MUSIC STREAMING IN MENA

WHY IT MATTERS TO BE LOCAL

انغامي
anghami

Choueiri Group

TABLE OF CONTENT

MATHIEU YARAK

Digital Research Director
Choueiri Group

Music can make us laugh and cry. It can make us dance, creates memories, and guides us through the toughest of times. No wonder Beethoven said: "I would rather write 10,000 notes than a single letter of the alphabet."

Music is our passion and has never been more accessible. For the past eight years music streaming in the region has grown exponentially. It has been embraced by everyone, irrespective of age, culture or location, and has helped to heighten our awareness of new genres and new artists.

Yet, despite music streaming creating deep emotional connections and providing brands with the opportunity to meaningfully engage with audiences, very little is known about what makes a music streaming platform successful. What creates brand loyalty? How important is a company's regional origin? And where do trust and authenticity fit into the mix? To understand the dynamics of the industry, we needed to go beyond the basics and understand the core elements that make a music streaming brand loved. Hence this report.

For the first time, Choueiri Group and Anghami reveal to their partners and friends in the marketing and digital industries key learnings and insights about music lovers and streamers in the MENA region.

STREAMING REVENUES SOAR

Globally, music streaming is big business. Last year it accounted for more than half of the music industry's total revenues for the first time, according to the IFPI Global Music Report 2019, growing by 22.9% to $11.4 billion. The growth in revenues was driven by a 24.1% increase in paid subscription streaming, with nearly all markets reporting growth in this area. In total, there were 341 million users of paid streaming services at the end of 2019, with paid streaming accounting for 42% of total recorded music revenue.

THE CATALYSTS OF GROWTH

Technology, partnerships, and increased consumer adoption are all driving growth. Ever get the feeling your streaming platform knows more about your musical tastes than you do? That's all thanks to technology and hyper-personalisation. Music streaming technologies are now smarter and more personalised than ever, meaning greater engagement and even more time spent accessing music through a unique and evolving combination of formats and services.

Technology has made music more accessible than ever, with record companies' investments in artists, people and innovation paving the way for greater and greater growth. Local partnerships have also fuelled creative collaborations between artists, producers and tech. All of which means virtual concerts, artist meet-ups, and seamless artist integration are now the digital reality.

The phenomenal growth in smartphone usage has helped facilitate this growth, providing more engaging and customised experiences on the go. From playlist curation to the discovery of new artists, streaming platforms are providing content recency, exclusivity and accessibility. This is further facilitated by the built-in integrations that are integral to ecosystem brands such as Apple and Google Play Music.

+9.7%

The global recorded music market grew by 9.7% in 2018, the fourth consecutive year of growth. total revenues for 2018 were US$19.1 billion

—— *Source: IFPI*

+34%

Streaming revenue grew by 34.0% and accounted for almost half (47%) of global revenue

—— *Source: IFPI*

561.7M

Users Stream music globally.
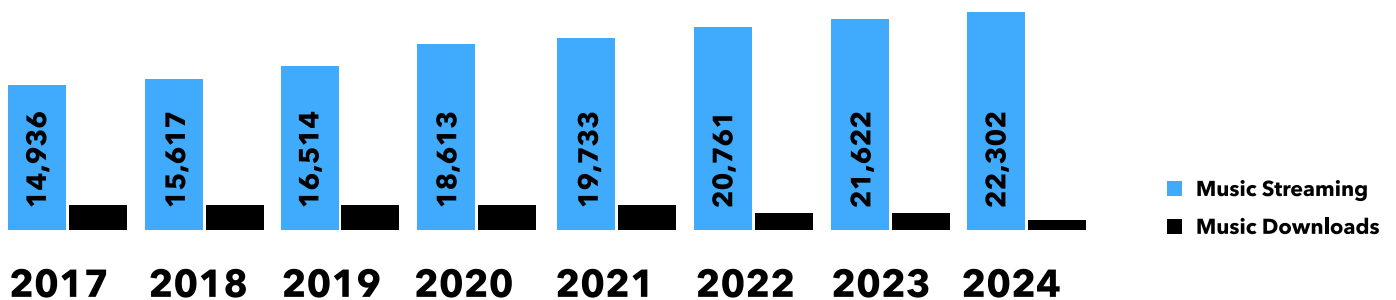The number of users is expected to amount to 823.7M by 2024

—— *Source: Statista*

GLOBAL REACH LOCAL BEAUTY

Music may have become truly global thanks to streaming technology, but is has been made beautifully local through content. Freed of the shackles of limited playlists that plague traditional media such as radio, music streaming is booming as consumers indulge in a dynamic musical experience. With music libraries growing on a daily basis, the growth momentum of music streaming is projected to increase for the next four years.
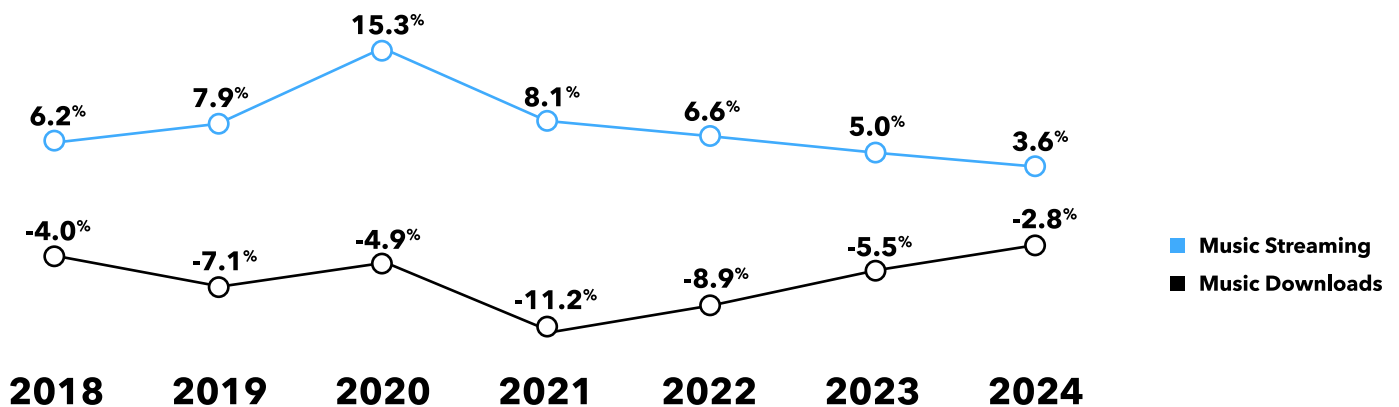
MUSIC REVENUES

IN MILLION US$

14,936	15,617	16,514	18,613	19,733	20,761	21,622	22,302
2017	2018	2019	2020	2021	2022	2023	2024

■ Music Streaming
■ Music Downloads

REVENUE GROWTH

IN PERCENT

Music Streaming:
- 2018: 6.2%
- 2019: 7.9%
- 2020: 15.3%
- 2021: 8.1%
- 2022: 6.6%
- 2023: 5.0%
- 2024: 3.6%

Music Downloads:
- 2018: -4.0%
- 2019: -7.1%
- 2020: -4.9%
- 2021: -11.2%
- 2022: -8.9%
- 2023: -5.5%
- 2024: -2.8%

■ Music Streaming
■ Music Downloads

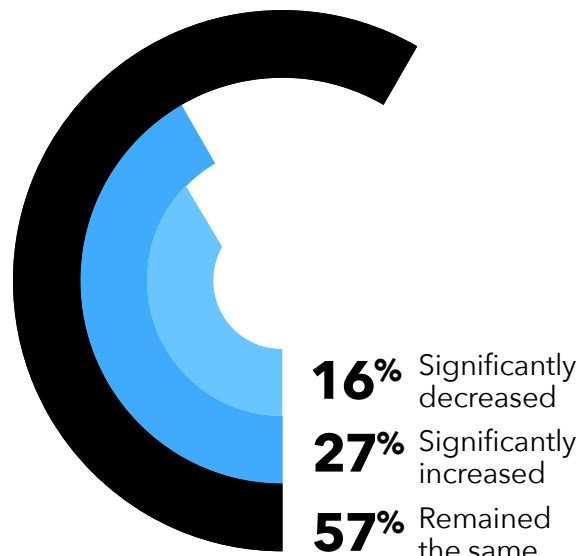*Source: Statista – numbers adjusted for expected impact of Covid-19*

MUSIC HAS BEEN AN EMOTIONALLY SUPPORTIVE COMPANION DURING THE CRISIS

The Covid-19 pandemic has been a stressful and emotional time for everyone. In such circumstances, is it any surprise that many of us have turned to music for comfort? In Saudi Arabia, 27% of consumers stated that their music streaming had significantly increased during the pandemic, according to a Chouieri Group study into the impact of Covid-19 on consumer behaviour. Everywhere you turn, audiences are larger than ever and the demand for music has never been greater. Listening habits have also changed. Less commuting journeys and the closure of gyms has led to a shift in listening to different times of the day.

16% Significantly decreased

27% Significantly increased

57% Remained the same

Source: CG Covid-19 Research | Base sample: 1400 (KSA)

THE STATE OF MUSIC STREAMING IN MENA

After years of sustained growth, music streaming has reached market maturity in the MENA region. It is a vibrant, innovative and competitive industry and has the potential to take even greater leaps forward in the near future.

MIKE FAIRBURN

GM of Sony Music Entertainment Middle East

The Middle East music space is evolving rapidly. We have been a part of this evolution for a long time and are now seeing immense growth and diversity. The future is very exciting. Having regionally based music companies focused on developing the local industries in all our regional countries is driving this growth - labels like us, distributors like the Orchard, local and global digital music services and the many independent studios and producers - all are fueling the explosion of Arabic talent and introducing global music to all corners of the region.

Music is the #1 connector, a unifying language that crosses cultures and borders. It is more global than any other interest area, and there's never been a better time to align with music in the region'.

A YOUTHFUL POPULATION

More than 28% of the population is aged between 15 and 29

HIGH SMARTPHONE PENETRATION

Saudi Arabia has one of the highest rates of smartphone ownership in the world

HIGH RATES OF MEDIA CONSUMPTION

In MEA, people spend an average of 3:31 hours on the internet via their mobile and 1:42 hours watching TV every day

Source: Choueiri Group Telecom research 2018 | Bain & Co; Google | Ipsos TLM KSA 2019

Although the market has reached maturity, that maturity does not mean we have reached market saturation in the MENA region.

The likes of Deezer and YouTube Music may have expanded their geographic footprint into the market, but huge potential remains, particularly in Saudi Arabia. Unlocking that potential will ensure continued growth for years to come.

To date, the lion's share of regional growth has come from consumers switching their allegiances from previous generations of music distribution – be it physical sales or digital downloads – to streaming platforms. That growth is forecast to continue in the MENA region, with overseas ventures making the landscape more dynamically competitive.

International Streaming Brands	Spotify	YouTube Music	deezer
Local Brands	anghami		
Ecosystem Brands	MUSIC	Google Play Music	
Semi-music Streaming Services	SOUNDCLOUD	YouTube	

MUSIC STREAMING PENETRATION AMONG MENA ONLINE POPULATION
(REGARDLESS OF THE PLATFORM)

KSA	**59%**
UAE	**70%**
EGYPT	**83%**

*Source: Ipsos Data 'The State Of Music Streaming In MENA Study'*

WHAT CREATES BRAND LOYALTY & MAKES A MUSIC STREAMING PLATFORM SUCCESSFUL?

ABOUT THE RESEARCH

Conducted in Q1 - Q2 2020, Choueiri Group and Anghami commissioned Ipsos to run a research that taps into the music steaming industry in the MENA region (Saudi Arabia, UAE and Egypt)

The methodology of the research is quantitative, with the size of the achieved statistical sample (N=1,500 in Saudi Arabia and Egypt; N=1,200 in the UAE) enabling in-depth analysis of consumer sentiment and going beyond a simple examination of listener behaviour. The goal was to understand brand affinity, to identify emotional connectors, and to uncover the distinctive traits that enable a brand to win the hearts of its listeners.

The sample is representative of the internet population and consumers who stream music online in each country.
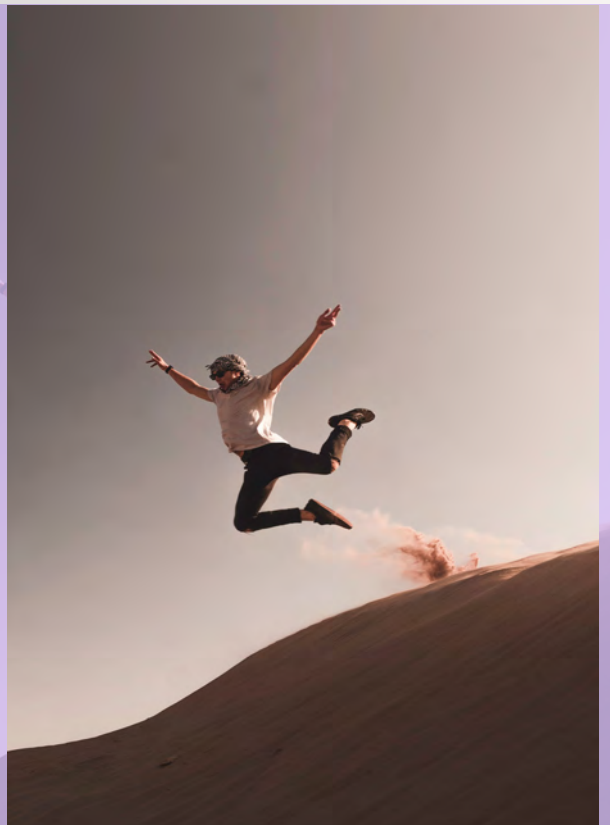
BEING LOCAL MATTERS

Ease of accessibility, the availability of preferred music, and the large variety of Arabic and local music are the top three reasons why streamers use Anghami. A homegrown brand, it has remained resolutely focussed on the MENA region and has developed an in-depth understanding of its cultural nuances. It is for these reasons that Anghami excels at local content and is favoured for its delivery of exclusive content*.
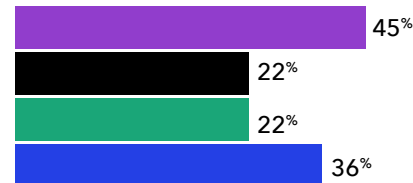
REASONS FOR PREFERRING A MUSIC STREAMING BRAND

أنغامي anghami
(n = 779)

 MUSIC
(n = 261)

Spotify®
(n = 306)

deezer
(n = 173)
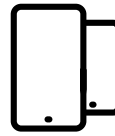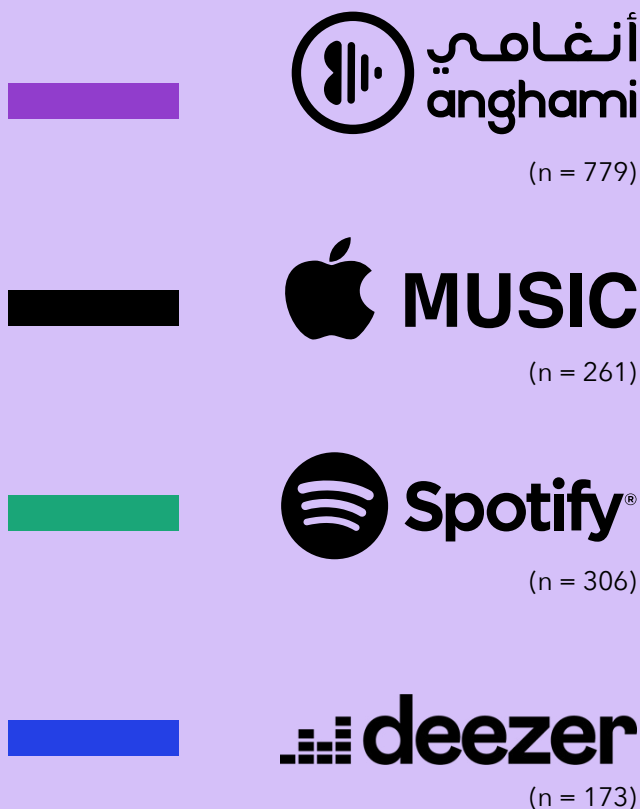
EASY ACCESSIBILITY ON MULTIPLE DEVICES

- 48%
- 38%
- 44%
- 40%

LARGE VARIETY OF ARABIC & LOCAL MUSIC

- 45%
- 22%
- 22%
- 36%

GOOD REPUTATION/ RECOMMENDED

- 40%
- 38%
- 34%
- 35%

Base: Those who prefer the platform

*Youtube music was excluded for sample insignificance

Source: Ipsos Data 'the state of music streaming in MENA research'

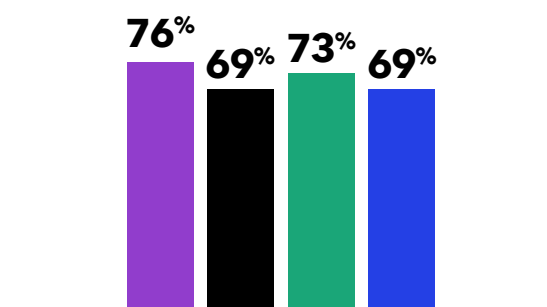# CONTENT RELEVANCY IS ESSENTIAL TO CREATE A LASTING CONNECTION

Brand preference is heavily influenced by the availability of musical content and that music's exclusivity. It is also influenced by variety and relevancy. Nothing wins music fans more than the ability to tap into all of these connectors in a single space.

With over 423 million Arabs globally, Anghami's extensive Arabic song catalog serves as the only credible streaming platform unifying Arabic music, not only in the MENA region but worldwide. Anghami's expansion into foreign markets with Arab population is crucial in broadening our reach outside of the MENA region.

- Wassim "SAL" Slaiby

أنغامي anghami (n = 1,393)   MUSIC (n = 492)   Spotify (n = 505)   deezer (n = 399)

*Top 2 boxes

76% **69%** **73%** **69%**

It has the biggest catalogue of music

76% **72%** **71%** **69%**
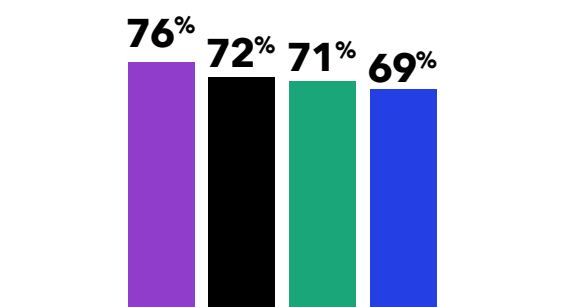
It is the best place to go to for discovering new music and artists

Base: Those who use the platform

Source: Ipsos Data 'the state of music streaming in MENA research'

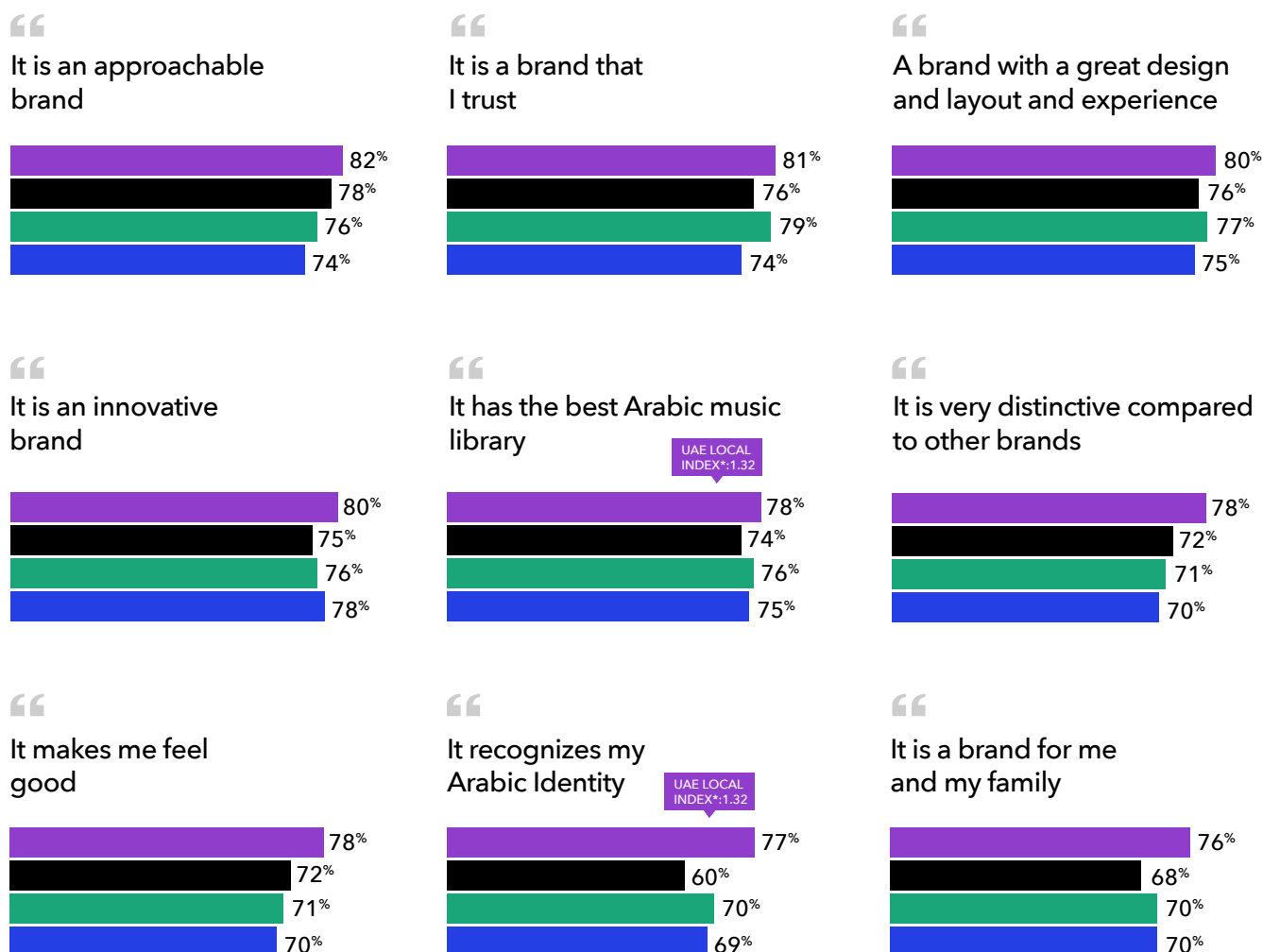# ANGHAMI: A TRUSTED BRAND WITH AN AUTHENTIC LOCAL PERSONALITY

When it comes to brand perception, trust and personality resonate. Not only is Anghami viewed as the most trustworthy brand amongst music streaming platforms, it is also viewed as the best when it comes to recognising Arab users' identity. An identity that is not based solely on language, but also on culture, traditions and faith. With an extensive, eclectic, and high calibre Arabic music library, eight out of 10 music streamers in the MENA region view Anghami as a distinctive local brand that they feel very close to.

80%

MUSIC STREAMERS IN THE MENA REGION VIEW ANGHAMI AS A DISTINCTIVE LOCAL BRAND THAT THEY FEEL VERY CLOSE TO.

anghami (n = 1,393) **MUSIC** (n = 492) **Spotify** (n = 505) **deezer** (n = 399)

*Top 2 boxes

It is an approachable brand

anghami	82%
MUSIC	78%
Spotify	76%
deezer	74%

It is a brand that I trust

anghami	81%
MUSIC	76%
Spotify	79%
deezer	74%

A brand with a great design and layout and experience

anghami	80%
MUSIC	76%
Spotify	77%
deezer	75%

It is an innovative brand

anghami	80%
MUSIC	75%
Spotify	76%
deezer	78%

It has the best Arabic music library

UAE LOCAL INDEX*:1.32

anghami	78%
MUSIC	74%
Spotify	76%
deezer	75%

It is very distinctive compared to other brands

anghami	78%
MUSIC	72%
Spotify	71%
deezer	70%

It makes me feel good

anghami	78%
MUSIC	72%
Spotify	71%
deezer	70%

It recognizes my Arabic Identity

UAE LOCAL INDEX*:1.32

anghami	77%
MUSIC	60%
Spotify	70%
deezer	69%

It is a brand for me and my family

anghami	76%
MUSIC	68%
Spotify	70%
deezer	70%

*UAE locals have a higher affinity to these statements

MEANINGFULLY LOCAL MEANS SHARING THE SAME VALUES

An emphasis on local identity has helped to place Anghami uniquely among other key players in the region's music streaming market. Seven out of 10 music streamers in the MENA region agree that Anghami has a local personality that shares similar values to them. It is a brand that feels relatable and like home.

Anghami also ranks well when it comes to the discovery of new music and the ability to stream the latest hits, as well as songs from up-and-coming artists.

70%

MUSIC STREAMERS IN THE MENA REGION AGREE THAT ANGHAMI HAS A LOCAL PERSONALITY THAT SHARES SIMILAR VALUES TO THEM. IT IS A BRAND THAT FEELS RELATABLE AND LIKE HOME.

MUSIC STREAMING: ATTACHED WITH LOVE

If a listener loves music, there's also an inclination to love music streaming brands too. Not only because such brands help provide the joy that music brings, but because they are with the listener wherever they go. There is, however, a fierce competition to earn that love.

The love felt for Anghami is far stronger amongst music streamers in the UAE than it is for other streaming platforms. In both the UAE and KSA in particular, Anghami has the ability to make users feel good. It also has the greatest ability to make users happy.

IN BOTH THE UAE AND KSA IN PARTICULAR, ANGHAMI HAS THE ABILITY TO MAKE USERS FEEL GOOD. IT ALSO HAS THE GREATEST ABILITY TO MAKE USERS HAPPY.

■ All MENA ■ KSA ■ UAE ■ EGYPT

This is a wonderful brand

All MENA	80%
KSA	84%
UAE	86%
EGYPT	75%

This brand makes me feel good

All MENA	78%
KSA	83%
UAE	86%
EGYPT	67%

I love this brand!

All MENA	78%
KSA	79%
UAE	86%
EGYPT	75%

This brand is a pure delight

All MENA	77%
KSA	83%
UAE	83%
EGYPT	70%

This brand is totally awesome

All MENA	76%
KSA	80%
UAE	81%
EGYPT	71%

This brand makes me very happy

All MENA	75%
KSA	81%
UAE	82%
EGYPT	67%

I'm very attached to this brand   `UAE LOCAL INDEX*:1.18`

All MENA	71%
KSA	72%
UAE	75%
EGYPT	70%
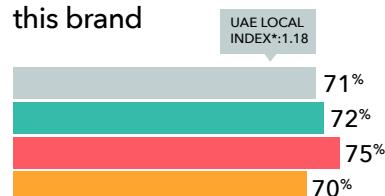
I am passionate about this brand

All MENA	70%
KSA	73%
UAE	71%
EGYPT	65%

I have no particular feelings about this brand

All MENA	44%
KSA	50%
UAE	31%
EGYPT	46%
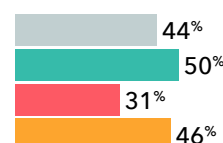
Base: Anghami users

— *Source: Ipsos Data 'the state of music streaming in MENA research'*
   *UAE locals have a higher affinity to these statements

MUSIC
IS LOVE
LOVE
IS LOYALTY

ELIE ABOU SALEH

Vice President in GCC
Anghami

We live in a world with an abundance of choice around services and experiences that we can tap into with a click of a button. As businesses, we're all competing to be top of mind to win people over. We're focused on helping users reach their end point using our products that will be better than what they currently have by 10 times. This is referred to as the functional approach (product/UX...etc).

Yet, what we seem to forget sometimes, is that being Human we experience a wide set of emotions. These emotions guide our decision behaviors. This isn't a revelation! It's there - we do it everyday and every time we press play! It feels good !!

At anghami We're in the emotions business! The Feeling Good one. All decisions start with a feeling that we want to get to experience, at Anghami, we want to be there for you, all the time, anytime.

Yet very little is known on how important it is to be local and how these reflect on trust and authenticity, which impact our decisions to choose a preferred music platform. This report adds a scientific element into the mix to validate on why being local matters.

LOYALTY EXISTS WITHIN THE CATEGORY IN KSA

Anghami dominates the market in Saudi Arabia with spontaneous awareness (40%) far above all other music streaming brands in the country. It also tops the pyramid in terms of total awareness (aided and unaided) and has the highest conversion rate from awareness to trial (ever-used). Anghami also has the highest retention rate following a user's first experience with the brand – the conversion rate from 'ever-used' to 'current use' stands at 60%. What is clear is that Anghami enjoys considerable brand loyalty in Saudi Arabia, with almost a quarter of the brand's users loyal listeners. This contrasts favourably with other brands, where loyalty is minimal.
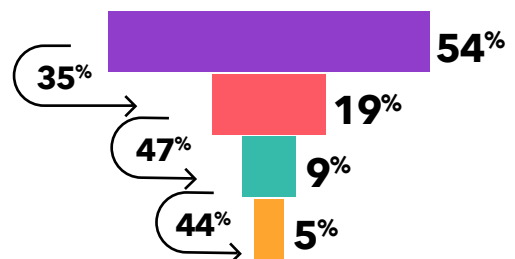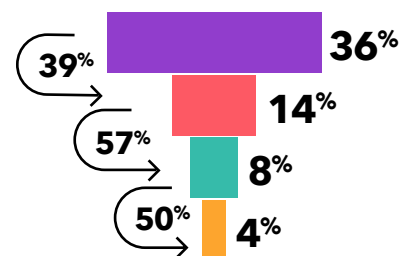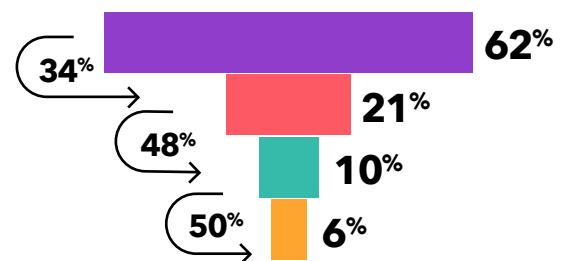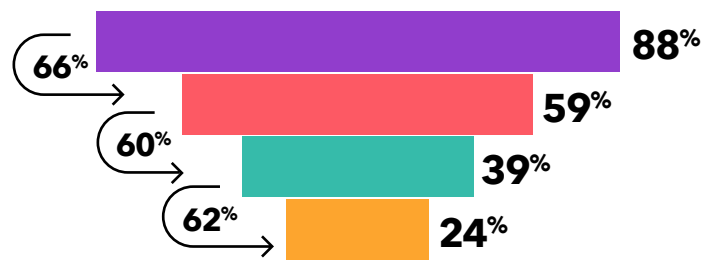
Base (all respondents (KSA))

Source: Ipsos Data 'the state of music streaming in MENA research'

anghami أنغامي

- 88%
- 66% → 59%
- 60% → 39%
- 62% → 24%

⌘ MUSIC

- 62%
- 34% → 21%
- 48% → 10%
- 50% → 6%

Spotify®

- 36%
- 39% → 14%
- 57% → 8%
- 50% → 4%

ılı deezer

- 54%
- 35% → 19%
- 47% → 9%
- 44% → 5%

Legend:
- Awerness
- Ever-used
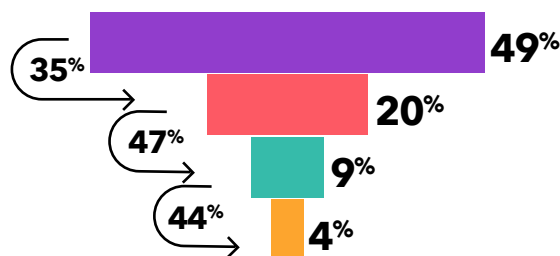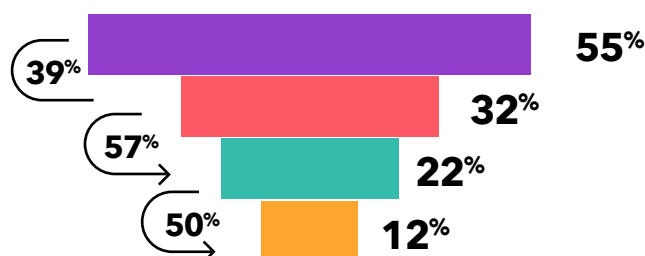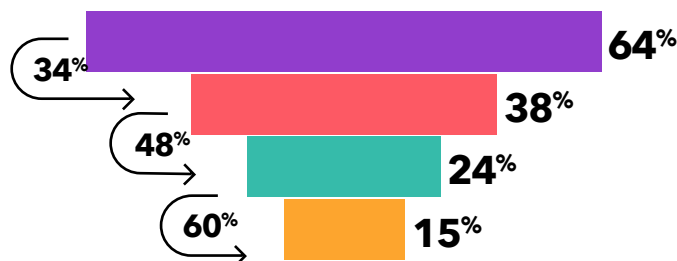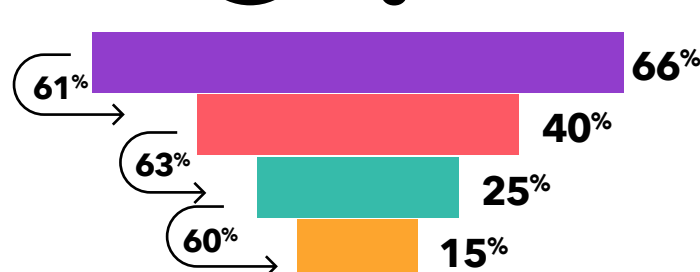- Conversation
- Current usage
- Loyalty

THE UAE'S MUSIC STREAMING LANDSCAPE IS CHARACTERISED BY COMPETITIVENESS

Although Anghami tops awareness levels in the UAE, while remaining within the top when it comes to loyalty and usage.
Other services have been unable to build the same levels of awareness it has achieved in Saudi Arabia and Egypt and are struggling to convert from awareness to usage efficiently in the UAE.

■ Awareness   ■ Ever-used   ■ Current usage   ■ Loyalty   ⌒→ Conversation

أنغـامـي anghami

- 66% Awareness
- 61% →
- 40% Ever-used
- 63% →
- 25% Current usage
- 60% →
- 15% Loyalty

🍎 MUSIC

- 64% Awareness
- 34% →
- 38% Ever-used
- 48% →
- 24% Current usage
- 60% →
- 15% Loyalty

Spotify®

- 55% Awareness
- 39% →
- 32% Ever-used
- 57% →
- 22% Current usage
- 50% →
- 12% Loyalty

deezer

- 49% Awareness
- 35% →
- 20% Ever-used
- 47% →
- 9% Current usage
- 44% →
- 4% Loyalty

Base (all respondents (UAE))

Source: Ipsos Data 'the state of music streaming in MENA research'
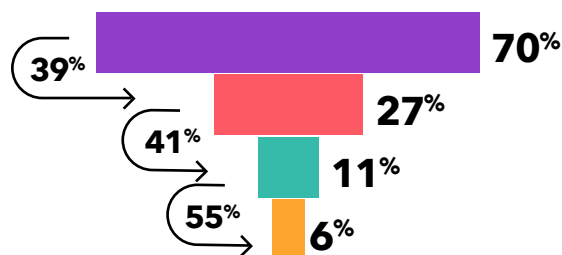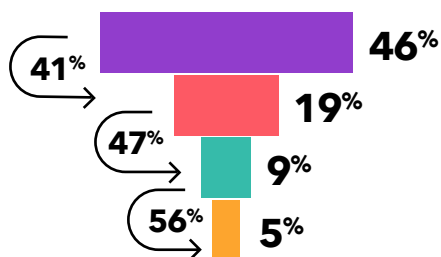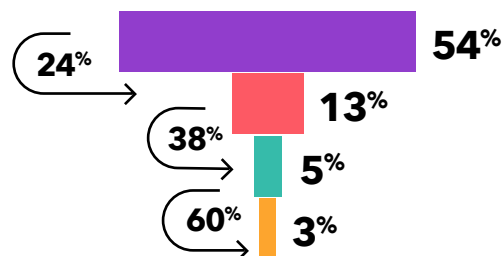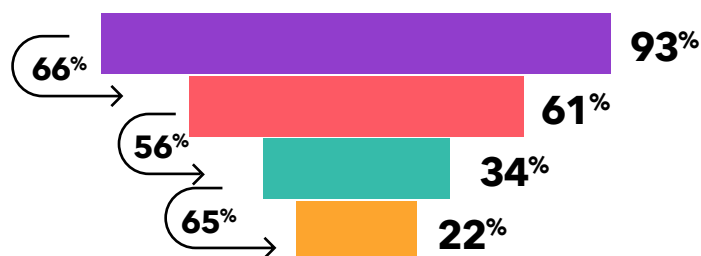
ANGHAMI IS A MUSIC STREAMING LEADER IN EGYPT

Anghami's strength in Egypt goes far beyond excellent levels of brand awareness. Not only does it top all conversion rates, it has successfully transformed a fifth of those who are aware of the brand into loyal users.

Competitor platforms have also achieved a high level of awareness. However, they still encountered difficulties when it comes to acquiring and retaining users.

■ Awareness   ■ Ever-used   ■ Current usage   ■ Loyalty   ⟲ Conversation

أنغامي anghami

93%	Awareness
66%	
61%	Ever-used
56%	
34%	Current usage
65%	
22%	Loyalty

MUSIC

54%	
24%	
13%	
38%	
5%	
60%	
3%	

Spotify®

46%	
41%	
19%	
47%	
9%	
56%	
5%	

deezer

70%	
39%	
27%	
41%	
11%	
55%	
6%	

MUSIC STREAMING IS ALSO CHARACTERIZED BY CROSS-PLAFORM PARTICIPATION

Audience share can fluctuate depending on the nature of the listener. Some are monogamous, others are polygamous. In total, 44% of music streamers in the MENA region can be classified as cross-platform users. That means they are willing to – and do – use multiple platforms to stream music.
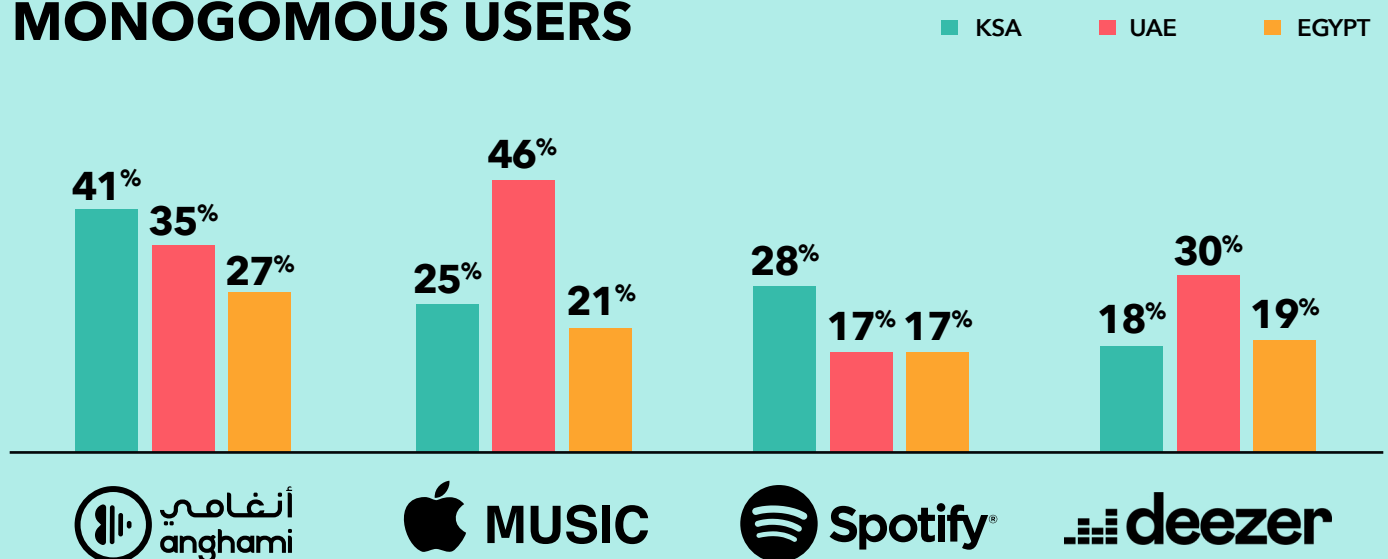
40%
OF ANGHAMI USERS IN KSA DO NOT USE ANY OTHER MUSIC STREAMING PLATFORMS

ANGHAMI: A DISTINCTIVE BRAND

Anghami has the largest share of monogamous users, making it distinctive in the context of cross-platform usage.
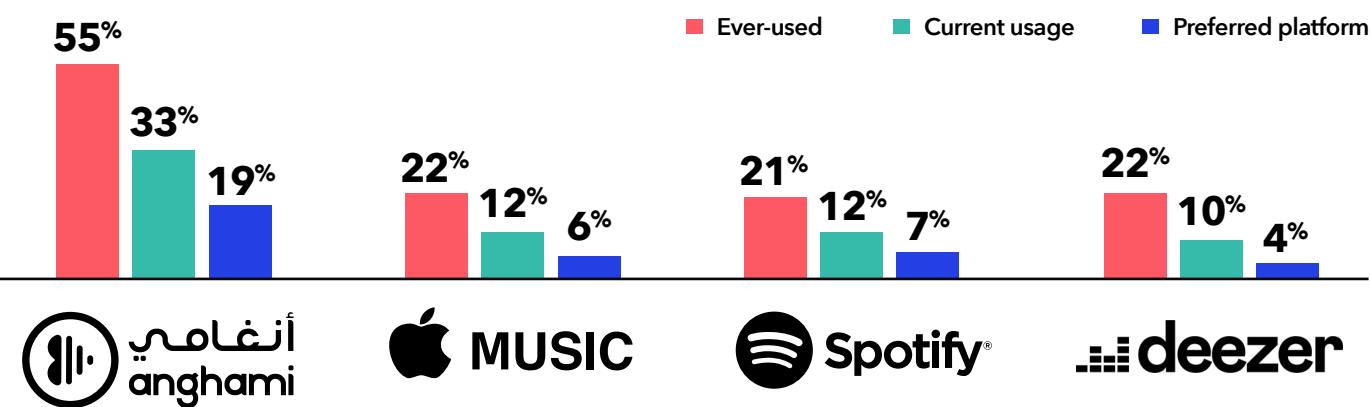
SHARE OF MONOGOMOUS USERS

■ KSA   ■ UAE   ■ EGYPT

	anghami	MUSIC	Spotify	deezer
KSA	41%	25%	28%	18%
UAE	35%	46%	17%	30%
EGYPT	27%	21%	17%	19%

Base: Those who use the platform

— *Source: Ipsos Data 'the state of music streaming in MENA research'*

MUSIC STREAMING PREFERENCES ARE DRIVEN BY HOW LOCAL A BRAND IS

When it comes to brand preference, Anghami's local outlook is a winning formula. It leads across all categories, has the highest rates of conversion, and scores highest when it comes to listeners' 'preferred platform'.

In short, Anghami is the most preferred brand for music streaming in the region.

Legend: ● Ever-used ● Current usage ● Preferred platform

anghami أنغامي
- 55%
- 33%
- 19%

** MUSIC** (Apple Music)
- 22%
- 12%
- 6%

Spotify
- 21%
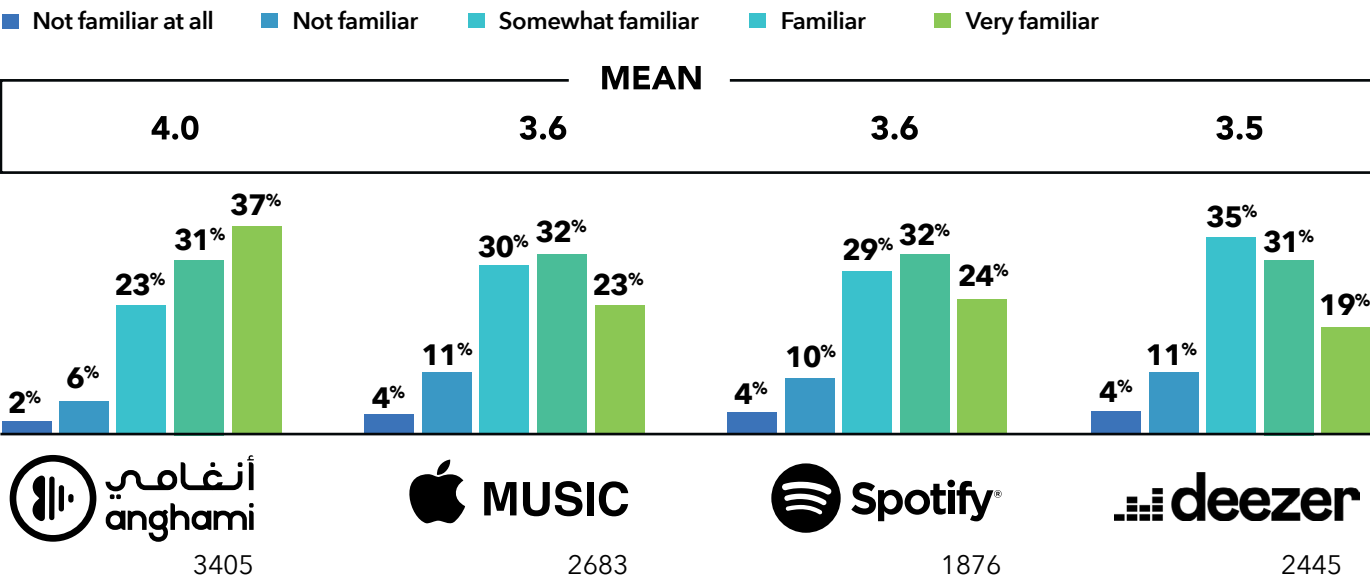- 12%
- 7%

deezer
- 22%
- 10%
- 4%

Base (all respondents)

HOW FAMILIARITY HELPS DISTINGUISH MUSIC STREAMING BRANDS

Anghami was the only platforms to attain a mean score of 4 when it came to brand familiarity among music streamers. For Anghami, that familiarity is the end result of first-market advantage and a pioneering spirit that has been cultivated over the course of the past eight years.

Significantly, the brand has gained popularity through its direct association with Arabic music and regional artists, leading to a high level of brand familiarity. As a brand KPI mirrored to consumer behaviour theory, this familiarity is an influential brand metric that impacts key decisions in the purchase journey.

Legend: ● Not familiar at all ● Not familiar ● Somewhat familiar ● Familiar ● Very familiar

	MEAN		
4.0	3.6	3.6	3.5

anghami أنغامي
- 2%
- 6%
- 23%
- 31%
- 37%

** MUSIC** (Apple Music)
- 4%
- 11%
- 30%
- 32%
- 23%

Spotify
- 4%
- 10%
- 29%
- 32%
- 24%

deezer
- 4%
- 11%
- 35%
- 31%
- 19%

anghami	MUSIC	Spotify	deezer
3405	2683	1876	2445

Base: Those who are aware of the platform

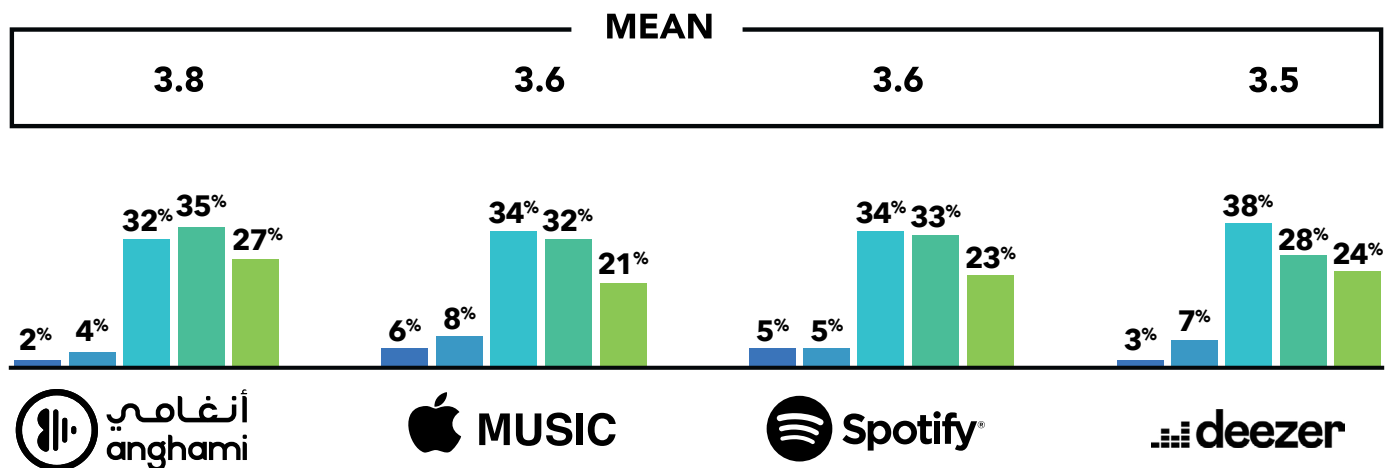— *Source: Ipsos Data 'the state of music streaming in MENA research'*

20

BRAND LOYALTY – STUCK IN LOVE FOREVER

Brand loyalty is expressed in many ways, whether through streamers using only a single platform or openly declaring their love for a particular brand. Loyalty is also expressed via the probability that a user may switch to another music streaming platform in the future. For Anghami, that probability is the lowest. Over 60% of Anghami users are loyal to the platform, with only 6% stating they will switch to a rival brand.

OVER **60%** OF ANGHAMI USERS ARE LOYAL TO THE PLATFORM.

LIKELY TO SUSPEND AND SWITCH TO A NEW PLATFORM

- ■ Will definitely switch
- ■ Will switch
- ■ Might switch
- ■ Wont switch
- ■ Definitely won't switch

	MEAN		
3.8	3.6	3.6	3.5

anghami
2% 4% 32% 35% 27%

MUSIC
6% 8% 34% 32% 21%

Spotify
5% 5% 34% 33% 23%

deezer
3% 7% 38% 28% 24%

Base: Those who use the platform

— *Source: Ipsos Data 'the state of music streaming in MENA research'*

HOW BRAND LOVE EMERGES FROM MUSICALLY-ENGAGED AUDIENCES

MENA MUSIC STREAMERS HAVE INFINITE APPETITE TO MUSIC

50%

of MENA users stream music daily via streaming platforms

50%

of music streamers discover new music and new artists browsing streaming platforms

Around

30%

of streamers listen to music on these platforms for at least 3 to 5 hours a day

Base: (all respondents)

Source: Ipsos Data 'the state of music streaming in MENA research'
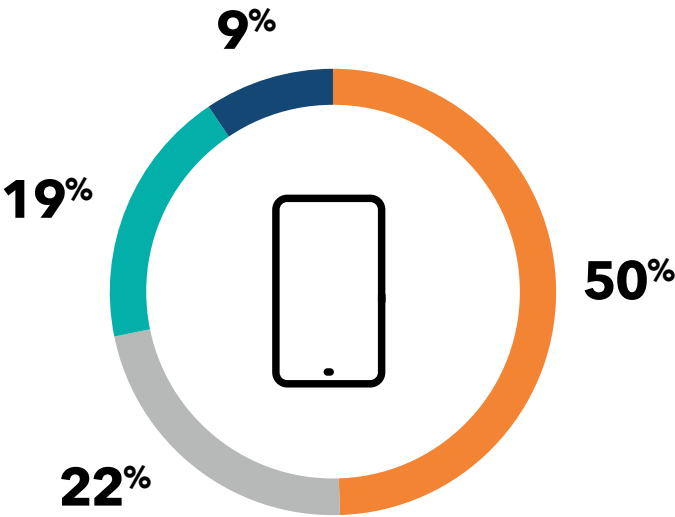
# FOR REGIONAL LISTENERS, MUSIC STREAMING IS THE MOST COMMON MEANS OF MUSIC CONSUMPTION

The frequency and time spent on music streaming exceeds Radio, making it the main method for music consumption. Over 70% stream music at least 4 days a week

Daily   **4-6 Days a Week**   **2-3 Days a Week**   **Once a Week**   **Less often/ Never**

FREQUENCY OF MUSIC STREAMING

9%

19%

50%

22%

FREQUENCY OF RADIO CONSUMPTION
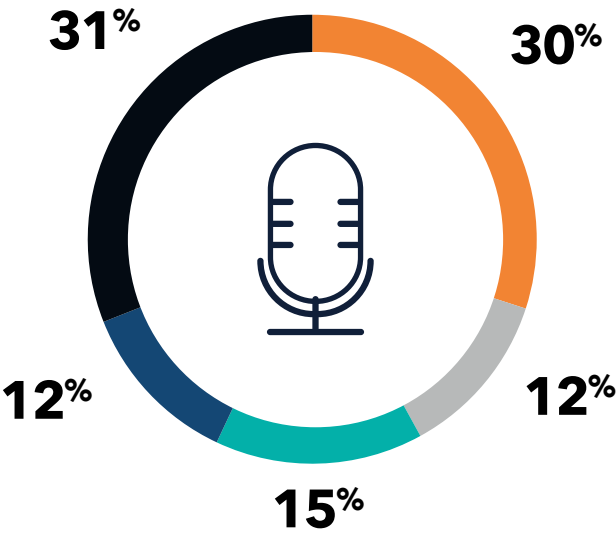
31%

30%

12%

12%

15%

Base: (all respondents)

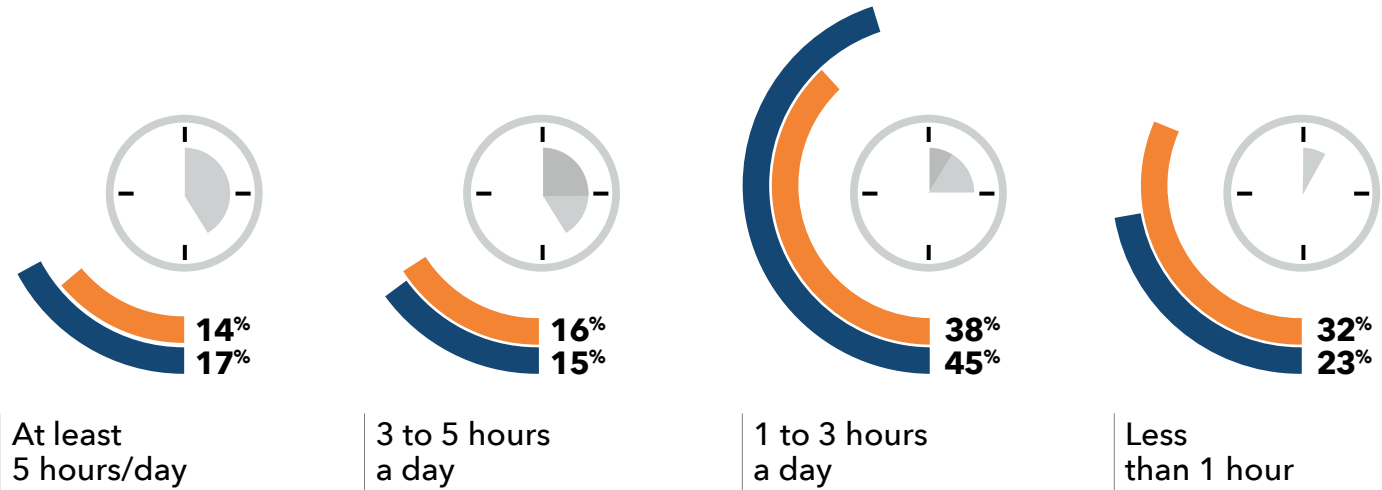*Source: Ipsos Data 'the state of music streaming in MENA research'*

MUSIC ON WEEKEND: PLAY ON SOME MORE!

During the weekends a shift in listening occurs, with 43% spending at least 3 to 5 hours a day listening to music – a proven link between happy times and music
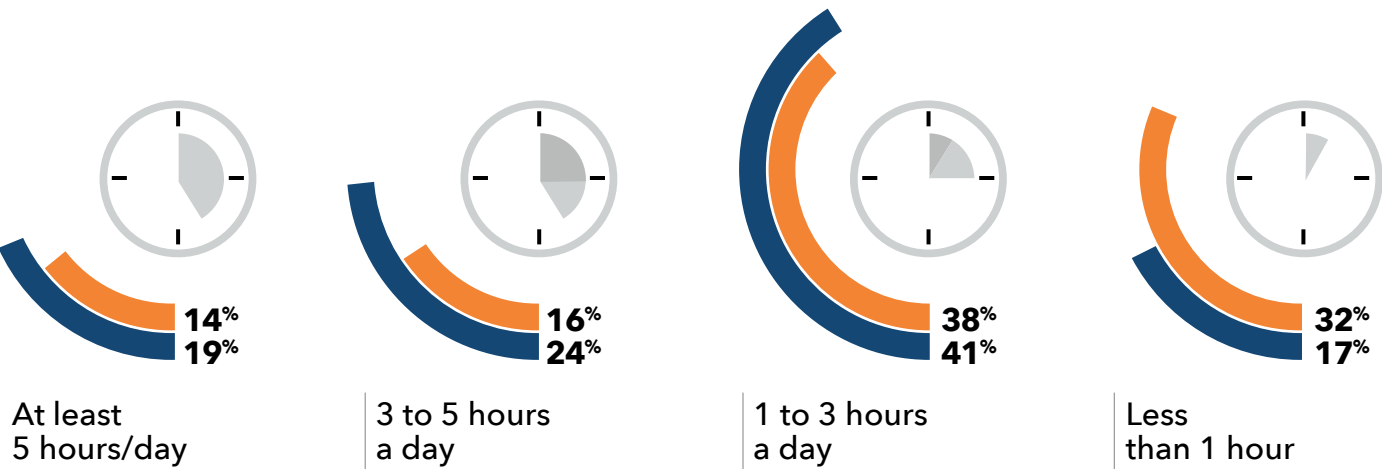
■ Time spent on radio   ■ Time spent streaming music

Weekdays

14%
17%

At least
5 hours/day

16%
15%

3 to 5 hours
a day

38%
45%

1 to 3 hours
a day

32%
23%

Less
than 1 hour

Weekends

14%
19%

At least
5 hours/day

16%
24%

3 to 5 hours
a day

38%
41%

1 to 3 hours
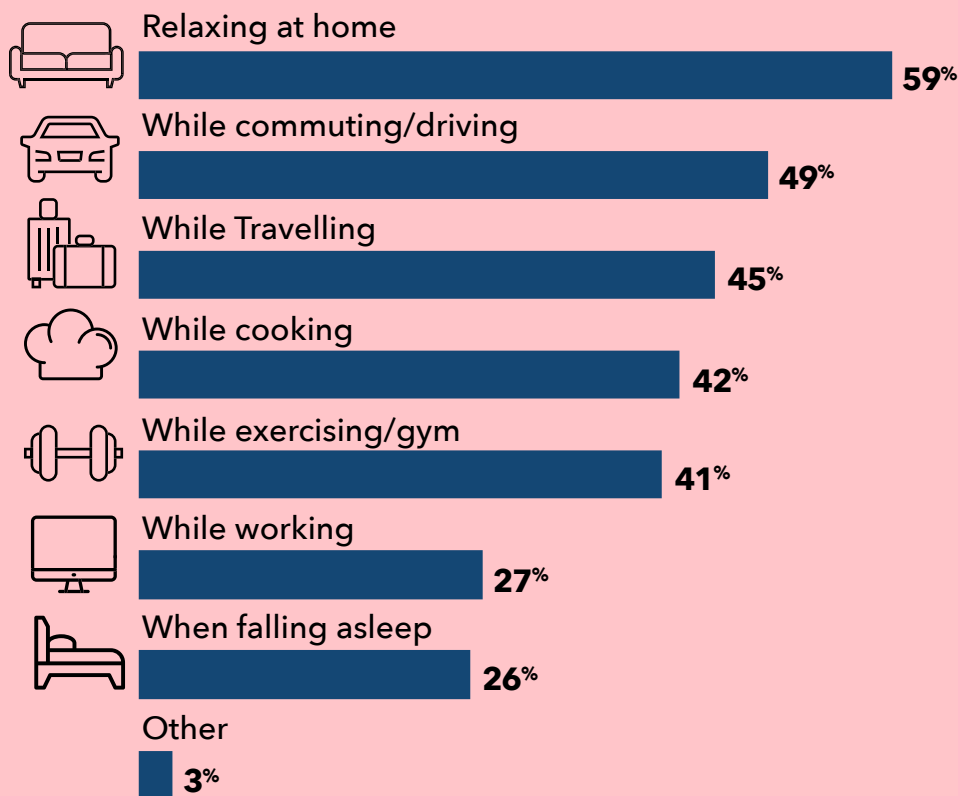a day

32%
17%

Less
than 1 hour

Base: (all respondents)

Source: Ipsos Data 'the state of music streaming in MENA research'

# MUSIC IS NOT JUST FOR LEISURE; IT HELPS LISTENERS GET THROUGH THEIR DAY

Music is an integral part of many aspects of daily life in the MENA region. While listening to songs and artists when driving is common across the board, for the 16 to 24 age bracket it is also closely associated with exercise and time spent at the gym. For women, there is also a 40% higher probability of listening to music while cooking.

WHEN DO THEY LISTEN/STREAM MUSIC (MINDSET)

Relaxing at home
59%

While commuting/driving
49%

While Travelling
45%

While cooking
42%

While exercising/gym
41%

While working
27%

When falling asleep
26%

Other
3%

Music streaming can be described as an evening behaviour whereas the peak of music consumption occurs after 7pm (56% during weekdays & 61% during weekends)
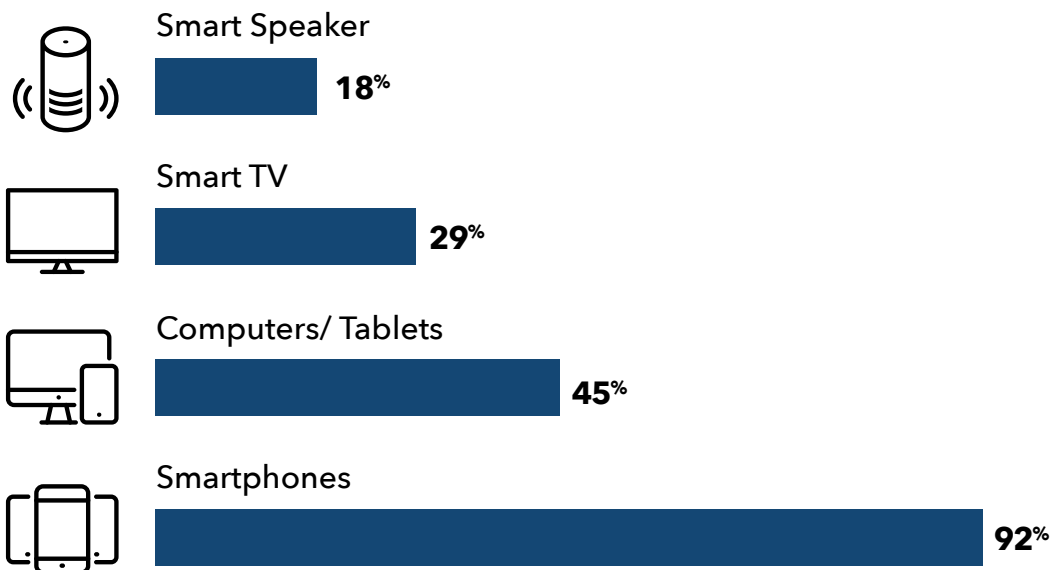
■ Weekdays   ■ Weekends
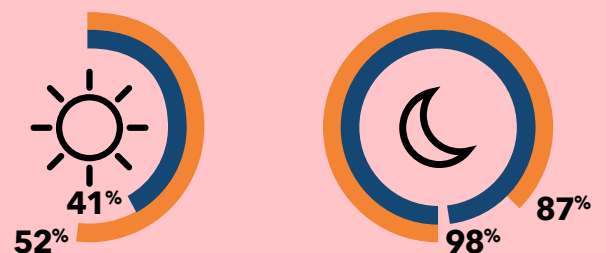
41%
52%

87%
98%

Base: (all respondents)

— *Source: Ipsos Data 'the state of music streaming in MENA research'*

MUSIC STREAMING: ANYTIME, ANYPLACE, ANYWHERE

The days of single platform exposure are long gone. Music streaming is multi-device, meaning listeners can consume the music they love via their smart TV, desktop, smart speaker or smartphone. The latter is by far the most popular, with almost all streamers using their smartphone to listen to music.

On a country-by-country basis, the use of smartphones and desktops is the most prevalent in Egypt, whereas smart TVs are the most used in the UAE. Almost two in 10 music streamers use the likes of Alexa and Google Home to listen to music online, with this segment driven by Saudi Arabia. Although this figure may sound low, smart speakers are expected to become a key device in the near future as AI-powered voice technology becomes smarter and smarter.

Smart Speaker
18%

Smart TV
29%

Computers/ Tablets
45%

Smartphones
92%

Base: (all respondents)

—— *Source: Ipsos Data 'the state of music streaming in MENA research'*

CONCLUSIONS

AWS AL-AWAMLEH

Research Panel Manager
Choueiri Group

HOW BRAND LOVE CAN BE CONTAGIOUS

The data in this report has revealed that brand loyalty does exist for music streaming platforms. Brands have been able to build emotional connections with their audiences thanks to accessibility, recency, exclusivity and the premium nature of their offering. More importantly, local platforms have humanised their product by recognising their audience's identity and culture, connecting with it, and augmenting that identity with the adoption of local talent and the provision of unique content. Experiences should be local and authentic, after all.

For brands in other economic verticals, it is not as easy to construct such brand attachment and loyalty, even if the brand has a long heritage and its product satisfies a consumer need. Building emotional connections depends on many variables – how functional vs emotional your brand or product is, or how you communicate and market your brand or product.

From a music streaming perspective, love can be contagious. The key is to leverage the power of music to unlock hearts and to impact how listeners feel about your brand.

THINK OF MUSIC AS NATIVE

Music is all about emotions. It triggers an immediate response in us all, whether that response is love, joy, sorrow or sadness. As such, it is the most powerful tool in any brand's arsenal. Get it right and you are potentially onto a winner for life.

Music can inspire us to buy particular products, is associated with certain memories, and can help build emotional attachments with individual brands. That's why music streaming not only has the potential to be a game changer for artists and listeners, but for brands too.

The ultimate objective of any brand is to create meaningful connections with consumers and to provide great ROI. That's what native advertising is all about. It's about being relevant and meaningful to the consumer journey. Think of music in the same way. Think about how you want to show your brand personality and how you want to embed your brand emotionally.

Think also of the daily activities taking place when people are listening to music. Depending on the demographic group or the streaming time, different daily activities are taking place. It could be cooking, exercising, driving, or working. Brands that have certain products which are highly connected with these daily activities could be appealing and naturally native, creating considerable recognition and needed perception.

THANK YOU

anghami أنغامي

Choueiri Group