



For more information, please contact:

Ms. Fion Cheung, Research Director – Ipsos Connect, Hong Kong
Phone: +852 2839 0624 Email: Fion.Cheung@ipsos.com

Music Streamers – The golden ticket to accessing millennials in APAC?

New research suggests that using music streaming apps may be most efficient way to reach and convert millennials in Asia Pacific, with JOOX in a prime position to offer this access to marketers in the region.

Music streaming is becoming a large market in the region, as Asia Pacific now leads other regions in terms of proportion of internet users who stream music on their mobile.

Not only are there many streamers in APAC, but new Ipsos Media Atlas research also shows that streamers by nature represent a very powerful target to marketers.

People who love streaming and live music are by nature younger than those who don't; the 10-year average age difference trigger clear differences in terms of aspirations and mindset between both groups:

For example, 52% of streamers in Hong Kong will speak to friends & family about purchase they make, against only 32% of non-streamers.

The research also indicates that compared to non-streamers, music streamers are keener to follow the latest fashion and trends, to take more risks and to treat themselves with something special - even if it is expensive.

They also think that paying extra for quality is worthwhile and are prepared to pay more for environmentally friendly products or to stay healthy.

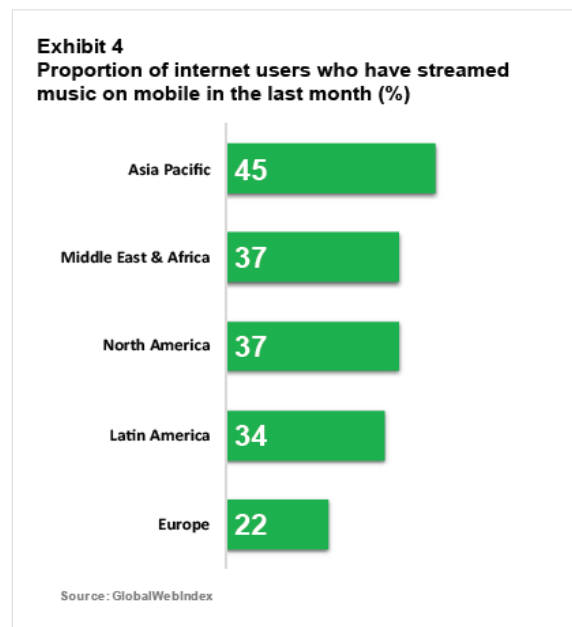


Exhibit 5
Psychographic comparison of music streamers vs. non-streamers



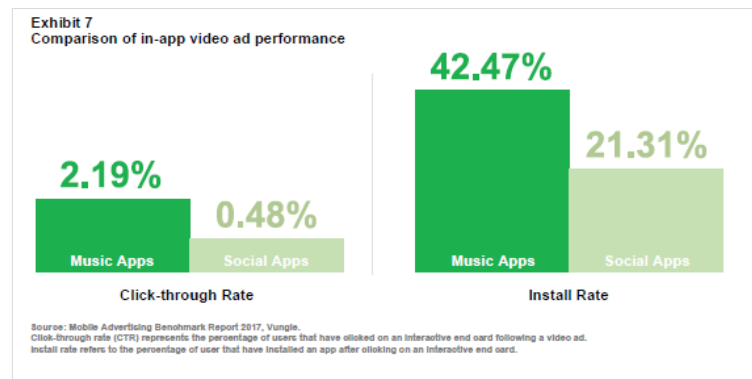
Source: Ipsos Media Atlas Hong Kong. Annual release up to Q3 2017. Amongst respondents aged 12 to 29.

The power of music streaming apps

Streaming apps themselves showcase impressive qualities:

The average click-through-rate (CTR) of 2.19% reported by all music apps combined is 4.6 times higher than the average CTR reported by social apps.

Additionally, when all music apps combined report an average install rate of 42.47%, all social apps combined can only deliver an average install rate of 21.31% - which is just about half of music apps' average.



Music streaming apps can also now identify mood differences of users based on their song and playlist choices; with such rich live data, coupled with the location data potentially available from their phones, music streaming platforms in the future should be able push adverts in-the-moment, to specifically targeted users.

This can help bring advertising to a new level - one that is targeted, efficient, effective and potentially one-on-one.











JOOX becomes a leading music streaming App in APAC

Having launched its service just three years ago (in January 2015), JOOX is now the most downloaded music streaming app in Hong Kong, Indonesia, Malaysia and Thailand.

Emphasizing the need to stay highly relevant to local consumers, JOOX uses a team of dedicated local experts to monitor trends and broadcast content in the form of curated playlists and live broadcasts.

Local broadcast is done from their own studio four days a week—something global players do not necessarily invest in. As a result, JOOX gradually became the default reference point for the industry and for users to understand what is trending.

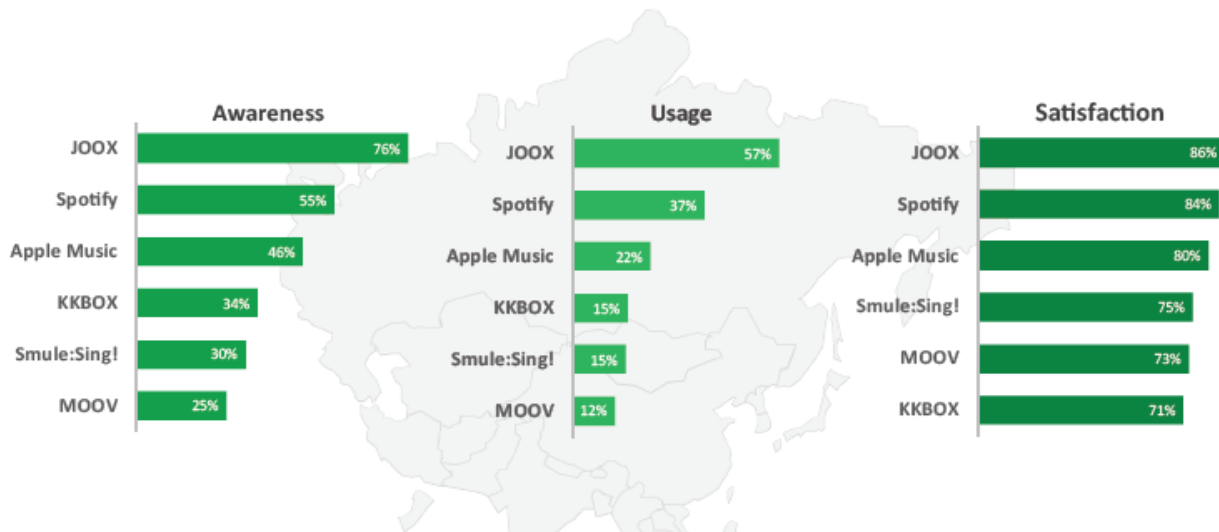
Exhibit 6
Top Apps across iOS and Google Play

Malaysia			Indonesia		
	JOOX	#9		JOOX	#14
	Sing! by Smule	#16		Sing! by Smule	#15
	Spotify	#35		Spotify	#84
Thailand			Hong Kong		
	JOOX	#5		JOOX	#9
	Sing! by Smule	#54		Spotify	#28

Source: App Annie, annual data up to December 2017.
Figures shown are the rankings (#) for individual music streaming apps that could make it to the top 100 free downloaded apps. Figures in brackets are actual download figures.

JOOX positions itself as a multimedia entertainment app and provides a highly localized user interface to enhance user engagement. For instance, the ability to stream lyrics while listening to music (of any language which is not the case for other music app platforms) allows users to engage further with the content and singers. Users can also switch on the karaoke function, record their singing and share it with friends via social media or communication apps.

Joox leading other music apps in awareness, usage and satisfaction



Source: Apps Study by Ipsos, Feb 2018. Amongst respondents aged 15 to 29 in Hong Kong, Thailand, Malaysia and Indonesia who have done at least one of the following activities in the past 30 days: listened to live music/ streaming music or watched live/ streamed music videos. Sample size n=1200.

A strong outlook for music streaming in APAC

JOOX is becoming a leader of a fast-increasing market: Year-on-year digital music revenue in APAC increased by 18.7% while streaming income was up by 45.6% (source: IFPI Global Music Report 2017).

Forecast figures for the music streaming segment indicate that revenue could amount to US\$1.38 billion by the end of 2018.

Meanwhile music streaming penetration is expected to increase annually by 15.3%, with the total number of users hitting the 87 million mark by 2020.

Streaming revenue itself is expected to keep rising and should generate three quarters of digital music profits in Asia Pacific by 2020 (source: Deloitte).

With a strong offer, leading a rapidly growing market, and offering access to a very attractive segment, JOOX has the power to put music streaming apps on the advertising radar of brands when targeting millennials in APAC.

For full report, please download from <https://www.ipsos.com/en-hk/targeting-millennials-using-music-streaming-apps>.

About Ipsos

Founded in France in 1975, Ipsos is the only independent market research company that is controlled and managed by research professionals. In October 2011 Ipsos completed the acquisition of Synovate. The combination forms the world's third largest market research company.

With offices in 87 countries, Ipsos has the resources to conduct research wherever in the world our clients do business.

Working both on a global scale and in local markets, our expert teams give our clients the benefit of high value-added business solutions including qualitative, forecasting, modeling, market knowledge and consumer insights.

Ipsos professionals deliver insightful expertise across six research specializations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Visit <https://www.ipsos.com/en-hk> to learn more about Ipsos' offerings and capabilities.