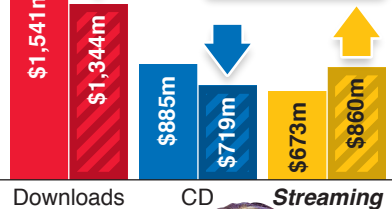
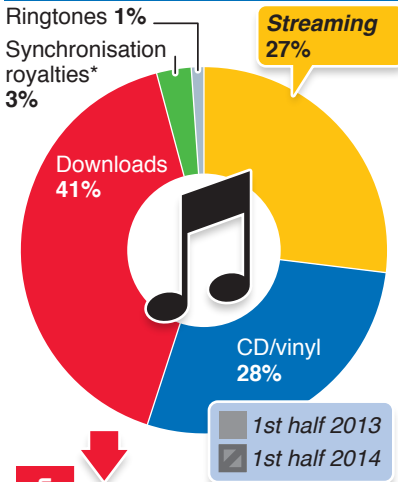


# The unstoppable rise of music streaming

Music streaming – where users listen in real-time over the internet rather than buy downloads or CDs – is on the rise, with record labels enjoying a much-needed boost to flagging sales harmed by online piracy

## U.S. MUSIC REVENUES (1st half 2014)



## POPULAR PLAYERS



# DEEZER

Launch: **France, Aug 2007**

Catalogue: **35m songs**

Users: **16m** (free service)<sup>†</sup>  
**6m** (\$9.99 per month)



# Spotify

Launch: **Sweden, Oct 2008**

Catalogue: **30m songs**

Users: **60m** (free service)<sup>†</sup>  
**15m** (\$9.99 per month)



# Beats Music

Launch: **U.S., Jan 2014**

Catalogue: **20m songs**

Users: **250,000** (\$9.99)

■ **Aug 2014: Apple** acquires Beats for \$500m as part of \$3bn deal with **Beats Electronics**. Likely to be bundled into iOS 8 update – available to over 500m compatible **iPhones**

## NAYSAYERS

**Taylor Swift:**  
Music should be paid for



■ **Apr 2014: Bette Midler** tweets that free Pandora internet radio paid her only \$114.11 for 4,175,149 plays

■ **Nov 2014: Taylor Swift** removes her catalogue from Spotify, objecting to listeners hearing her music for free. It remains on paid-for services like Beats

**26%**  
of fixed line internet users access pirated material

\*Music licensed to movies, TV shows, advertisements, video games, etc. †Plays advertisements

Sources: RIAA, KPCB, IFPI, wire agencies

Picture: Associated Press

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