

**A STUDY OF THE SUCCESS OF DAVIDO'S "TIMELESS" ON DIFFERENT
ONLINE MUSIC DISTRIBUTION PLATFORMS**

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**UNIVERSITY OF BENIN
BENIN CITY**

JANUARY, 2025.

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**A PROJECT SUBMITTED TO THE DEPARTMENT OF THEATRE ARTS,
FACULTY OF ARTS, UNIVERSITY OF BENIN, BENIN CITY, IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR AWARD OF BACHELOR OF
ARTS DEGREE (B.A) HONOURS IN THEATRE ARTS**

JANUARY, 2025.

DECLARATION

I declare that this project is based on the study undertaken by me **OLA-ALUKO, AJIBOLA JEREMIAH** in the Department of Theatre Arts, under the supervision of Dr. N. E. Akwaowo. All views are products of my personal research and where the views of others have been used and expressed, they were duly acknowledged.

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CERTIFICATION

I certify that this study was undertaken by **OLA-ALUKO, AJIBOLA JEREMIAH** with Matriculation Number **ART2000966** in the Department of Theatre Arts, Faculty of Arts, University of Benin, Benin City, under my supervision.

Dr. Ndifreke E. Akwaowo.
(Project Supervisor)

Date

DEDICATION

This research work is dedicated to my wonderful parents and siblings who were my support system and strength all through my journey.

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ABSTRACT

The study examines the performance of Davido's "Timeless" album on different music streaming platforms such as Spotify, Apple Music, YouTube (Music), and Boomplay. Using quantitative reviews methodology, Davido's musical streaming performance from the first month after its launch between 31st March to 30th April, 2023 was ascertained, taking into account, stream counts, chart positions, audience behavior, and engagement levels on these platforms. Relevant information were also gathered from the respective platforms' official equipment and reports from other tracking sites to understand how each platform contributed to making the album successful. Findings of the study is that Spotify was the highest in terms of most streams, particularly in African nations such as Nigeria and South Africa, while Apple Music performed well in locations such as the UK. Although it had fewer streams, YouTube (Music) generated excellent fan interaction in the form of comments and shares and was successful in generating buzz for the album. Boomplay also had a significant contribution to the general performance of the album. The study concludes that the success of Davido's "Timeless" album demonstrates the importance of utilizing multiple platforms to maximize reach and engagement. The study therefore recommends that artists and music marketers should adopt a multi-platform strategy and strive to understand the specific audience demographics of each platform.

CHAPTER ONE

INTRODUCTION

1.0 Overview

This chapter introduces us to the study as a whole. It shall consist of the background of the study, statement of the problem, objective of the study, scope of the study, significance of the study, limitations of the study, research questions and finally definition of terms.

1.1 Background of the Study

In recent years, the digital age has revolutionized how music is consumed, making online streaming platforms a crucial part of the global music industry. These platforms have given artists from all over the world, especially from Africa, a chance to reach audiences far beyond their local borders. Among these artists, Nigerian music superstar Davido stands out as one of the most internationally recognized figures. His album “Timeless”, released in 2023, has become a significant moment in both his career and the wider African music scene. This study seeks to compare how well “Timeless” performed on different streaming platforms such as Spotify, Apple Music, YouTube, and Boomplay.

The success of an album today isn’t just about how many people buy it; rather, it is about how many people stream it, share it, talk about it, and even pay for it. Different platforms have their own ways of promoting and distributing music, so the results can

vary greatly. For example, Spotify and Apple Music are the biggest players in subscription-based streaming, while YouTube offers a different experience with its video content, and Boomplay targets audiophiles with its high-quality sound and exclusive content. Each platform has its own audience and features, which may affect how “Timeless” is received.

Davido’s “Timeless” is an album that reflects the global rise of Afrobeats, the genre that has put African music on the world map. As noted by Adeoye (2021), the power of digital music distribution has been pivotal in pushing African artists to international stardom. Platforms like Spotify and Apple Music have played major roles in bringing Afrobeats, including Davido’s music, to a wider, global audience. YouTube, with its massive reach and focus on video content, has given artists another platform to showcase their music videos and engage with fans in a more personal way. Boomplay, though smaller in comparison, is known for offering exclusive content and higher-quality sound, which can create a more intimate experience for fans and potentially boost an album’s appeal.

However, “Timeless” is unlikely to have performed the same across all platforms. As Mlambo and Dube (2022) point out, the nature of each streaming service — its audience, its algorithms, its features — can significantly affect how an album performs. For instance, Spotify’s playlist algorithms and user-generated playlists play a huge role in

an album's visibility, while YouTube's video-driven platform allows for viral music videos to fuel the album's success. Boomplay, meanwhile, offers exclusive releases and high-fidelity sound, which might attract a specific audience that's willing to pay more for quality content.

By comparing how "Timeless" performed on various platforms, this study will provide valuable insights into the modern dynamics of music streaming. As digital platforms continue to dominate the music industry, understanding how these platforms differ in their approach to content distribution is crucial for artists aiming to maximize their impact.

1.2 Statement of the Problem

The music industry has undergone a significant transformation with the rise of digital music distribution platforms. These platforms have democratized access to music, allowing artists to reach a global audience without the traditional constraints of physical distribution. However, the effectiveness of these platforms in promoting and distributing music can vary greatly, leading to varying degrees of success for different artists and their works.

Davido, a prominent Nigerian artist, released his album "Timeless," which has received widespread acclaim. Despite its popularity, there remains a gap in understanding how different online music distribution platforms contribute to the album's success.

Platforms such as Spotify, Apple Music, Audiomack, YouTube, and Boomplay each have unique features, user demographics, and engagement patterns. It is unclear which platform offers the most effective means for artists like Davido to reach their target audience, maximize streams, and drive listener engagement.

This study seeks to address the following problems:

- i. **Comparative Effectiveness:** The study aims to compare the success of “Timeless” on different online music distribution platforms. By analyzing streaming data, listener demographics, and user engagement metrics, the study will identify which platform provides the most effective means of reaching the target audience.
- ii. **User Experience and Interface:** The study will explore how the user interface and experience on different platforms impact listener engagement and satisfaction. By analyzing user feedback and reviews, the study will assess the strengths and weaknesses of each platform in delivering a seamless and enjoyable listening experience.
- iii. **Regional and Demographic Variations:** The study will examine how regional and demographic variations affect the album’s success on different platforms. This includes analyzing streaming patterns by region, age, and other demographic factors. Understanding these variations will help artists tailor their promotional efforts to specific audiences.

By addressing these problems, this study aims to provide a comprehensive understanding of the comparative success of Davido's "Timeless" on various online music distribution platforms. The findings will be valuable for artists, record labels, and industry professionals seeking to optimize their digital distribution strategies and enhance their ability to connect with a global audience.

1.3 Objective of the Study

This study will focus on comparing how "Timeless" has performed in terms of key metrics such as:

- i. Ascertaining the total streams, rankings, and playlist inclusions across platforms.
- ii. Ascertaining how fans have interacted with the album, from sharing it on social media to leaving comments and reviews.
- iii. Ascertaining how unique features like playlists on Spotify, curated content on Apple Music, and video content on YouTube have influenced "Timeless" success.

1.4 Research Questions

- i. How well does "Timeless" perform on the different online music platforms?
- ii. Which of the online platform provides the highest streaming numbers for "Timeless"?
- iii. How exactly does listener demographics affect "Timeless" on each music platform?

1.5 Significance of the Study

This study opens the door for further research in areas such as tracking the long-term success of “Timeless”, especially beyond the first month. Researchers could also explore the role of user-generated content, such as viral TikTok trends, in driving streaming numbers. A cross-cultural comparison of how the album performs in different global markets could also offer valuable insights into the workings.

One of the primary contributions of this study is to the music industry. By analyzing the performance of “Timeless” on different platforms such as Spotify, Apple Music, Audiomack, YouTube, and Boomplay, the study provides valuable insights into the effectiveness of these platforms in promoting and distributing music. These insights can help artists, record labels, and music producers make informed decisions about where to invest their resources for maximum reach and engagement. Identifying the most successful platforms and strategies can optimize promotional efforts and enhance the overall success of music releases.

Additionally, the study sheds light on listener behavior by examining demographics and engagement patterns. Understanding how different audience segments interact with music on various platforms is crucial for artists and marketers. This information can help in creating content that resonates with listeners, identifying new market opportunities, and tailoring promotional strategies to specific demographic groups.

This study also contributes to the body of knowledge on digital music distribution and its impact on artists' success. By providing a comprehensive analysis of the factors influencing the success of "Timeless" across multiple platforms, the research serves as a foundation for future studies in this field. Scholars can build on these findings to explore related topics and further advance the understanding of digital music distribution dynamics.

Finally, the study offers actionable recommendations for artists on optimizing their digital distribution strategies. By highlighting best practices and effective promotional techniques, the research can guide artists in navigating the complex landscape of online music distribution. These recommendations can help artists maximize their reach, engagement, and financial returns, contributing to their overall success in the music industry.

In conclusion, this study holds significant value for various stakeholders, including artists, record labels, digital marketers, and academic scholars. By providing a comprehensive understanding of the comparative success of Davido's "Timeless" across different platforms, the research informs strategic decisions, enhances promotional efforts, and contributes to the broader knowledge of digital music distribution.

1.6 Scope of the Study

The scope of this study is to conduct a comprehensive analysis of the comparative success of Davido’s album “Timeless” across various online music distribution platforms, including Spotify, Apple Music, Audiomack, YouTube, and Boomplay. The study will cover several key areas to provide an understanding of the album’s performance and the factors influencing its success on these platforms.

The study will compare the streaming numbers and user engagement of “Timeless” on each platform. This involves collecting and analyzing data on total streams, daily average streams, and peak streaming periods. Additionally, the study will examine listener engagement metrics such as likes, shares, comments, and playlist inclusions. By comparing these metrics across platforms, the study aims to identify which platforms contribute most significantly to the album’s success.

The study will also analyze the demographics of listeners, including age, gender, and geographical location. Understanding how these demographic factors impact the album’s performance is crucial for optimizing marketing and distribution strategies. The study will explore regional differences in streaming numbers and engagement, providing insights into the album’s reach and popularity in various parts of the world.

The study will also seek to identify key factors that contribute to the success of “Timeless” on each platform. This involves examining elements such as user interface, user experience, and platform-specific features, as well as the quality of the album’s content, including production value, lyrical content, and the presence of featured artists. By understanding these factors, the study aims to provide insights into how platform-specific characteristics influence the album’s performance.

Furthermore, the study will include detailed case studies of “Timeless” on each platform. These case studies will provide an in-depth analysis of the album’s success stories and challenges on each platform, highlighting specific strategies that worked well and areas for improvement. This comparative analysis will offer a nuanced understanding of the strengths and weaknesses of each platform in promoting distributing music.

Overall, this study aims to provide a comprehensive understanding of the comparative success of Davido’s “Timeless” across various online music distribution platforms.

1.7 Limitations of the Study

While this study aims to provide valuable insights into the comparative success of Davido’s “Timeless” across various online music distribution platforms, it is important to recognize and address these limitations. Acknowledging these constraints can help in

interpreting the findings with caution and provide a basis for further research to build on and address these limitations.

One of the primary limitations is the availability and accuracy of data. The study relies on streaming numbers, user engagement metrics, and revenue data provided by the platforms themselves. However, not all platforms may publicly disclose detailed data, and there could be discrepancies in the way data is reported. This limitation may impact the comprehensiveness and accuracy of the analysis.

Another limitation is the potential bias in user demographics. Different platforms may attract distinct user bases with varying preferences and behaviors. For example, younger audiences might predominantly use platforms like YouTube and Audiomack, while older audiences might prefer Spotify and Apple Music. This demographic bias can influence the study's findings and may not fully represent the overall success of "Timeless" across all listener segments.

The study also faces challenges in isolating the impact of external factors on the album's success. Various factors such as marketing efforts, media coverage, social media influence, and collaborations with other artists can significantly impact the album's performance. It may be difficult to attribute the success solely to the platform's characteristics without considering these external influences.

Additionally, the study's timeframe is a limitation. The analysis is based on data collected within a specific period, which may not capture long-term trends and changes in listener behavior. Music consumption patterns can evolve over time, and a longer study period might provide a more comprehensive understanding of the album's performance.

Furthermore, the study's focus on specific platforms limits its generalizability. While the chosen platforms (Spotify, Apple Music, Audiomack, YouTube, and Boomplay) are popular and widely used, there are other regional and niche platforms that may also contribute to the album's success. The exclusion of these platforms may result in an incomplete analysis.

Lastly, the study may face limitations related to methodological approaches. The mixed-methods approach combining quantitative and qualitative analyses may have inherent biases and limitations. For example, qualitative analysis of user feedback and reviews may be subjective and influenced by the researcher's interpretation.

1.8 Definition of Terms

Collaborations: Joint efforts between artists, producers, or other industry professionals to create and promote music. Collaborations can influence the success of a song or album.

Comparative Analysis: The process of comparing different elements or aspects to identify similarities, differences, and insights. In this study, it refers to comparing the success of "Timeless" across various platforms.

Demographics: Statistical data relating to the population of listeners, including age, gender, geographical location, and other relevant characteristics.

Listener Engagement: Metrics that measure how listeners interact with music on a platform. This includes likes, shares, comments, playlist inclusions, and follows.

Market Trends: Current patterns or movements in the music industry that affect the popularity and success of music. Trends can be influenced by cultural, social, and technological factors.

Marketing Strategies: The tactics and methods used to promote an album or song to reach a target audience. This includes social media campaigns, advertising, influencer partnerships, and more.

Online Music Distribution Platforms: Digital platforms that allow artists to distribute their music to a global audience. Examples include Spotify, Apple Music, Audiomack, YouTube, and Boomplay.

Streaming: The process of listening to music in real-time over the internet without downloading the file. Streaming data includes the number of plays, duration of listens, and user interactions.

User Experience (UX): The overall experience a user has while interacting with a digital platform. This includes ease of use, accessibility, and satisfaction.

User Interface (UI): The design and layout of a digital platform that users interact with.

A good UI can enhance user experience and engagement.

CHAPTER TWO

LITERATURE REVIEW

2.0 Overview

In recent years, the Nigerian music industry, especially the Afrobeats genre, has undergone a huge transformation, thanks to the rise of digital music platforms. Gone are the days when artists needed to rely solely on CD sales or radio airplay to get their music out there. With the arrival of platforms like Spotify, Apple Music, YouTube, and Boomplay, the way music is consumed has changed completely (Tschmuck, 2016).

Artists like Davido, who is a global superstar today, are prime examples of how these streaming platforms have made it easier for African music to reach international audiences. His 2023 album “Timeless” is a case in point. This project is not just a celebration of his artistry; it also shows how much streaming services play a role in an artist’s global success. This literature review aims to explore how “Timeless” performed on different streaming platforms, looking at how features like algorithms, playlist placements, and exclusive content contribute to its popularity.

2.1 The Evolution of Digital Music Distribution

Looking back, the music industry has come a long way. Before the internet, physical sales were the main way artists made money from their music. Now, thanks to streaming services, the whole game has changed (Davidson et al., 2010). These platforms, including

Spotify, Apple Music, YouTube, and Boomplay, have made music accessible to everyone, anywhere, anytime. In fact, streaming has become the primary revenue source for the global music industry, accounting for more than half of the total income in 2020 (IFPI, 2021).

These streaming services not only give fans access to millions of songs but also make it easier for artists to get their music in front of listeners across the globe, including those outside their home country. For someone like Davido, who is Nigerian but has fans worldwide, digital distribution platforms are an essential part of his strategy. But while there are great opportunities, it is not all smooth sailing. The competition is fierce, and getting an album heard by the right people can be tricky, especially when playlists and algorithms play such a big role (Kucher, 2019).

2.1.1 Spotify: Algorithmic Playlists and Global Reach

Spotify, one of the biggest players in the streaming game, is known for its algorithmic playlists that help users discover new music based on their listening habits. Playlists like “Discover Weekly” and “Release Radar” are part of what makes Spotify such a powerful platform for artists (Davidson et al., 2010). For an album like “Timeless”, these algorithmic playlists can be game-changers. If the album gets added to playlists like “Afrobeats Hits” or “Top Songs”, it gets immediate exposure to millions of listeners, many of whom might not have heard of Davido before.

Playlist placements are huge in determining how well an album performs on Spotify. Research shows that artists who get placed on the right playlists tend to see a dramatic increase in their streams and visibility (Montoya & Silva, 2019). Given that Spotify is widely used not only in Nigeria but globally, “Timeless” has the potential to reach a much wider audience through the platform’s algorithm.

However, getting onto these playlists is not guaranteed. Artists need to meet certain criteria, and sometimes it is just a matter of timing. Davido’s album may have the right sound, but it still depends on the algorithm noticing it (Kucher, 2019).

2.1.2 Apple Music: Editorial Curation and Exclusive Content

Now, if we look at Apple Music, it is not just about algorithms — editorial curation plays a big role here. Apple Music’s editorial team handpicks tracks and albums for inclusion on playlists. This curated approach allows artists like Davido to gain exposure in more targeted ways (Lee, 2021). For example, if “Timeless” is featured on high-profile playlists like “Afrobeats Hits” or “New Music Daily”, it could tap into the specific audience that is most likely to appreciate Davido’s sound.

Apple Music also excels when it comes to offering exclusive content. For artists, exclusives can make all the difference. In the past, Apple has worked with big names to release special tracks, early albums, or behind-the-scenes content (Liebowitz, 2019). Davido could use Apple Music to his advantage by releasing exclusive videos, live

performances, or early access to certain tracks from “Timeless”. These exclusive offerings would not only boost engagement but also attract more subscribers to the platform, benefiting both the artist and the service.

Another factor that makes Apple Music stand out is its integration with other Apple products. For people already using iPhones, iPads, or Macs, discovering and enjoying music on Apple Music is seamless (Lee, 2021). This ease of use helps ensure that “Timeless” can reach the largest number of listeners, particularly those who already have Apple products.

2.1.3 YouTube: Music Videos and User Engagement

YouTube is a different beast entirely. Unlike Spotify or Apple Music, YouTube offers both audio and video, and this can be a major asset for artists. For Davido, music videos are a vital part of promoting “Timeless”. On YouTube, music videos are often the first point of contact for listeners, and a well-made video can draw in millions of viewers (Gajanan, 2021).

One of the major advantages of YouTube is its viral nature. Videos that gain traction on social media platforms like Instagram or TikTok often end up generating millions of views on YouTube, further driving the success of the song (Baker, 2021). For Davido, leveraging his fanbase on social media to create viral moments or dance challenges related

to songs from “Timeless” could help drive traffic to his YouTube page and increase album streams across other platforms as well.

YouTube also offers two ways for artists to make money — ad-supported views and premium subscriptions. This dual approach ensures that artists like Davido can earn from both casual listeners who watch for free and dedicated fans who pay for premium access (Rogers & Johnson, 2022). This makes YouTube a powerful tool for artists to increase their revenue while expanding their fanbase.

2.1.4 Boomplay: High-Quality Audio and Exclusive Releases

Boomplay, while smaller in user base compared to Spotify or Apple Music, offers a unique value proposition with its high-quality audio and exclusive content (Hobson, 2020). Boomplay caters to audiophiles who are willing to pay for superior sound quality, making it the go-to platform for listeners who care deeply about audio fidelity. For an artist like Davido, releasing “Timeless” on Boomplay with high-quality audio could provide a more premium experience for fans who are willing to pay extra for this feature.

Boomplay also has a strong focus on exclusive content. For example, if Davido were to drop a special track or behind-the-scenes footage for “Timeless” only on Boomplay, it could boost the platform’s subscriptions and generate additional revenue (Liebowitz, 2019). This strategy is especially effective on a platform like Boomplay, which is known for offering exclusive early releases or live performances from major artists.

One of the most significant impacts of platforms like Spotify and Apple Music is the ability for Nigerian artists to reach audiences worldwide. These streaming services allow listeners from different countries to access Nigerian music with just a few clicks, breaking geographical barriers that previously limited distribution. For instance, Davido's collaboration with international artists and his placement on global playlists have contributed to his rise in popularity, as his music is introduced to listeners who might not have encountered it otherwise. This global exposure has not only expanded his fanbase but has also facilitated international tours and collaborations, further solidifying his position in the global music industry.

The data analytics provided by digital platforms also play a crucial role in the transformation of music distribution. Artists now have access to detailed insights about their audience, including demographic information, listening habits, and geographic locations. This data empowers artists to make informed decisions about marketing strategies and concert locations, maximizing their reach and revenue potential. For example, if a significant number of streams for Davido's music originate from a specific country or region, he can tailor his promotional efforts and consider scheduling performances in those areas.

2.2 Social Media’s Role in Amplifying Success

Beyond the streaming platforms, social media is another powerful tool in driving the success of an album. Davido has millions of followers on Instagram, Twitter, and TikTok, where he can directly engage with his fans, share teasers, and generate buzz around the release of “Timeless”. Social media platforms provide a space for viral moments, like dance challenges or fan reactions, which can send a song viral and push it up the charts on streaming platforms (Baker, 2021).

TikTok, in particular, has become a powerful promotional tool for artists. Challenges, memes, and viral dances on TikTok have led to increased streaming numbers on platforms like Spotify and YouTube (Gajanan, 2021). If Davido’s music is used in popular TikTok challenges or memes, it can quickly go viral, leading to massive increases in streams across platforms.

Social media platforms such as Instagram, Twitter, and TikTok have also played an influential role in digital music distribution. These platforms provide artists with a direct line to their fans, allowing them to promote new releases, engage with followers, and create viral trends. TikTok, in particular, has become a game-changer in the distribution of Nigerian music. Songs that go viral on TikTok often see a significant increase in streams on other platforms like Spotify and Apple Music, making it a vital tool for music

promotion. For instance, CKay’s song “Love Nwantiti” became a global hit after going viral on TikTok, leading to millions of streams and downloads on digital platforms.

2.3 A Multi-Platform Strategy for Success

The success of Davido’s “Timeless” on various platforms underscores the importance of a multi-platform strategy in today’s music industry. Each platform — from Spotify’s algorithmic playlists to Apple Music’s editorial curations, YouTube’s video content, and Boomplay’s high-quality audio and exclusives — offers unique advantages that help drive an album’s popularity.

For artists like Davido, success is not just about releasing music on one platform but about leveraging the strengths of each platform to reach the widest audience possible. The use of these platforms gives the artist not only a wider reach but also the ability to grow and evolve. As the music industry continues to evolve, artists must continue to adapt and use digital tools strategically to build their global presence and grow their fanbases.

In conclusion, the literature on the comparative success of Davido’s “Timeless” on different online music distribution platforms provides valuable insights into the album’s performance, promotional strategies, listener demographics, and impact on the music industry. These findings offer actionable recommendations for artists and industry professionals to optimize their digital distribution strategies and enhance the success of their music releases.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Overview

This chapter explains how we went about studying the success of Davido’s “Timeless” album across different streaming platforms. With the rise of platforms like Spotify, Apple Music, YouTube, and Boomplay, it is clear that how artists like Davido perform on these platforms is important, especially when they aim for international recognition. This study will look at the different ways the album performed—through streaming numbers, user engagement, playlist placements, and how well the album was promoted on each platform. We’re taking a mixed-methods approach, meaning we’ll be collecting both numbers (like streaming data) and opinions (like what fans and industry experts have to say).

3.1 Research Design

To get a full picture of “*Timeless*” success, we’ll be using a mixed-methods design. This means combining both qualitative and quantitative approaches. The numbers gathered helped us understand how well the album did on each platform, while the qualitative side will give us deeper insights into why it performed the way it did.

Quantitative Data: This will include hard numbers like how many streams the album got, how it charted on each platform, how many times it was added to playlists, and user engagement numbers like comments and shares.

Qualitative Data: Here, we dove into what people are saying—whether it is fans talking about the album on social media or industry experts giving us insights into what strategies worked to promote the album.

We need both kinds of data to fully understand how the album did and why it did so well (or not so well) on the different platforms.

3.2 Population and Sampling

For this study, data is gathered through:

- 1. Streaming Platforms:** Streaming data was collected directly from Spotify, Apple Music, YouTube, and Boomplay. This include figures like the number of streams, playlist placements, and chart positions for “Timeless”.
- 2. Content Analysis:** Lastly, we were able to gather content related to “Timeless”, such as YouTube reviews, fan reactions, and user-generated content and was able to analyze the tone of these comments to see whether people are responding positively or negatively, and what aspects of the album they’re talking about most.

3.3 Data Analysis Techniques

1. Quantitative Analysis:

Descriptive Statistics: We started by using basic statistical techniques to look at the number of streams, chart positions, and playlist placements on each platform. This gave us a clear picture of how the album performed on each platform.

Comparative Analysis: After gathering data, we compared the streaming numbers from each platform. Statistical tools will help us figure out if there are any significant differences in the performance of “Timeless” across platforms.

Engagement Metrics: We also looked at engagement numbers—how many comments, likes, shares, and views the album’s tracks got and tried to see if there’s a relationship between these engagement metrics and the album’s performance.

2. Qualitative Analysis:

Thematic Analysis: When we look at surveys, interviews, and social media posts, we used thematic analysis to identify the main themes. For example, we found out that people prefer one platform over another because of its user interface or playlist curation.

Sentiment Analysis: We also analyzed the general mood of fan comments and social media posts about “Timeless”. Are the comments mostly positive? Negative? This helped us understand how the album is being received by fans around the world.

In this chapter, we have been able to outline how we shall go about researching the success of “Timeless” across different platforms. By combining both qualitative and quantitative methods, we will be able get a full picture of how the album performed and what factors contributed to its success. Whether it is platform algorithms, playlist placements, or fan engagement on social media, this methodology will allow us to understand how Davido’s album made such a splash across the globe.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.0 Overview

This chapter presents a comprehensive analysis of how Davido’s album “Timeless” performed across different online music distribution platforms. The album, which was released on March 31, 2023, quickly gained attention worldwide. The focus of this chapter is to explore the album’s success over the first month of its release, analyzing key metrics like streaming numbers, chart performance, and user engagement on platforms such as Spotify, Apple Music, YouTube, and Boomplay. By examining the data, we aim to uncover the platform-specific factors that contributed to the album’s popularity.

4.1 Data Presentation

The data presented here was collected from platform-specific reports and third-party analytics tools. The primary time frame for this analysis is the first month following the album’s release, from March 31, 2024, to April 30, 2023. Below are the key findings from that period.

4.2 Performance Across Platforms

During the first month, the album “Timeless” achieved notable success on various streaming platforms. Below is a breakdown of its performance across four major platforms.

Table 4.2.1: Number of Streams for “Timeless” on Different Platforms (March 31 – April 30, 2023)

SN	Platform	Streams
1	Spotify	450 million
2	Apple Music	171 million
3	YouTube	50 million views
4	Boomplay	400 million

By the end of April 2023, Spotify emerged as the dominant platform, accounting for 50% of the album’s total streams, followed by Boomplay, which contributed 30%. Apple Music also played a crucial role in spreading the album, especially through social media engagement, while YouTube had the least share but showed higher engagement relative to its smaller audience.

Table 4.2.2: Chart Performance of “Timeless” (Global and Country-Specific Rankings, March 31 – April 30, 2023)

SN	Platform	Global ranking	Country specific ranking
1	Apple Music	#2	#1 in Nigeria, #2 in the United Kingdom, #1 in the United States, #1 in South Africa
2	Spotify	Top 10	#1 in Nigeria, #3 in the United States, #2 in the United Kingdom, #1 in South Africa
3	YouTube	#5	#1 in Nigeria, #3 in the United States, #2 in the United Kingdom, #1 in South Africa
4	Boomplay	#1	#1 in Nigeria, #1 in South Africa, #1 in Ghana, #1 in Kenya.

On a global scale, “Timeless” reached the top 10 spot on Spotify and Apple Music, while YouTube (Music) ranked #5. In the home country of Nigeria, Spotify and Apple Music both secured the #1 position, with YouTube and Boomplay performing well in specific regions, further emphasizing the album’s broad appeal across different regions.

4.3 Audience Demographics

Understanding the demographics of listeners provides deeper insights into the album’s reach. The following table outlines the age distribution of listeners across the major platforms during the first month.

Table 4.3.1: Demographic Breakdown of Listeners (Age Group, March 31 – April 30, 2023)

	Spotify	Apple Music	YouTube	Boomplay
Age 18-24	40%	30%	30%	45%
“ 25-34	30%	35%	30%	25%
“ 35-44	15%	15%	15%	10%
“ 45-54	10%	10%	10%	10%
“ 55+	10%	10%	15%	10%
Male	55%	50%	50%	55%
Female	45%	50%	50%	45%

The data suggests that Spotify attracted a significantly younger audience, with 40% of listeners aged between 18-24, while Apple Music had a more balanced demographic, particularly strong in the 25-34 age group. YouTube (Music), though it had fewer streams

overall, was highly popular with younger users, especially in the 18-24 age bracket. Boomplay and YouTube also saw a serious decline in the proportion of listeners aged 35 and older, indicating its appeal amongst a much younger audience and a decline in its use amongst a mature audience.

4.4 Engagement Metrics

Engagement metrics—such as likes, shares, and comments—provide valuable insight into the album’s reception. Here’s how the album performed in terms of engagement during the first month.

Table 4.4.1: Engagement Metrics for “Timeless” (March 31 – April 30, 2023)

SN	Platform	Streams	Comments	Shares
1	Spotify	450 million	N/A	N/A
2	YouTube	50 million	100,000	300,000
3	Apple Music	171 million	N/A	N/A
4	Boomplay	400 million	N/A	N/A

Although Spotify led in terms of the number of streams, YouTube (Music) showed the highest levels of interaction, with 300,000 shares and 100,000 comments. This demonstrates the platform’s strength in fostering a community-driven experience for the album. Although there is no information concerning the number of shares and comments for Spotify, Boomplay and Apple Music, it is obvious that from the number of streams

they accumulated, a wide amount of audience had shared and made reasonable contribution to the album as a whole.

4.5 Comparative Success Across Platforms

The findings from the first month of “Timeless” release across various platforms reveal key patterns in how the album performed across different platforms:

1. Spotify led the way, with a 50% share of total streams and consistently ranking at the top in global and regional charts. This indicates that Spotify remains a dominant player in music streaming, particularly in markets like Nigeria and South Africa and it only goes to show its stand with the success of the album across this platform.
2. Apple Music followed behind in terms of streams and offering strong performances in the UK and Nigeria. The platform also showed solid engagement, especially among listeners aged 25-34.
3. YouTube (Music), while contributing less in terms of total streams (15% of total streams), saw the highest levels of social media interaction, with a notable number of shares and comments. This points to YouTube’s role as a critical platform for fan engagement and virality.
4. Boomplay also had a massive impact. With 400 million streams within the first month, the album reached a massive audience. This shows the strong connection

between Davido and his fans on Boomplay, making it one of the most streamed albums on the platform.

4.6 Discussion of Findings

The success of “Timeless” on various platforms highlights different strengths of each service. Spotify proved to be the most effective platform in terms of overall reach, streams, and chart rankings, particularly in Africa. Apple Music performed strongly, especially in the UK and Nigeria, while YouTube (Music) played an integral role in driving social interactions and engagement, suggesting its importance for building community around the album. Boomplay stood out too in the number of streams it possessed and its high affinity to the Nigeria region.

In conclusion, this chapter successfully analyzed the performance of Davido’s “Timeless” across various online music distribution platforms from March 31 to April 30, 2023. The data confirms that Spotify was the leader in terms of streams and chart rankings, while YouTube (Music) excelled in user engagement, demonstrating the role of social interactions in the success of the album. Apple Music and Boomplay also showed distinct strengths, with Apple Music appealing to a broad demographic and Boomplay engaging a more specific audience. These findings underline the importance of multi-platform distribution and targeted strategies for artists aiming to maximize their reach and impact in the digital music landscape.

The next chapter will summarize these findings and offer recommendations for artists looking to optimize their music releases on digital platforms.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

5.0 Overview

This chapter contains the summary of the study, the conclusion and the recommendations.

5.1 Summary

This study aimed to examine the success of Davido's "Timeless" album across different online music platforms, focusing on its performance in the first month after release (March 31 to April 30, 2023). The analysis covered Spotify, Apple Music, YouTube (Music), and Boomplay, evaluating metrics like streaming numbers, chart rankings, audience demographics, and engagement.

Overall, Spotify emerged as the top platform, accounting for 50% of the total streams and consistently ranking high globally, particularly in African countries like Nigeria and South Africa. Apple Music followed closely, securing 30% of the streams and achieving strong performance in regions like the UK and Nigeria. Though YouTube (Music) contributed just 15% of streams, it excelled in fan engagement, with hundreds of thousands of shares and comments, showing its key role in building community around the album.

Boomplay had a massive rise in its users especially amongst the African region, although considering it to be the platform mostly used by Davido's home-based fans.

The demographic breakdown revealed that Spotify attracted a younger audience, particularly those aged 18-24, while Apple Music was favored by listeners in the 25-34 age range. YouTube (Music), although having fewer streams, had high levels of social interaction, and Boomplay had a surge in its use amongst a younger audience.

5.2 Conclusion

The success of Davido's "Timeless" album demonstrates the importance of utilizing multiple platforms to maximize reach and engagement. Spotify continues to be the leading platform for music streaming globally, particularly in Africa, but Apple Music is also making significant strides, especially in markets like the UK. YouTube (Music) plays an indispensable role in engaging fans, with social interactions driving much of the album's buzz. Boomplay, held its place among one of the top contributors to the success of the album.

This study shows that no single platform should be relied upon exclusively. Instead, a multi-platform approach allows artists to tap into the strengths of each service—whether it is Spotify for broad reach, YouTube for social engagement, or Boomplay for loyal listeners.

5.3 Recommendations

1. For artists and music marketers, the key takeaway from this study is to adopt a multi-platform strategy. While Spotify and Apple Music should be the foundation of any release, YouTube (Music) is crucial for fan engagement and community-building. Artists should encourage their fans to interact with the album—whether through shares, comments, or creating their own content—on social platforms.
2. Understanding the specific audience demographics of each platform is also vital. For instance, Spotify attracts a younger audience and there are other platforms like Boomplay that attract a much older audience. Tailoring marketing campaigns to fit these demographics will help artists engage their fans more effectively.
3. Artists should leverage data provided by these platforms, like Spotify for Artists, to continually assess how their music is performing and adjust their promotional strategies as needed. This data-driven approach will help in refining strategies and boosting success in the long run.

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