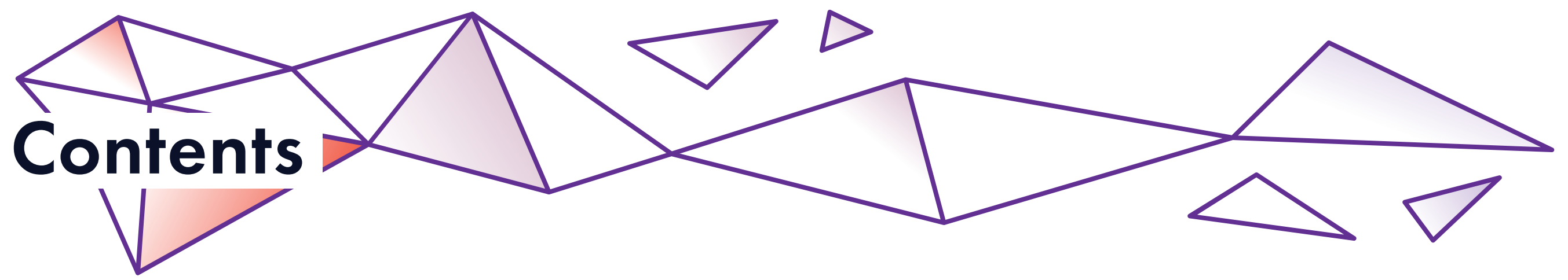




BOOSTING MUSIC STREAMING REVENUE: THE BRIDGERTON WAY

£275 million generated

5,000 local businesses benefited



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Introduction

The influence of popular media on the economy is profound, as illustrated by Netflix's acclaimed series "Bridgerton," which [contributed £275 million to the UK economy](#) over five years. In 2022 alone, high-end TV and film productions in the country spent a record £6.27 billion, with the "Barbie" movie contributing over £80 million to the UK economy during its filming in Hertfordshire.

This material explores how music businesses can employ popular media strategies to boost music streaming revenue by creating exclusive content, supporting local culture, and building loyal fan communities.



#1 The Bridgertons Support Their Community

Netflix's "Bridgerton" production supported nearly 5,000 local businesses in the UK, highlighting the immense value of local engagement. Music streaming platforms can adopt a similar approach by supporting local music events, promoting regional artists, and collaborating with local businesses. This strategy fosters community engagement but also builds a loyal user base invested in the platform's future success.

It is clear that the business of art and culture can make a huge economic contribution to local communities.

I could not be prouder."

Shonda Rhimes, CBE, CEO of Shondaland and Creator of "Bridgerton"

[Source: Netflix](#)

Additionally, the trend of [glocalization](#) – tailoring and advertising local products and services on a global scale – has significantly impacted the music landscape.

Global companies, such as Spotify and Netflix, have leveraged glocalization models to boost revenue growth in new markets.

[Netflix's strategic glocalization approach](#)

can be seen in the tremendous success of non-English-language series. For instance, "Money Heist," the most-watched Spanish series of all time, and "Squid Game," a South Korean series that became the platform's most-viewed content shortly after its release.

Similarly, [Spotify has implemented glocalization strategies](#) to cater to local markets.

The streaming platform has customized its offerings by including localized content, language options, and curated playlists specific to different regions.

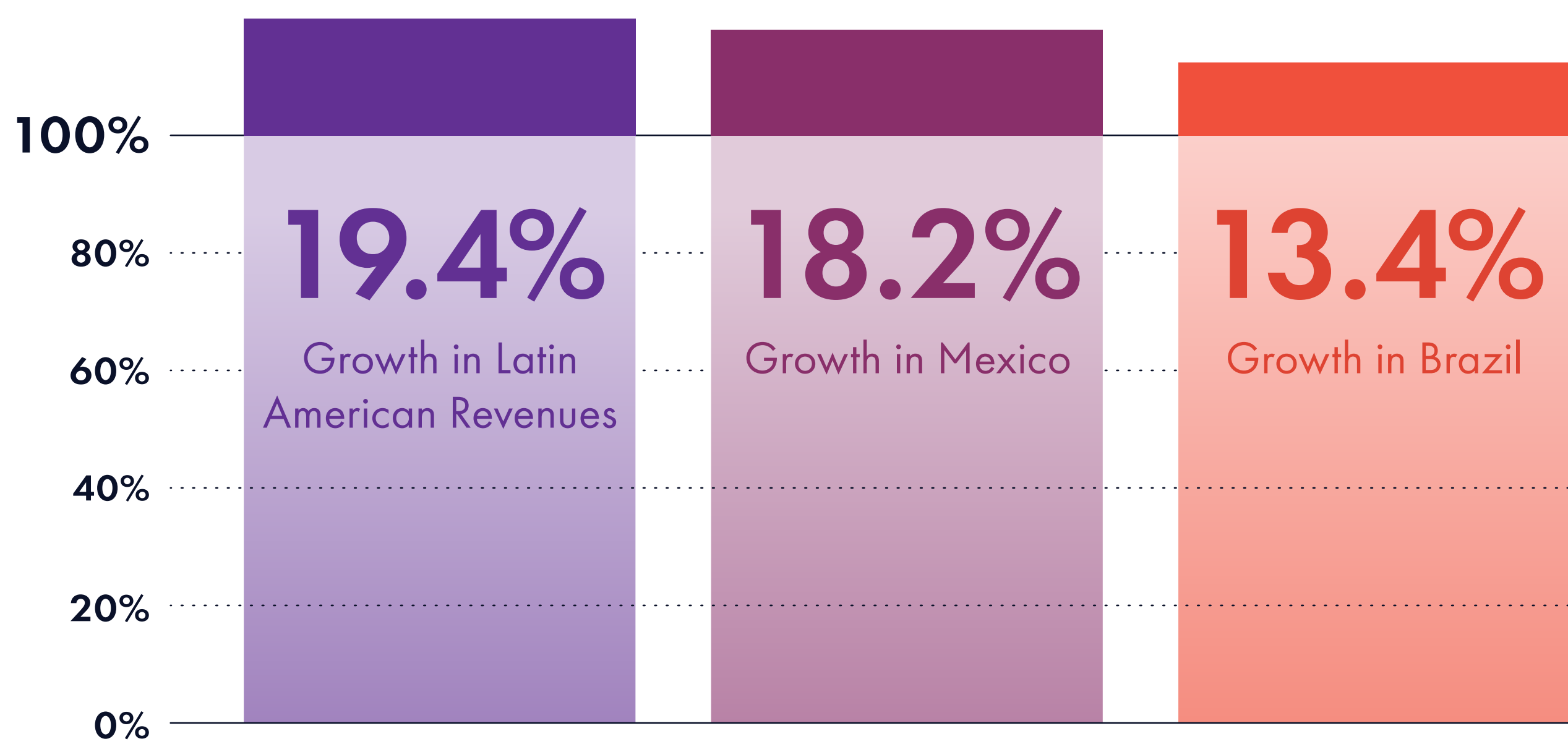
Unlike in the past, when English-language music dominated international charts, today's music scene is enriched with diverse cultural expressions. This shift underscores the importance of cultivating a strong

domestic identity within local markets.

When it comes to music streaming revenue, this translates to a potential boost by aligning with and promoting local music trends.

[The IFPI's Global Music 2024 report](#)

highlights Latin America as a prime example of this dynamic, celebrating its vibrant music culture while connecting with and influencing global audiences.



Music Streaming Revenue Growth in Different Markets for 2024

// Local genres and artists are gaining popularity as people seek out music that reflects their identity. As part of that, our A&R team works very closely with our artists. We equip them with a comprehensive suite of tools and services to realize their vision, whatever that may entail.

And when their projects are poised for release, we deploy our local presence and regional resources to ensure their music reaches a broad audience.”

Afo Verde, Chairman & CEO, Latin America, Spain & Portugal, Sony Music

[Source: IFPI](#)

#2 The Bridgertons Endorse their Superfans

A significant music streaming revenue opportunity in the music industry lies in recognizing the varying levels of user engagement. Current flat-fee models do not differentiate between casual listeners and highly engaged superfans. Streaming platforms can leverage the superfan segmen-

tation strategy by introducing tiered pricing models and offering premium content to the most dedicated fans. According to [Goldman Sachs](#), superfan monetization could add up to \$4 billion in revenue by 2030, representing a 16% boost to paid music streaming revenues.

Illustrative Superfan TAM	2024
Paid Streaming Revenue (US\$, billion)	16
Paid Subscribers (mn)	738
ARPU (US\$)	22.8
% of Subs That Are Superfans	20%
Implied Number of Superfans (mn)	148
Implied Number of Non-superfans (mn)	591

Goldman Sachs Superfan
Monetization Research

Many music businesses have already utilized the superfan monetization approach. Station-head recently released a [new All-Access tier](#), designed to identify and reward superfans. During the beta test, over 150,000 users unlocked All-Access with exclusive artist content. Similarly, HYBE is expanding into the superfan community economy with its new [THEUS superfan platform](#), which provides creators with dedicated spaces to upload content and interact directly with their fans through comments, live streams, and interactive features.

One of the largest global music companies [collaborated with DataArt to revamp their existing legacy solutions for sales performance related data](#). As a result, our team delivered an application that aggregates data from platforms like Amazon, YouTube and Spotify, as well as social media channels like Facebook and X (formerly Twitter). The solution enhanced the client's ability to analyze and report on fan engagement, informing potential superfan segmentation strategies.



#3 The Bridgertons are Exclusive

Netflix's success with exclusive productions like Bridgerton underscores the value of unique content in attracting subscribers. Music streaming platforms can emulate this by investing in exclusive artist partnerships and content releases. Offering early or exclusive access to new albums, live recordings, and special editions can enhance platform appeal and increase subscriptions.

[According to Bloomberg's recent report,](#)

Spotify is planning to launch a Premium music tier that includes access to high-fidelity audio. This new tier, expected to cost at least \$5 more per month, will include high-fidelity audio and new playlisting and song library management tools. This move will offer additional sales for Spotify and its business partners and "could generate hundreds of millions of dollars in additional revenue" for the music company.



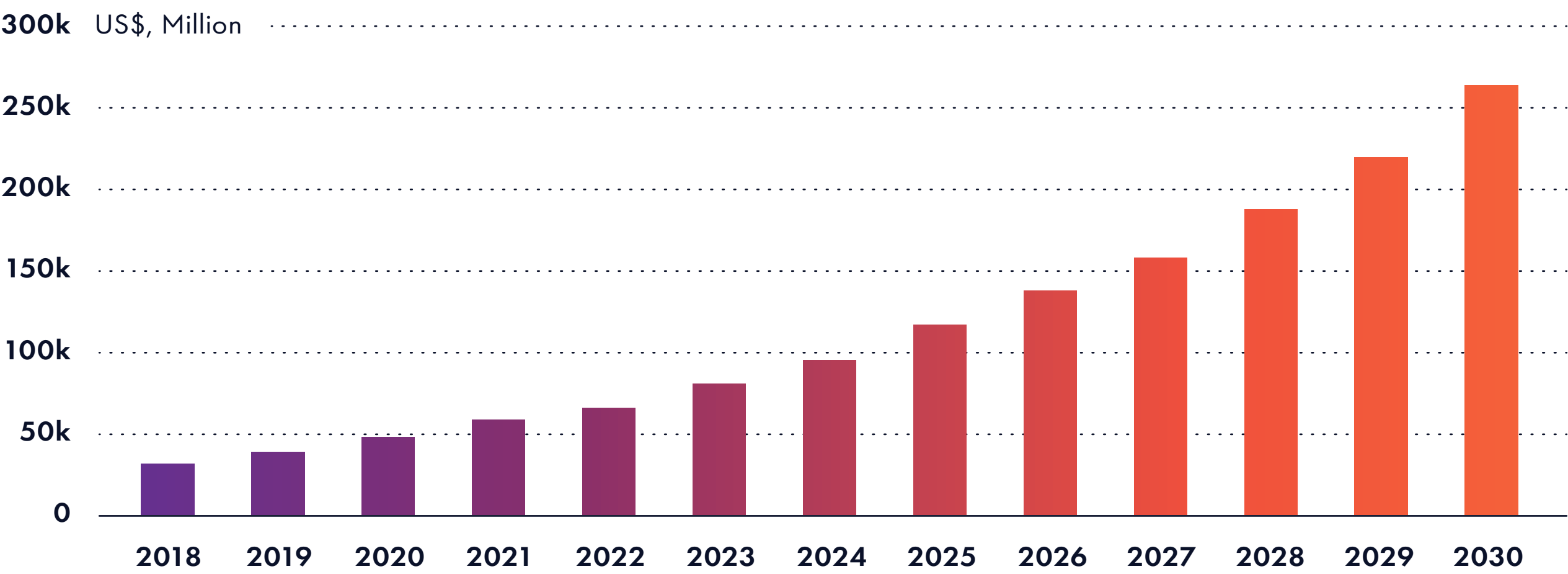
#4 The Bridgertons Host Grand Events

Bridgerton-inspired events, tours and merchandise have generated additional revenue streams and increased fan engagement. Following the record-breaking success of Bridgerton's first two seasons, [The Queen's Ball: A Bridgerton Experience](#), was created to transport visitors to England's Regency era with live music, themed performances and immersive atmosphere.

In the music industry, with the rise of AR and VR technologies, virtual concerts are becoming a powerful tool to engage audiences

and boost their revenue potential. According to a report by [Grand View Research](#), the global virtual events market size was estimated at USD 78.53 billion in 2023 and is expected to grow at a compound annual growth rate of 18.8% from 2023 to 2030.

For fans, avoiding large crowds at venues, and experiencing their favorite artists in an alternate world are compelling perks. Tech giant Meta capitalized on these benefits with the launch of Meta Quest's Music Valley concert series.



[Virtual Events Market Size Research](#)




Conclusion

The global success of Bridgerton demonstrates the potential for music streaming platforms to leverage exclusive content, community support, and innovative technology to drive revenue and deepen fan engagement.

The opportunities are vast, and music businesses should be bold in their creative strategies and seek out innovative tech partnerships to support them.

DataArt has a proven track record of successfully developing sophisticated music business solutions and proprietary systems for the music industry. Our [music business software solutions](#) can help you utilize advanced music data analytics to identify and monetize superfans and capitalize on emerging popular media revenue streams.



About DataArt and Media and Entertainment Practice

DataArt provides customized music business solutions to help companies maximize the value of their content to improve revenue and audience growth. With a global presence of over 5,000 professionals across 30+ locations, our company leverages in-depth industry expertise to architect, design, and build lasting, data-driven, AI-powered solutions.

The DataArt Media Practice helps media companies pave their way into tomorrow's digital world, capitalize on emerging technologies, unlock new business opportunities, and stay at the leading edge of the industry. We help our clients provide unique experiences for individual consumers, embracing in-person and virtual formats, along with live-streaming and mixed media.

