

## **Features of music brand promotion and models of music content consumption on streaming services in Russia**

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The Russian music streaming market, whose largest players are Yandex.Music, VKontakte (Boom), Apple Music, Spotify, SberZvuk and YouTube Music, is growing at a rapid pace. According to the Deloitte study "Media Consumption in Russia-2021"<sup>n1</sup>, the music platform Spotify came in second place among similar services in the country. The study is based on the results of an online survey conducted in July 2021 among 1.6 thousand Russians with a paid streaming subscription.

This report is devoted to the study of changes in the consumption of music content and the features of music brand promotion in the era of streaming platforms.

The subject of the report is the impact of streaming services on communication models in the music market, the object is content consumption and promotion of music brands.

Streaming services give the user unlimited access to audio content, which mainly includes music and podcasts. Streaming services influence not only market mechanisms and promotion strategies, but also the characteristics of the listener's interaction with music. Now that listening to music has become a daily necessity, it is relevant to study how listening habits have changed in the age of free access to listening to music. This will help music brands in choosing promotion platforms and building communication with consumers of music content. In this paper, the question of how streaming platforms affect the characteristics of music consumption in Russia is investigated, the degree of influence of services, trends in changes and the current status of the phenomena under consideration are considered.

At the moment, a limited number of such studies are presented in the scientific community, many of which present terms that are already outdated for 2022. Thus, it makes the work relevant and relevant information can help the market players in their further actions.

According to a survey by the Institute for Cultural Research FGRR NRU Higher School of Economics from the study "The Practice of Musical Consumption of Russians. Main features and trends" advertising integration is the main income for musicians: for major artists, concerts and streaming<sup>n2</sup>. Intermediate artists make money from concerts. Streaming services in Russia are a nice bonus to income.

Russia is far from the largest, but the fastest growing music market by world standards. Listening practices are affected the most by the avalanche of streaming (more than 20 million listeners according to the most cautious expert estimates). The growth of the streaming audience is due to the young audience.

The main characteristics of music listening today are: fragmentation, randomness, omnivorousness, a decrease in music consumption by albums (58%) and an increase in listening to individual tracks (56%). In the words of experts, "people don't give artists a chance: if a person doesn't like something for the first 30 seconds, then everyone is goodbye."

So, briefly summing up, it can be argued that the communication model has changed and today it is not sufficiently studied. The model of communication between the streaming service and the audience of users is asymmetric, since so far recommendations, technical features and

capabilities are determined by the platform itself, and at the same time it is two-sided, since it is the consumers of music content who give certain feedback.

### Источники и литература

- 1) The Deloitte study "Media Consumption in Russia-2021"// <https://www2.deloitte.com/ru/en/pages/technology-media-and-telecommunications/articles/mediaconsumption-in-Russia-2021.html>
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