



The End of the App Era

Bas Grasmayer
IDAGIO

October 2017
BIME Pro

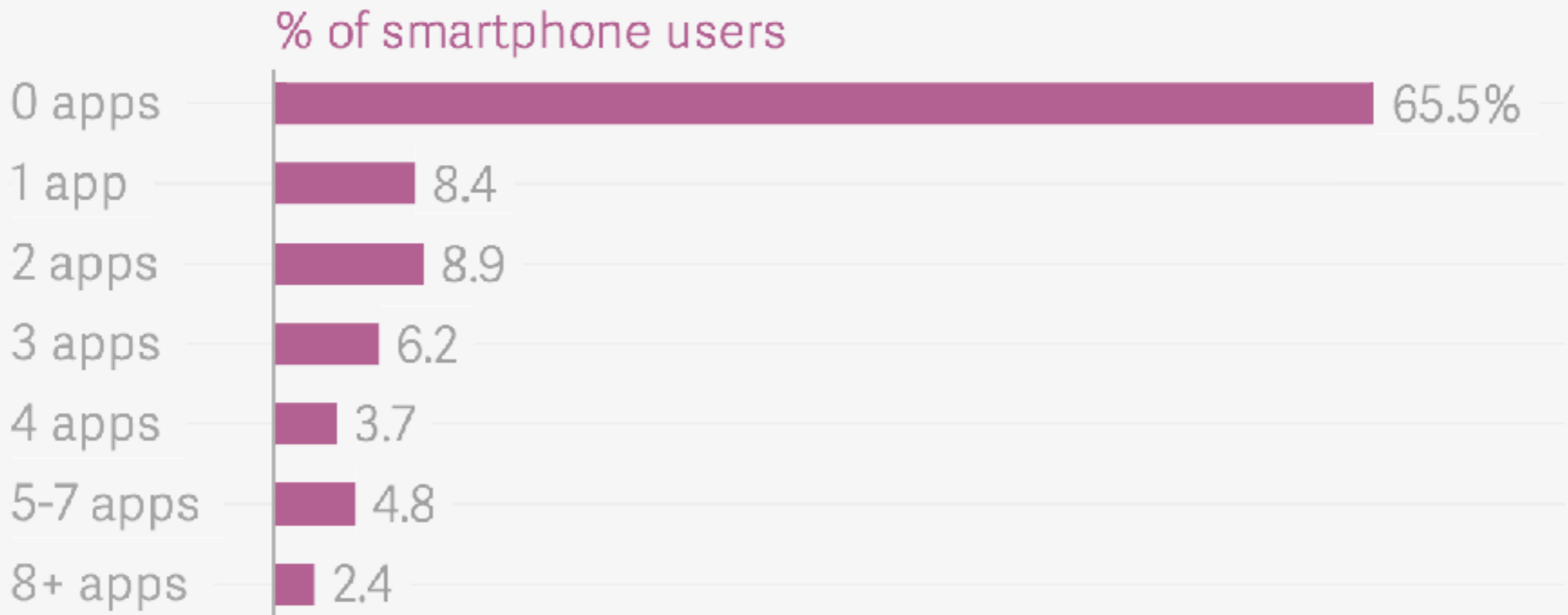
Who's this dude?

- Spent years in streaming:
 - IDAGIO - streaming, reinvented for classical music
 - Zvooq - Russia & CIS
- Founder:
 - MUSIC x TECH x FUTURE
 - The Music Tech Network



It's never been this hard to get people to install an app

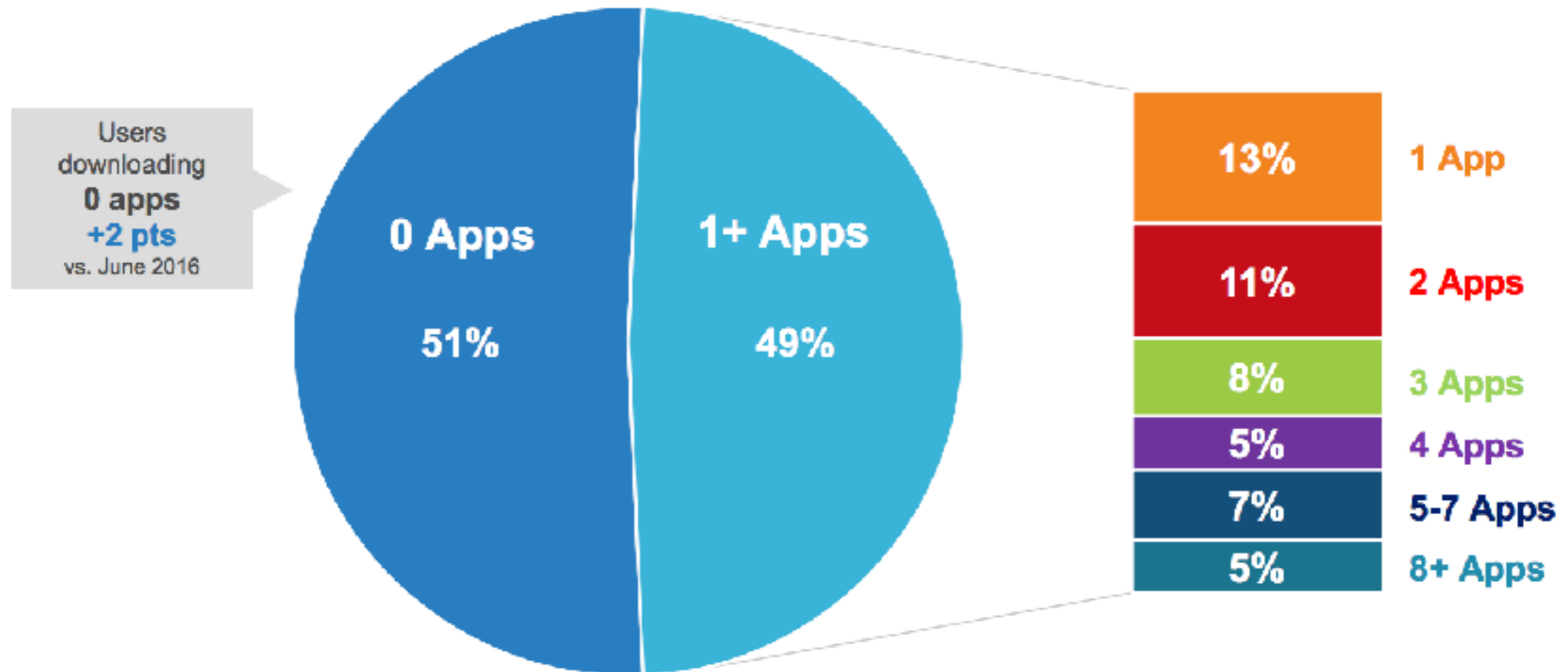
US smartphone users' number of app downloads per month



It's never been this hard to get people to install an app

Smartphone Users' Number of App Downloads Per Month

Source: comScore MobiLens, U.S., Age 13+, 3 Month Average Ending June 2017



Only 1 in 5 Facebook posts make it to their audience

“Rather than showing people all possible content, News Feed is designed to show each person on Facebook the content that’s most relevant to them.

Of the 1,500+ stories a person might see whenever they log onto Facebook, News Feed displays approximately 300.

To choose which stories to show, News Feed ranks each possible story (from more to less important) by looking at thousands of factors relative to each person.”

<https://www.facebook.com/business/news/Organic-Reach-on-Facebook>



People read only 10% of their news feed

“[Facebook]’s vice president of product management for News Feed revealed while it curates 2,000 stories daily for users, unless you’re spending every waking moment reading through the News Feed, **most of the time you’ll read about 200 stories.**”

<http://venturebeat.com/2016/09/14/facebook-says-about-10-of-news-feed-stories-are-actually-read-daily/>



**The average Facebook post
has a 2% chance to be seen
by a specific follower**



End of cycle - what comes next?

- Artificial intelligence
- Smart homes (“internet of things”)
- Augmented reality



AI & the conversational interface

- Messaging apps as platforms
- Voice as an interface



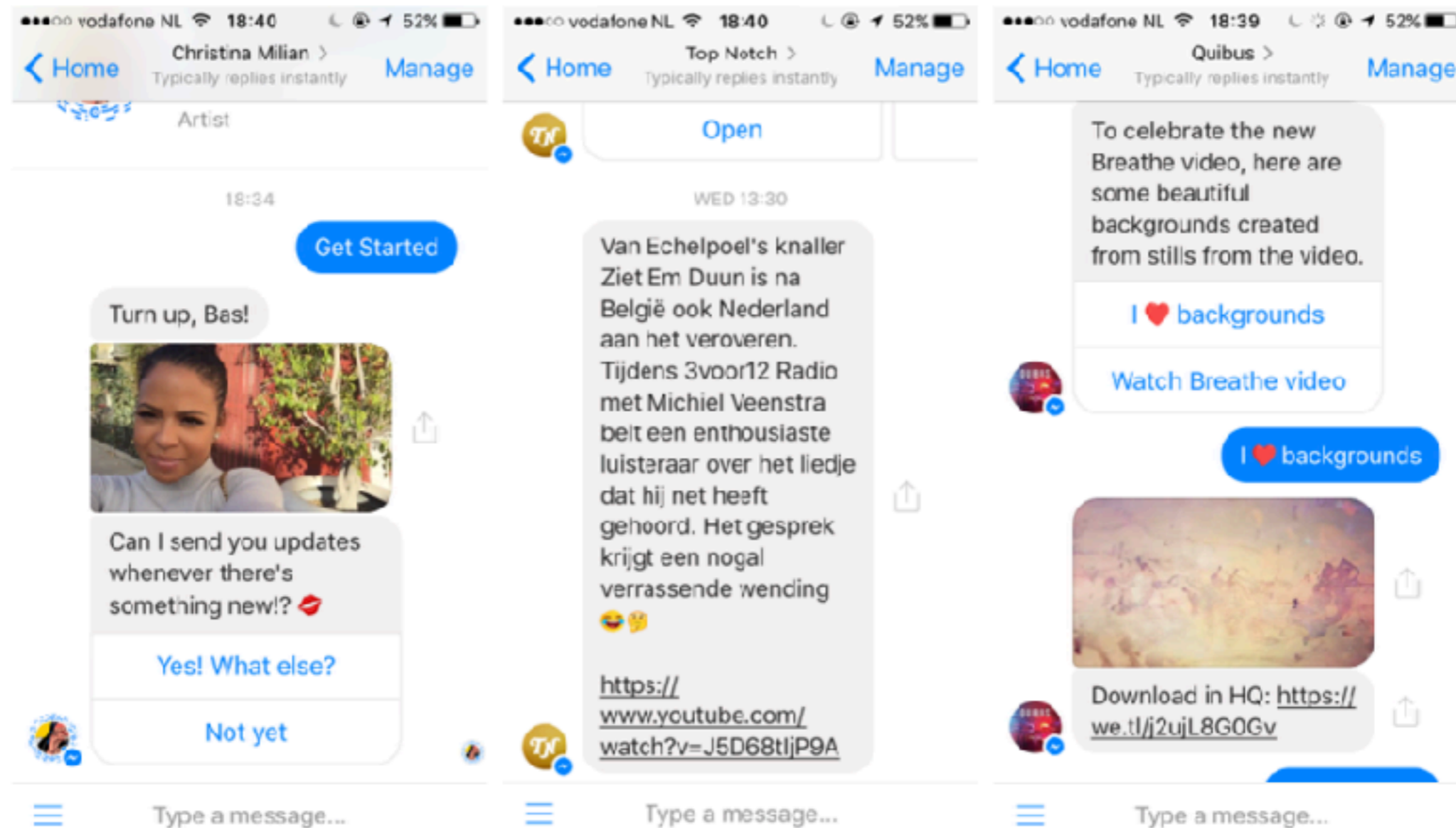
The conversational interface

Two modes:

- Messaging apps and chatbots
- Voice-controlled interfaces and 'skills'



What are chatbots?



Other apps on messaging platforms



Conversational apps: skills



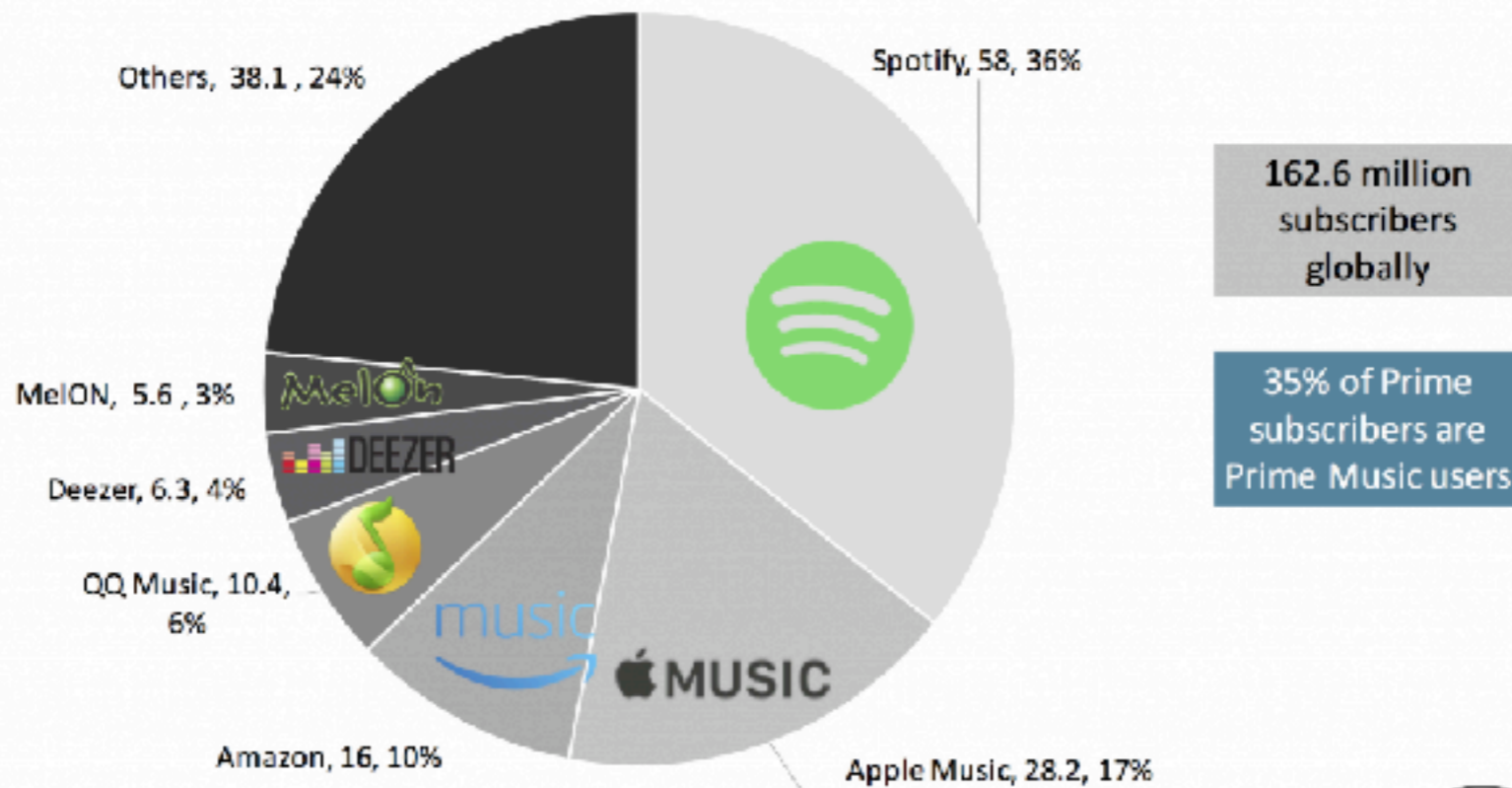
The Battle for the Living Room



“Amazon Music: the dark horse comes out of the shadows”

Amazon Has Fast Become The 3rd Largest Music Subscription Service Globally

Global Streaming Music Subscribers, June 2017



Note: Figures are in millions and refer to commercially active subscriptions
Source: MIDiA Research and company reports

MIDiA.



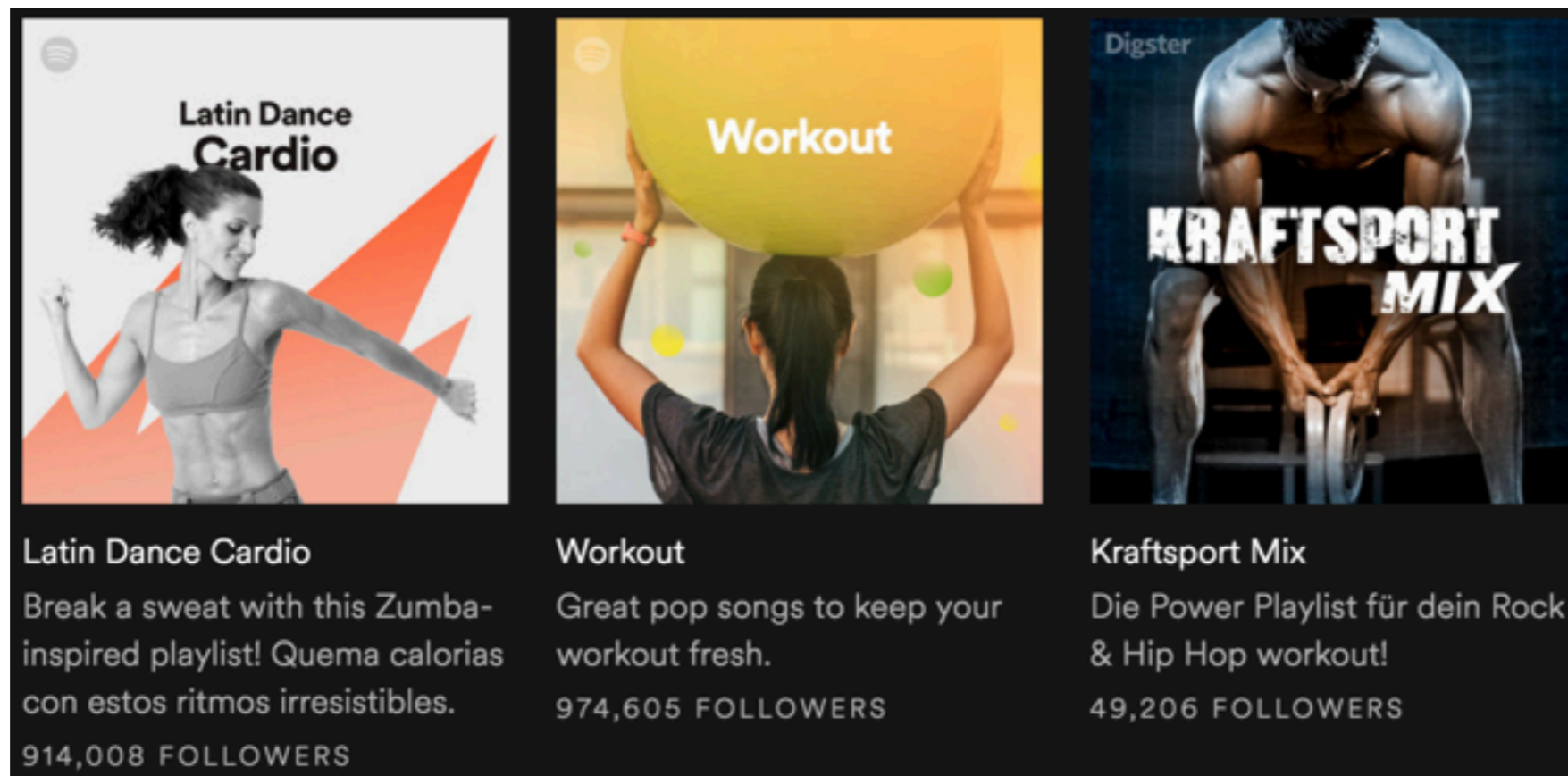
Voice user interface (VUI) era

- How will people discover your music?
- How will people remember your band?
- How will streaming services adapt to this?
- What new players may emerge?

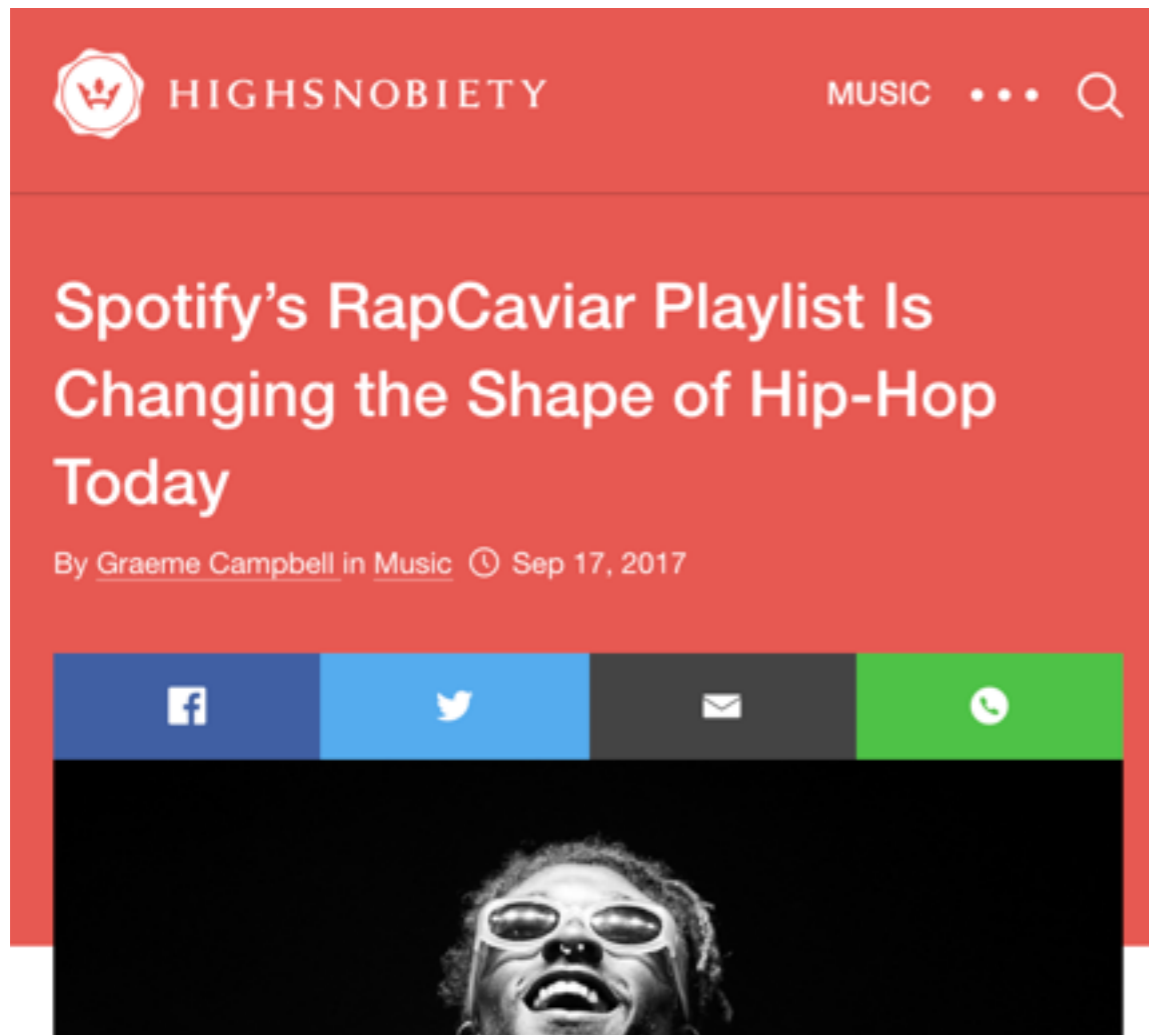


VUI era: streaming services

- The right music for the context. (context-awareness)
- Moods & activities: furthering the utilitarian approach to music.



VUI era: the continued rise of playlist brands



The image shows a screenshot of a Highsnobiety article. At the top left is the Highsnobiety logo, a crown inside a circle, followed by the word "HIGHNOBIETY". To the right, it says "MUSIC" with three dots and a magnifying glass icon. The main title of the article is "Spotify's RapCaviar Playlist Is Changing the Shape of Hip-Hop Today" in white text on a red background. Below the title, it says "By Graeme Campbell in Music" and "Sep 17, 2017". At the bottom of the article preview, there are four social media sharing buttons: Facebook, Twitter, Email, and WhatsApp. Below the buttons is a partial image of a person wearing sunglasses and smiling.

Dipset to Reunite at Spotify's "RapCaviar Live"



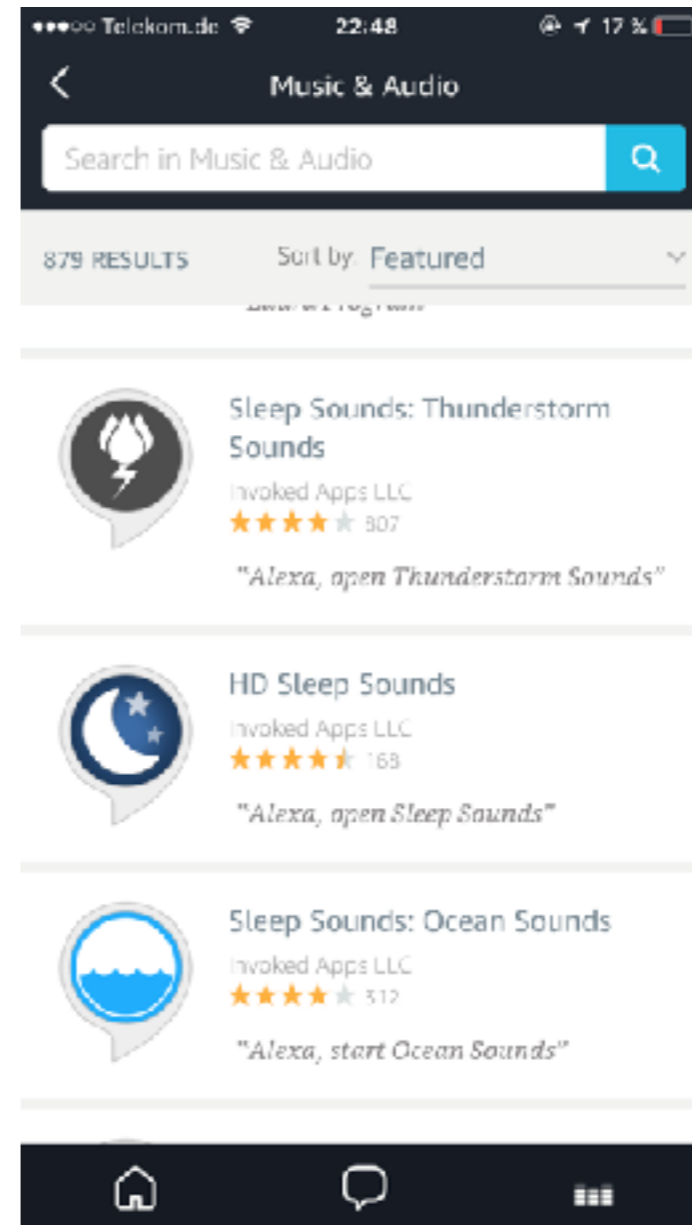
Published 1 week ago on October 17, 2017

By **Kev Da Great** 



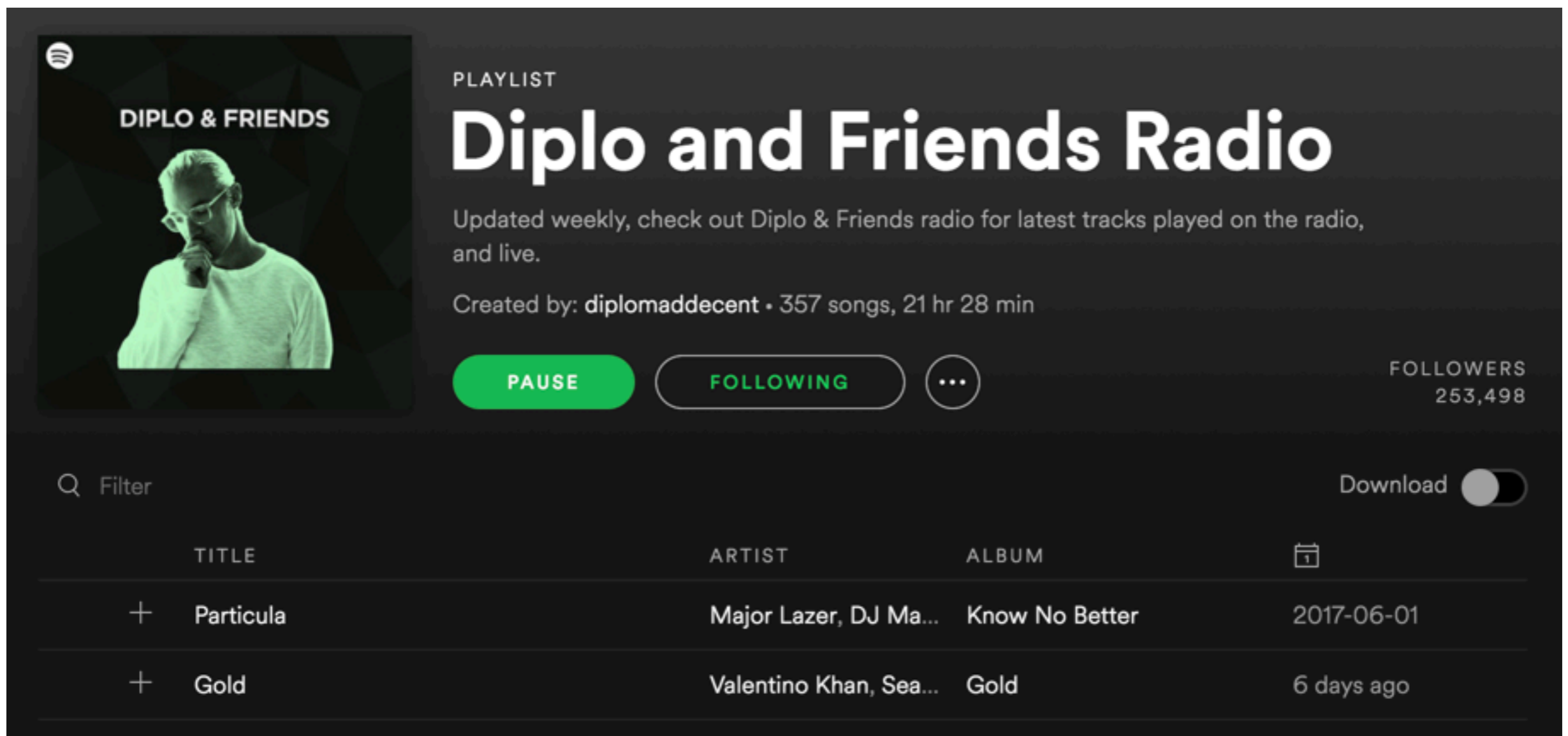
New players: personalised music

- Alexa's top skills are almost all about music & context.



Adjusting to the VUI era

- Give people something they can come back to regularly



The screenshot shows a Spotify playlist interface. On the left is a cover image for 'DIPLO & FRIENDS' featuring a man in a white shirt. The main title is 'Diplo and Friends Radio' with a subtitle 'Updated weekly, check out Diplo & Friends radio for latest tracks played on the radio, and live.' Below this, it says 'Created by: diplomaddecent • 357 songs, 21 hr 28 min'. There are three buttons: a green 'PAUSE' button, a 'FOLLOWING' button, and a three-dot menu button. On the right, it shows 'FOLLOWERS 253,498' and a 'Download' toggle switch. At the bottom, there is a table of tracks with columns for title, artist, album, and date.

	TITLE	ARTIST	ALBUM	
+	Particula	Major Lazer, DJ Ma...	Know No Better	2017-06-01
+	Gold	Valentino Khan, Sea...	Gold	6 days ago

Adjusting to the VUI era

- Work on your artist branding

Take a note from hiphop & EDM artists, such as:

- DJ Khaled
- Yellow Claw
- Mike Will Made It
- Major Lazer

Dj Khaled everytime he makes a song



Start thinking about this today:

1. How do you get people to discover you?
 - Build connections to playlist curators
 - Familiarise yourself with algorithms
2. How do you reach them *after* they've discovered you?
 - Playlists as brands, artists as curators
3. How can you stay top of mind for these people?
 - Expiring content & becoming part of fans' habits
4. How do you monopolise their attention?



Thanks 🙌

musicxtechxfuture.com

@basgras on Twitter

