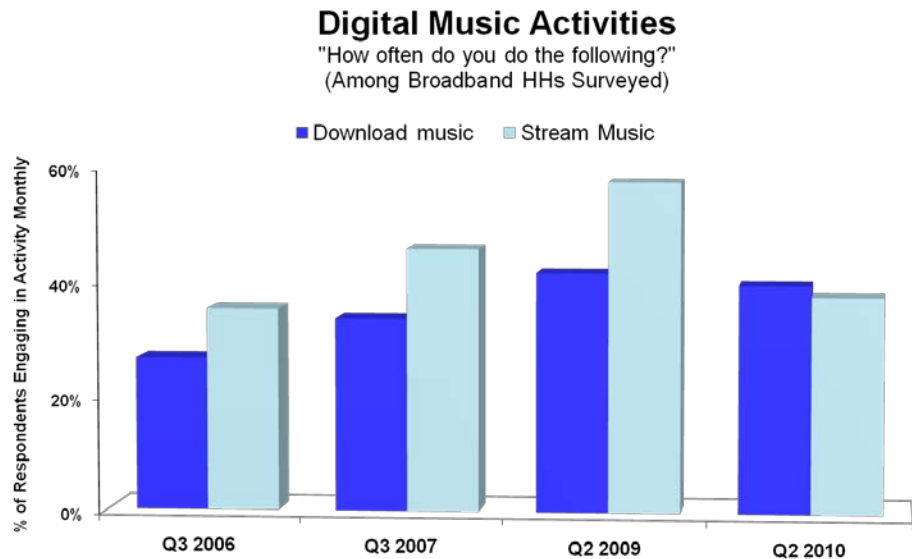


Synopsis **Digital Music Activities**

Digital Music Services: Trends and Outlook provides an overview of the current digital music service landscape, including consumer trends, usage models, and attitudes as well as the emerging class of new players and services and the changing roles of established industry players. The report also explores the impact of new devices and technologies and makes recommendations for industry players and entrants.



Sources: *Digital Media Habits II* (n=2,000; +2.2%), *CDP Q2 2009* (n=5,353, ±1.34%)
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"Consumers are still highly engaged with their digital music," said Laura Allen Phillips, research analyst, Parks Associates. "They take it with them everywhere and want it on every device. New technologies, service offerings, connectivity options, and business models are changing the way they access, discover, and pay for music. It is a shifting landscape. The successful industry players will be those driving the change, rather than just adjusting to it."

Contents

1.0 Consumer Trends, Usage and Preferences

- 1.1 Consumer Trends
 - 1.1.1 Music download
 - 1.1.2 Streaming Music
 - 1.1.3 Internet Usage
 - 1.1.4 Mobile Usage
 - 1.1.5 Device Ownership
- 1.2 Usage and Sources
 - 1.2.1 Mobile Music
 - 1.2.2 Internet-based Music
 - 1.2.3 Music in the Car
- 1.3 Preferences
 - 1.3.1 Connected Device for Music
 - 1.3.2 Format
 - 1.3.3 Digital Locker Appeal

2.0 Business Models

- 2.1 Transactional Services
 - 2.1.1 Market Overview
 - 2.1.2 Piracy
 - Industry Impact

Antipiracy Measures and Initiatives

- 2.2 Subscription Services
 - 2.2.1 Streaming Services
 - 2.2.2 Music Downloads
 - 2.2.3 User Library Access
- 2.3 Advertising Services
 - 2.3.1 Overview
 - 2.3.2 Case Studies

3.0 Established and Emerging Players

- 3.1 Established Players
 - 3.1.1 Music Labels
 - 3.1.2 Retailers
 - Brick-and Mortar
 - Online
 - 3.1.3 Industry Consortia
- 3.2 Emerging Players
 - 3.2.1 Mobile Service Providers
 - 3.2.2 Pay-TV Providers
 - 3.2.3 Broadband Providers
 - 3.2.4 Consumer Device and System Developers

4.0 Market Trends

- 4.1 Music in the Clouds
 - 4.1.1 New Use Cases
 - Digital Locker
 - Device Stored – Cloud Access
 - 4.1.2 Technologies
- 4.2 Device Driven Trends
 - 4.2.1 Mobile Devices
 - 4.2.2 Connected Consumer Electronics
- 4.4 Making Music Discoverable
 - 4.4.1 The Importance of Metadata
 - 4.4.2 Technologies

5.0 Implications and Recommendations

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