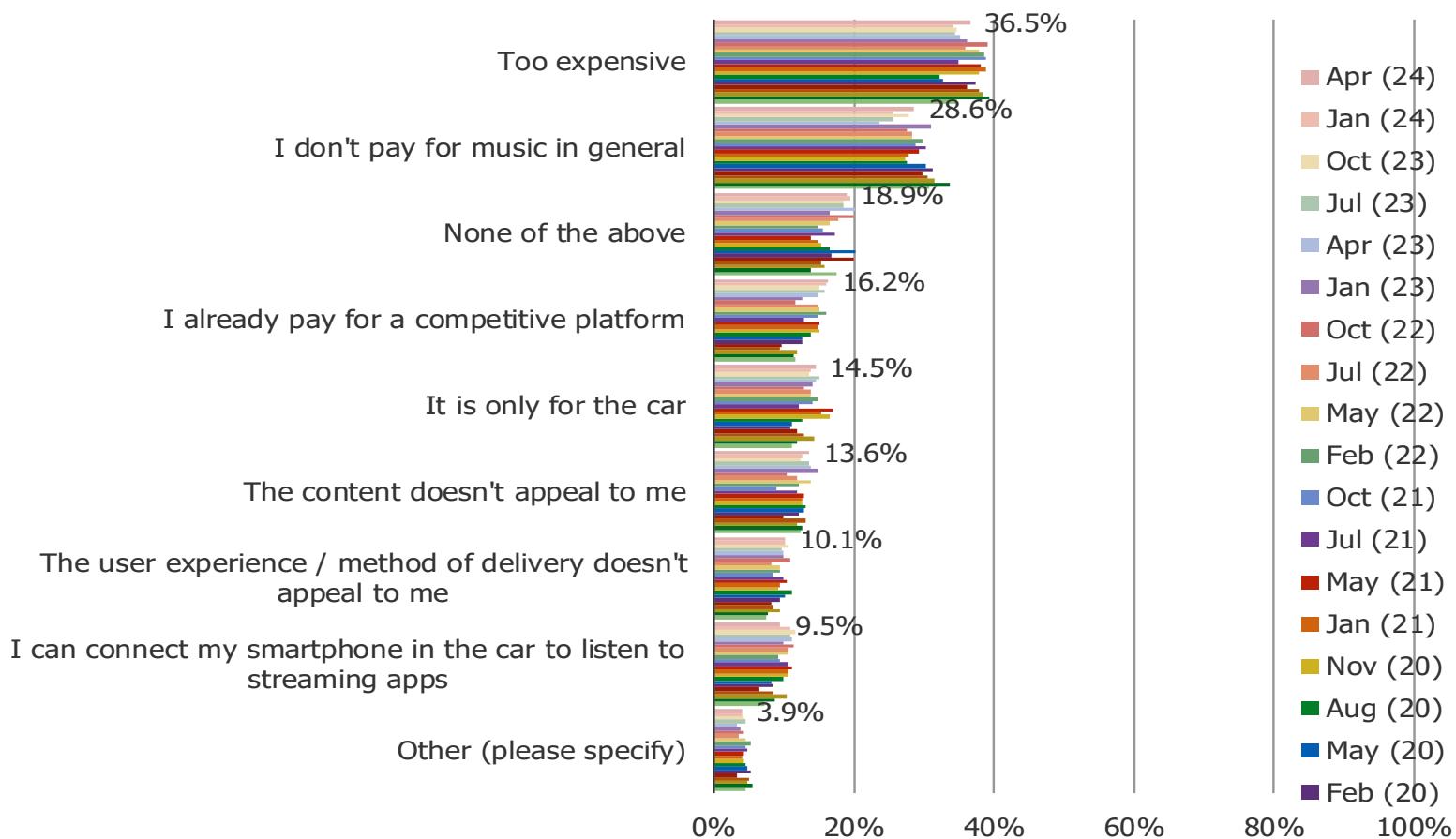
Too expensive, shallow selection, too difficult to cancel.

Old fashioned system, pushy calls

Too expensive

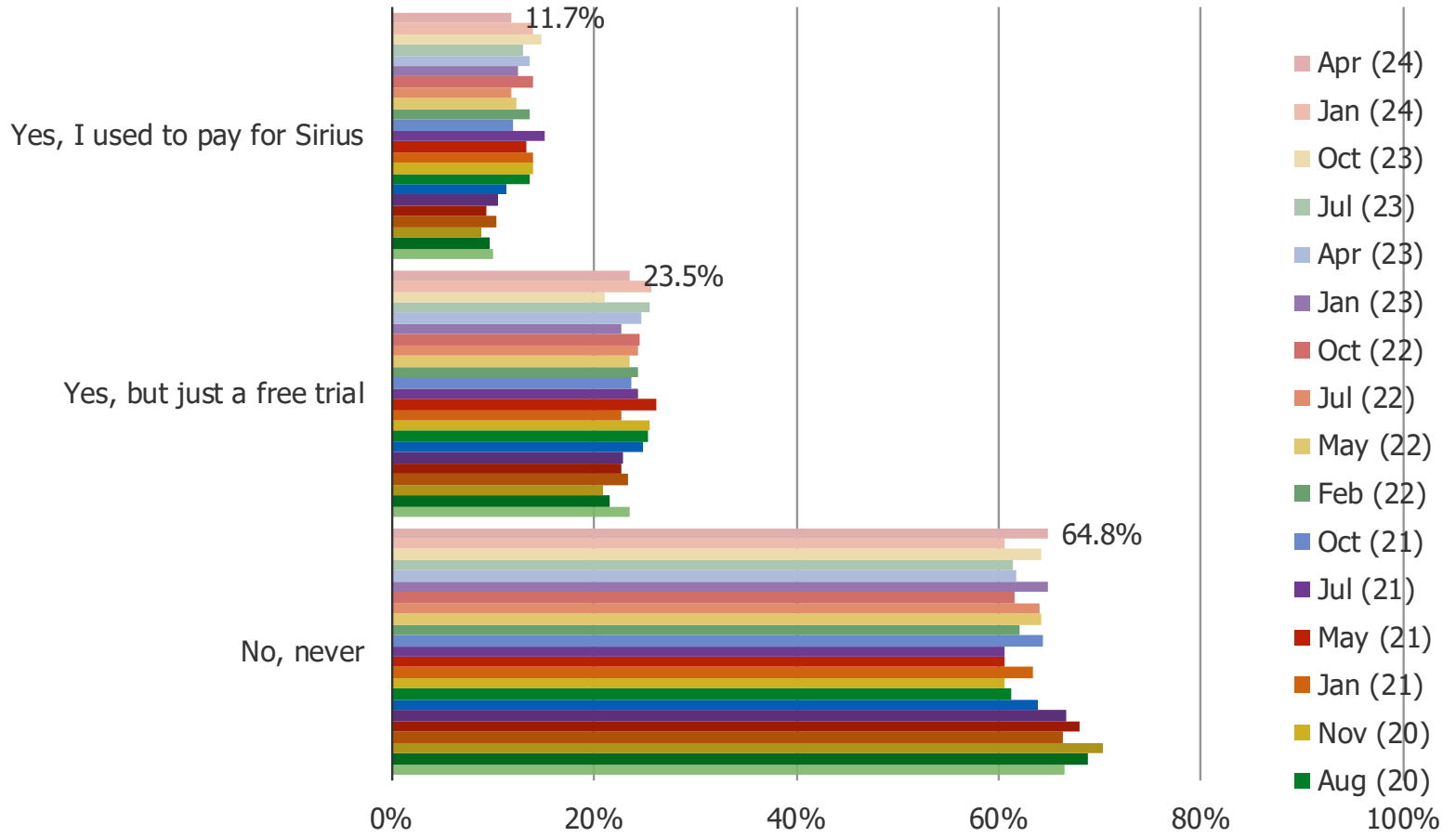
WHY ARE YOU NOT A SIRIUS XM SUBSCRIBER? (SELECT ALL THAT APPLY)

Posed to respondents **who are not subscribers** of Sirius XM.



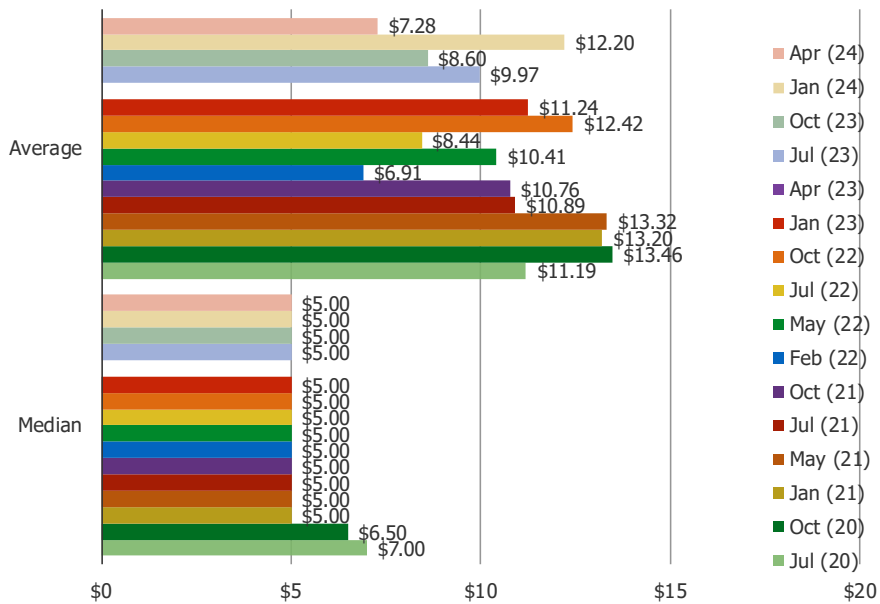
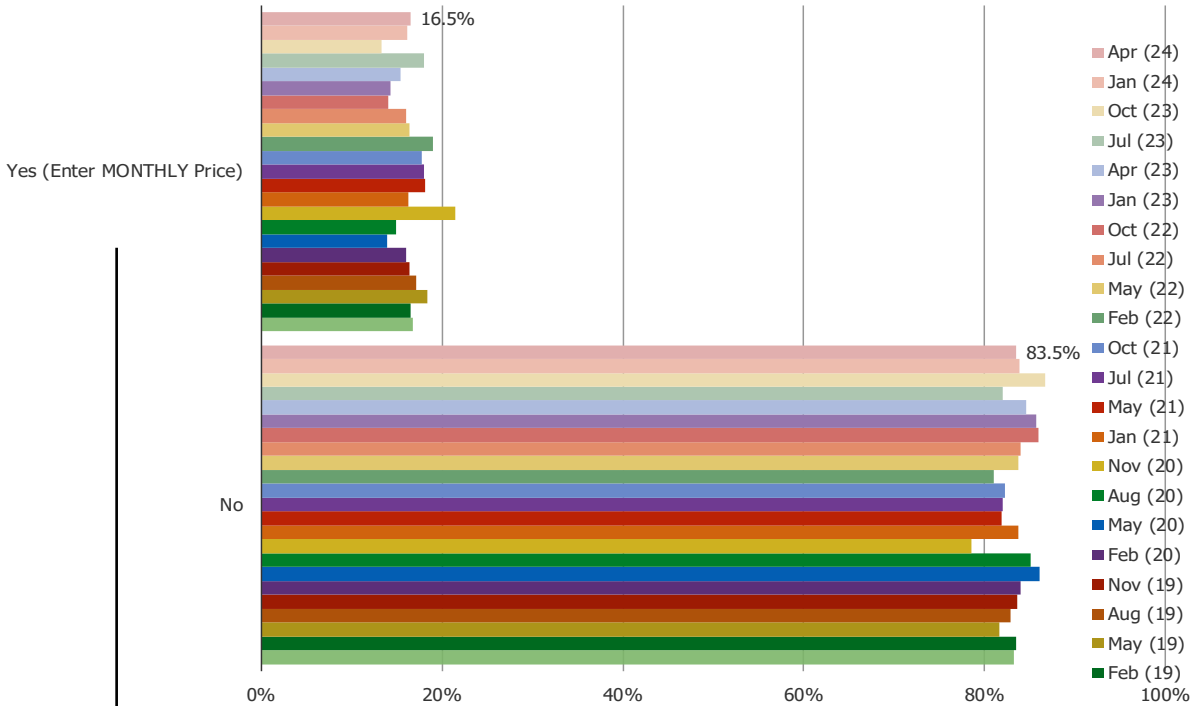
HAVE YOU EVER BEEN A SIRIUS XM SUBSCRIBER?

Posed to non-Sirius XM subscribers.



WOULD THERE BE ANY PRICE POINT (PER MONTH) WHERE YOU WOULD DECIDE TO SUBSCRIBE TO SIRIUS XM?

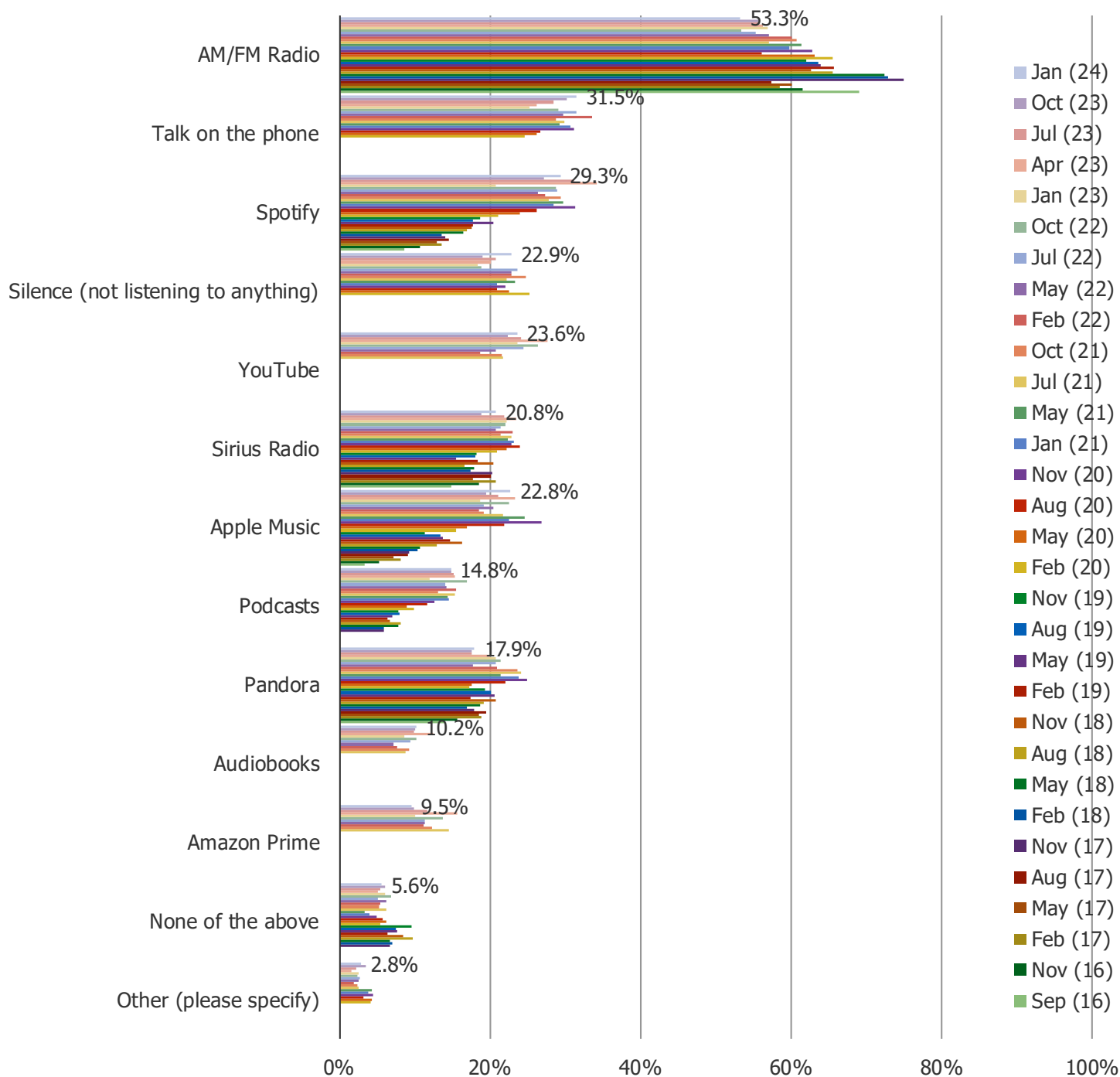
Posed to non-Sirius XM subscribers.



## MARKET SHARE IN THE CAR

DO YOU REGULARLY OR OCCASIONALLY LISTEN TO THE FOLLOWING IN YOUR CAR? (SELECT ALL THAT APPLY)

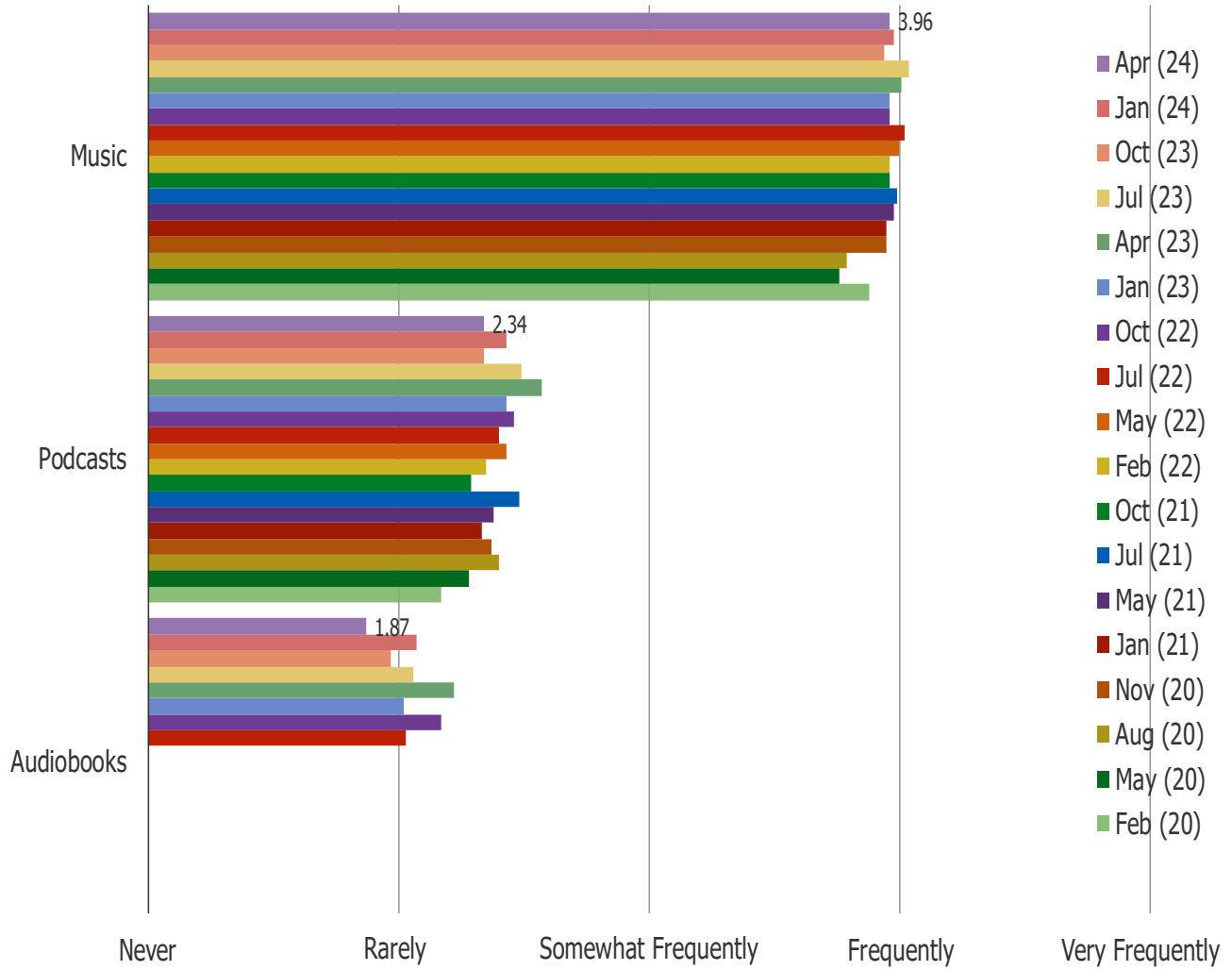
Posed to all respondents who own / lease a car



# AIRPODS

HOW OFTEN DO YOU LISTEN TO...

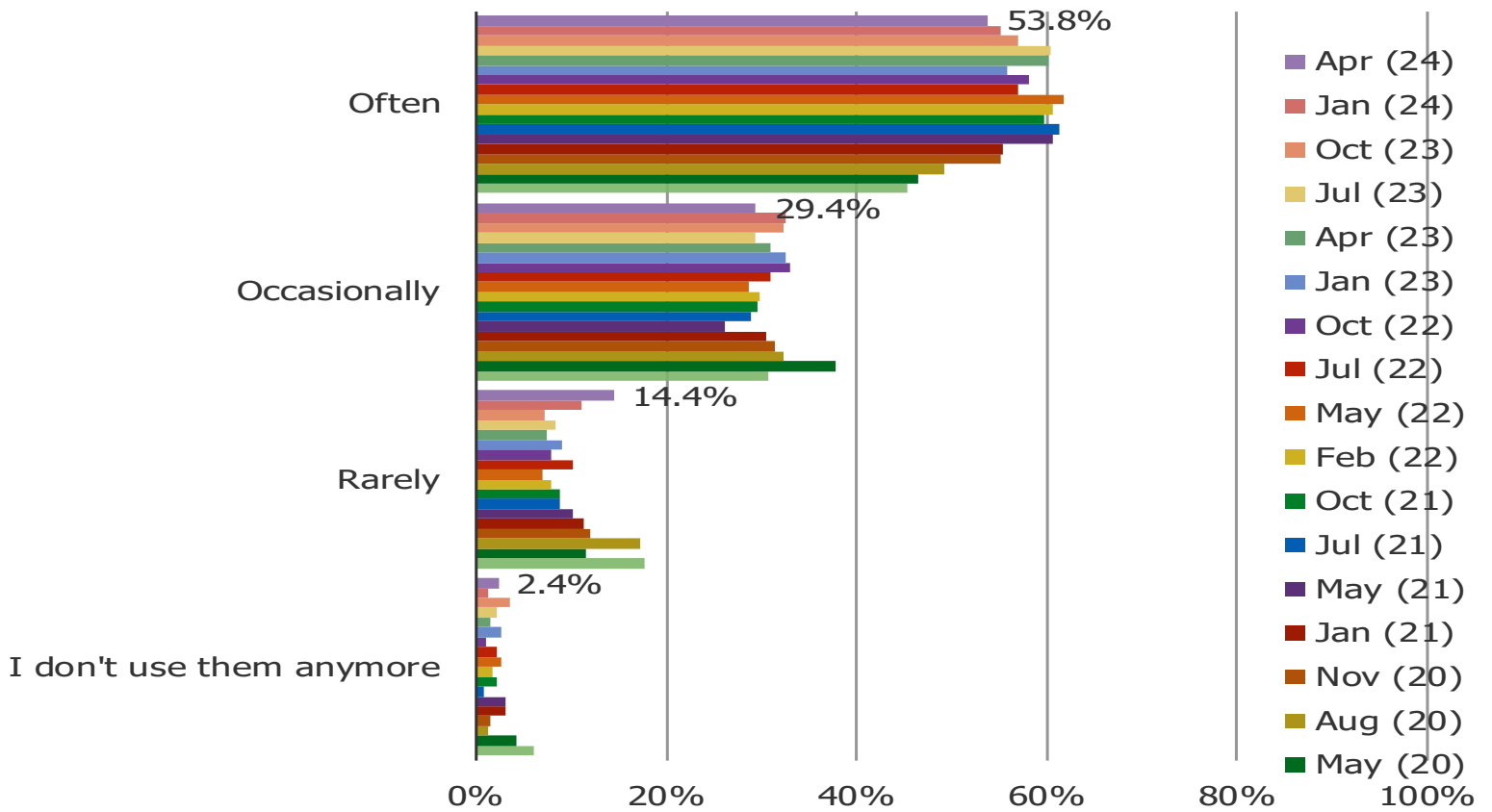
Posed to all respondents





HOW OFTEN DO YOU USE YOUR AIRPODS?

Posed to Airpod owners



DO YOU THINK YOUR USAGE OF AIRPODS MAKES YOU DO ANY OF THE FOLLOWING MORE OR LESS OFTEN THAN YOU DID BEFORE YOU GOT AIRPODS?

Posed to Airpod owners

