



ESA DIGITAL

23 October 2026

Media & Entertainment App Organic ROI Forecast 2027

Music, audio, video and anime streaming apps with subscriptions · US search demand · global AI visibility

Industry report · Prepared by **ESA Digital** · Ahrefs Site Explorer, Keywords Explorer + Brand Radar

[Check interactive report](#)

1. Key findings

FINDINGS

- A Podcasts are the biggest door.** 8.2M US searches/mo across seven topics, and Podcasts alone is 3.3M (41%): "podcast equipment" (433K/mo), "podcast" (219K), "podcast recommendations" (102K). Demand splits between listeners looking for shows and creators starting one.
- B Listeners search for what to play, not for an app.** Music Streaming, Playlists & Discovery, Audiobooks, streaming-service comparisons and anime are each about a tenth of demand. The biggest queries ask for free options and comparisons: "streaming services" (196K), "audiobooks" (172K), "free music" (71K).
- C Catalogue pages win organic search.** SoundCloud ranks for 973K keywords and Crunchyroll for 221K, with 19.6M visits/mo for Crunchyroll, the largest in the set. Audible gets 2.2M visits, 84% of them from the US; SiriusXM 668K, almost all US.
- D AI answers lean on titles, not features.** Audible (39.9%) and Crunchyroll (38.2%) hold almost four fifths of the set's 60.3M AI impressions/mo, mostly on prompts about specific books and shows ("Who will voice Rocky in Project Hail Mary?", "Is season 4 of JJK coming out?"). "What music app is 100% free?" (130K) is answered from spotify.com and youtube.com.
- E Media is one of the strongest app cases.** Top-10% media apps convert 7.4% of installs and earn \$71 per payer a year. On that funnel a Growth project returns \$976K on \$263K over 24 months (ROI 271%, break-even in month 10); the median returns \$27K.

WHAT TO DO

Publish the pages listeners search before they subscribe: what to watch, listen to or read next, free-versus-paid explainers and honest comparisons of streaming services. Title and episode pages with release dates and cast facts are what AI answers cite, so keep them on your own domain and current.

2. SEO Opportunities

RELEVANT CONTENT IDEAS

3 390

TOPICAL CLUSTERS

7

MONTHLY SEARCH VOLUME

8 208 250

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
Podcasts ↗	40.6%	492	3 343 500
Music Streaming ↗	14.0%	488	1 155 950
Playlists & Music Discovery ↗	11.4%	477	936 700
Audiobooks ↗	11.0%	493	904 350
Streaming Services & Prices ↗	10.9%	475	898 550
Anime Streaming ↗	9.0%	482	742 350
Radio & Live Audio ↗	2.8%	483	226 850
Relevant total	99.6%	3 390	8 208 250
Off-topic / adjacent — excluded	0.4%	31	34 800
Total		3 421	8 243 050

How this was built >

FINDINGS

Podcasts (40.6%) lead, then Music Streaming (14.0%), Playlists & Discovery (11.4%), Audiobooks (11.0%), Streaming Services & Prices (10.9%) and Anime Streaming (9.0%). Radio and live audio is the smallest topic at 2.8%. Across topics, the biggest queries ask for free options, recommendations and comparisons.

WHAT TO DO

Start with recommendation hubs (best podcasts, audiobooks and anime by genre, updated monthly) and free-versus-paid pages for your service. For creator-facing products, a “how to start a podcast” guide with equipment lists covers the largest single query cluster.

3. Competitive Landscape

3.1 Organic SEO — Ahrefs Site Explorer

BRAND	ORG. TRAFFIC/MO ↓	ORG. KEYWORDS	TOP 3	BACKLINKS	ORG. VALUE	DR
Crunchyroll ↗ crunchyroll.com	19 632 959	221 151	122 428	30 111 312	\$4.7M	84
SoundCloud ↗ soundcloud.com	9 599 999	972 872	213 337	396 785 251	\$1.3M	94
Deezer ↗ deezer.com	4 879 318	376 054	68 111	53 500 510	\$704K	92
Audible ↗ audible.com	2 166 625	159 313	44 461	30 747 452	\$1.2M	91
SiriusXM ↗ siriusxm.com	668 309	24 790	11 133	6 176 886	\$837K	86

Click column header → sort. Click brand row → SEO dashboard. Bars are normalized per column.

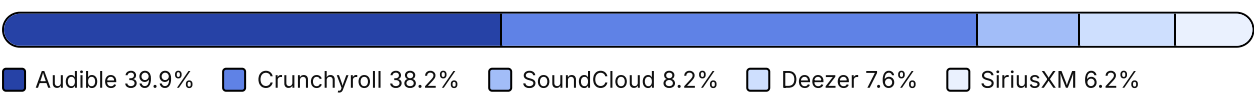
3.2 AI Visibility — Brand Radar (impressions/month)

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
Audible ↗ audible.com	7 314 703	11 398 756	5 335 565	24 049 024
Crunchyroll ↗ crunchyroll.com	7 624 009	10 736 811	4 637 910	22 998 730
SoundCloud ↗ soundcloud.com	2 411 139	1 674 486	842 202	4 927 827
Deezer ↗ deezer.com	1 236 228	2 465 291	883 856	4 585 375
SiriusXM ↗ siriusxm.com	1 299 702	1 736 000	672 781	3 708 483

Click column header → sort. Click row → ChatGPT citation prompts. Brand Radar matches **brand names**, not domains.

3.3 AI Share of Voice

Audible 39.9% — the 5 brands in this set hold **60 269 439** AI impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

The five brands hold 60.3M AI impressions/mo across ChatGPT, AI Overviews and AI Mode. Audible (39.9%) and Crunchyroll (38.2%) lead; SoundCloud (8.2%), Deezer (7.6%) and SiriusXM (6.2%) share the rest. Most cited prompts are about content: narrators, anime release dates, artists. Pricing questions ("How much is Audible per month?", "What does Sirius cost per month?") cite the brands' own pages. Spotify is not in the set: with 134M organic visits/mo it would flatten every other bar.

WHAT TO DO

Give AI engines structured, current facts: release dates, cast and narrators, plan prices and what the free tier includes. The brands cited on content questions are the ones whose title pages answer them first.

4. ROI Forecast

INDUSTRY BENCHMARK

Weak

Typical

Strong

×

PACKAGE

Start

Growth

Scale

×

PERIOD

12m

24m

36m

Forecast outcomes

BREAK-EVEN

Month 10

24M REVENUE

\$976K

24M ROI

271%

24M PROFIT

\$713K

Investment

PROJECT COST

\$263K

PUBLISHED PAGES

600

Parameters

PACKAGE INPUTS

Pages / month 25

Monthly cost \$11K

CONVERSION FUNNEL · STRONG TIER

Visit → Install 6.6%

Install → Paid 7.4%

Revenue / payer / yr \$71

CONTENT PERFORMANCE

Months to peak 7

Avg visits/page 180

Success rate 60%

AI / GEO LIFT

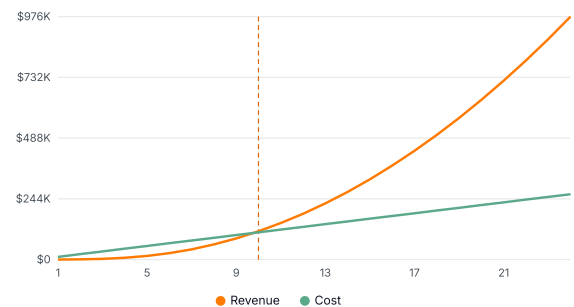
LLM ratio 0.1x

LLM conv boost 2x

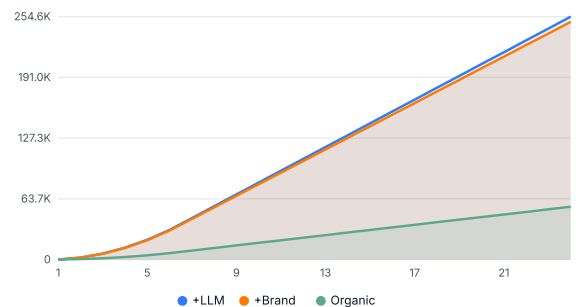
[Dive deeper — change parameters in the ROI calculator ↗](#)

– Open the interactive model to adjust assumptions yourself.

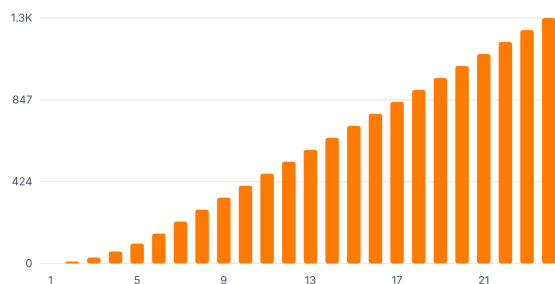
Cumulative Revenue vs Cost



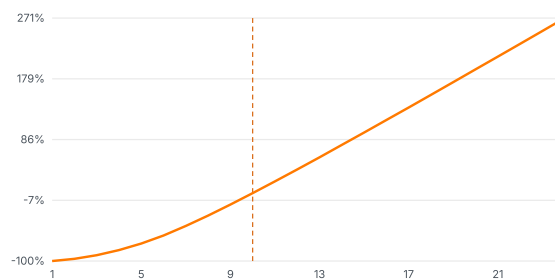
Traffic Growth



New Paid Customers



Cumulative ROI



MONTHS	PAGES	ORGANIC	BRAND	LLM	INSTALLS	PAYERS	REVENUE	ROI
1	25	0	0	0	0	0.0	\$0	-100%
2	50	450	1.6K	45	140	10	\$733	-97%
3	75	1.4K	4.7K	135	419	31	\$2K	-91%
4	100	2.7K	9.4K	270	838	62	\$4K	-83%
5	125	4.5K	15.8K	450	1.4K	103	\$7K	-73%
6	150	6.8K	23.6K	675	2.1K	155	\$11K	-61%
7	175	9.4K	33.1K	945	2.9K	217	\$15K	-46%
8	200	12.2K	42.5K	1.2K	3.8K	279	\$20K	-31%
9	225	14.8K	52.0K	1.5K	4.6K	341	\$24K	-14%
10	250	17.6K	61.4K	1.8K	5.4K	403	\$29K	4%
11	275	20.3K	70.9K	2.0K	6.3K	465	\$33K	22%
12	300	22.9K	80.3K	2.3K	7.1K	527	\$37K	40%
13	325	25.6K	89.8K	2.6K	8.0K	589	\$42K	59%
14	350	28.4K	99.2K	2.8K	8.8K	651	\$46K	77%
15	375	31.1K	108.7K	3.1K	9.6K	713	\$51K	96%
16	400	33.8K	118.1K	3.4K	10.5K	775	\$55K	116%
17	425	36.5K	127.6K	3.6K	11.3K	837	\$59K	135%
18	450	39.1K	137.0K	3.9K	12.1K	899	\$64K	154%
19	475	41.9K	146.5K	4.2K	13.0K	961	\$68K	174%
20	500	44.5K	155.9K	4.5K	13.8K	1023	\$73K	193%
21	525	47.3K	165.4K	4.7K	14.7K	1085	\$77K	213%
22	550	50.0K	174.8K	5.0K	15.5K	1147	\$81K	232%
23	575	52.6K	184.3K	5.3K	16.3K	1209	\$86K	252%
24	600	55.4K	193.7K	5.5K	17.2K	1271	\$90K	271%

ESA ROI Calculator · Start 10/\$5.5K · Growth 25/\$10.95K · Scale 40/\$15.5K · peak 7 mo, success 60%, 180 visits/page, brand ×3.5, LLM 0.1×, LLM conv ×2. Funnel inputs follow the industry benchmark switch (Weak / Typical / Strong = bottom quartile / median / top 10% of the category). Revenue per payer is 12-month subscription revenue (video, music, news and sports are one group in the source); ad-funded apps are not covered. Strong = top 10% on each metric; visit → install is an estimate.

FINDINGS

On the Growth package over 24 months, a top-10% funnel (Strong tier: 6.6% visit → install, 7.4% install → paid, \$71 per payer) turns a **\$263K** project into **\$976K** of revenue (ROI 271%) and breaks even in month 10. At the median (Typical tier: 1.5% pay, \$21 a year) the same pages return only **\$27K**, and at the top quartile Start loses money (−17%). Media subscriptions renew well, so conversion is the lever.

WHAT TO DO

Measure install → paid first. If you are near the median, work on the trial and paywall before scaling traffic; at the top 10%, Scale over 36 months returns \$3.8M in the model.

Sources & Benchmarks

I. Sources

- **Content** — [Ahrefs Keywords Explorer](#) (US volumes) + [ESA](#) intent clustering
- **Organic SEO** — [Ahrefs Site Explorer](#)
- **AI Visibility** — [Ahrefs Brand Radar](#) (ChatGPT / AI Overviews / AI Mode; citations API limit 25)
- **ROI** — [ESA ROI Calculator](#) + service packages
- **Industry benchmarks** — [RevenueCat](#), [State of Subscription Apps 2026](#), [Unbounce](#), [Conversion Benchmark Report 2024](#)

II. Benchmarks

Reference ranges for a subscription-app funnel — Visit → Install → Trial → Paid — for the median app in the category and its bottom quartile and top 10%. Rows marked **ROI-model input** feed the forecast above. All figures are modelled estimates on the stated inputs, not guarantees.

II.A. Conversion — industry benchmarks

FUNNEL STEP	WEAK → TYPICAL → STRONG	SOURCE / NOTE
Visit → Install	Weak 1% Typical 3% Strong 6.6%	Estimate; strong = landing-page benchmark (Unbounce 2024)
Install → Trial (30 days)	Weak 1.3% Typical 4.0% Strong 9.0%	RevenueCat 2026
Trial → Paid	Weak 19.0% Typical 32.2% Strong 52.7%	RevenueCat 2026
Install → Paid (35 days)	Weak 0.5% Typical 1.5% Strong 7.4%	ROI-model input. RevenueCat 2026
Revenue per payer (12 months)	Weak \$10 Typical \$21 Strong \$71	ROI-model input. RevenueCat 2026
Avg. visits per page (peak)	180 visits	ROI-model input. Ahrefs top pages of the five leaders (US, pages with 10–3,000 visits/mo, top 100 per domain, n=500) have a median of ~1,300 and a trimmed mean of ~1,390 visits/page, but those pages carry years of links and brand pull. A newly published page is modelled at 180 .
Revenue per payer (12 months)	\$71	ROI-model input. RevenueCat, State of Subscription Apps 2026: 12-month revenue per payer for Media & Entertainment apps (bottom quartile / median / top 10%).

II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.04×	0.05–0.12×	0.15–0.30×	LLM referrals as a multiple of organic
LLM conversion boost	+50–120%	+300–500%	+400–700%	ChatGPT highest; AI Overviews lowest
Content success rate	30–50%	45–65%	50–70%	Service pages and how-to content rank best
Months to peak	3–6	6–14	14–24	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.45–0.90×	Fixed at 3.5× brand-lift in the model