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**Not just every user of mobile music streaming shares the same characteristics:
A classification analysis of mobile network operator subscribers in Germany**

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Abstract

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Based on the ubiquitous availability of broadband networks, music streaming (MS) services have become increasingly popular in the recent past. This holds in particular for MS delivery over cellular mobile communication infrastructures. However, most prior research on MS service proliferation did not focus on *mobile* music streaming (MMS) which differs from MS consumption over fixed networks, among others, in terms of use contexts, devices and pricing schedules. Instead, earlier work typically explored perceptual and socio-demographic differences between (self-reported) non-users and users of MS services in general. Therefore, we extend the literature by researching differences between non-users and three distinct groups of users (new, seasoned, lost) of MMS services with regard to socio-demographic, device, contract and service utilization characteristics. The empirical analysis draws on non-perceptual profile data of 3,228 mobile network operator

(MNO) subscribers residing in Germany. Mean comparisons and discriminant analysis show that non-users are about 10 to 15 years older, live in non-urban areas, are equipped with a less modern smartphone, were not addressed with a special MMS promotion campaign and have a much lower data allowance in their rate plan than the various user groups. Within the MMS user groups, new adopters have more modern devices, are in rate plans with higher metered allowances (excluding MMS data consumption) and exploit their data allowance to a larger degree. Lost MMS users are more likely to be with older females who were not eligible for a special promotion offer and have a lower data allowance. Implications of the findings are discussed for MNOs striving to promote sustainable MMS use and for future research in the field of innovative digital media and communication services.



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