

# Fighting for supremacy in music streaming

Global subscribers of music streaming services soared by 30 million in the first six months of 2017, as Amazon quietly became the third largest music streaming provider behind Apple and Spotify

**GLOBAL MUSIC STREAMING SUBSCRIBERS\***  
(in millions / market share)

58m / 36%



**Oct 2008:**  
Swedish startup launches

**Spotify** music streaming service — free to use with advertisements, or without ads with paid subscription

Other: 38.1m / 24%

**Melón**

5.6m / 3%



**DEEZER**

6.3m / 4%



**QQ 音乐**

10.4m / 6%

16m / 10%

**music unlimited**



**Oct 2016: Amazon**  
launches **Music**

**Unlimited** subscription service, with 20% discount for Prime members



**Mar 2018: YouTube** (owned by Google's parent company **Alphabet**) plans to launch its long-rumoured **Remix** music streaming service (presently YouTube attracts more than one billion music users per month)



**MUSIC**



**SHAZAM**

**Dec, 2017: Apple** buys **Shazam** for \$400m to acquire its massive database of music tastes and ability to predict future hits. Previously licensed to Spotify and **Apple Music** (latter launched Jun 2015)

**Rihanna,**  
**Spotify's**  
**most**  
**streamed**  
**female**  
**artist of**  
**2017**

