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RECORDED MUSIC TRENDS QUIZ

RECORDED MUSIC MARKET TRIVIA QUIZ

Of all the different recorded music revenue streams, what is the biggest revenue generator for the global record industry?

- Streaming – 67% of market

RECORDED MUSIC MARKET TRIVIA QUIZ

What percentage of overall global record industry revenues comes from sync deals?

- 2.4%

RECORDED MUSIC MARKET TRIVIA QUIZ

What percentage of overall global record industry revenues comes from the broadcast and public performance of music??

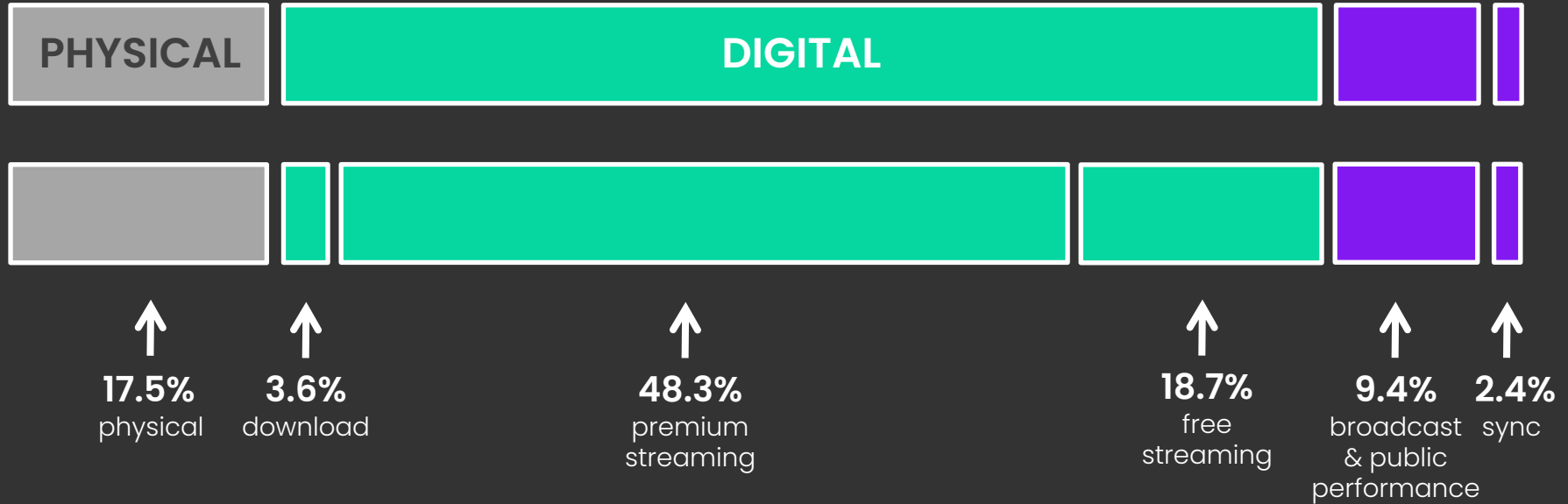
- 9.4%

RECORDED MUSIC MARKET TRIVIA QUIZ

What generates more money – premium streaming or free streaming services (including UGC platforms)?

- Premium streaming – 48.3% of market
- Free streaming – 18.7% of market


GLOBAL RECORDED MUSIC REVENUES



IFPI'S GLOBAL MUSIC REPORT: REVENUE STREAMS

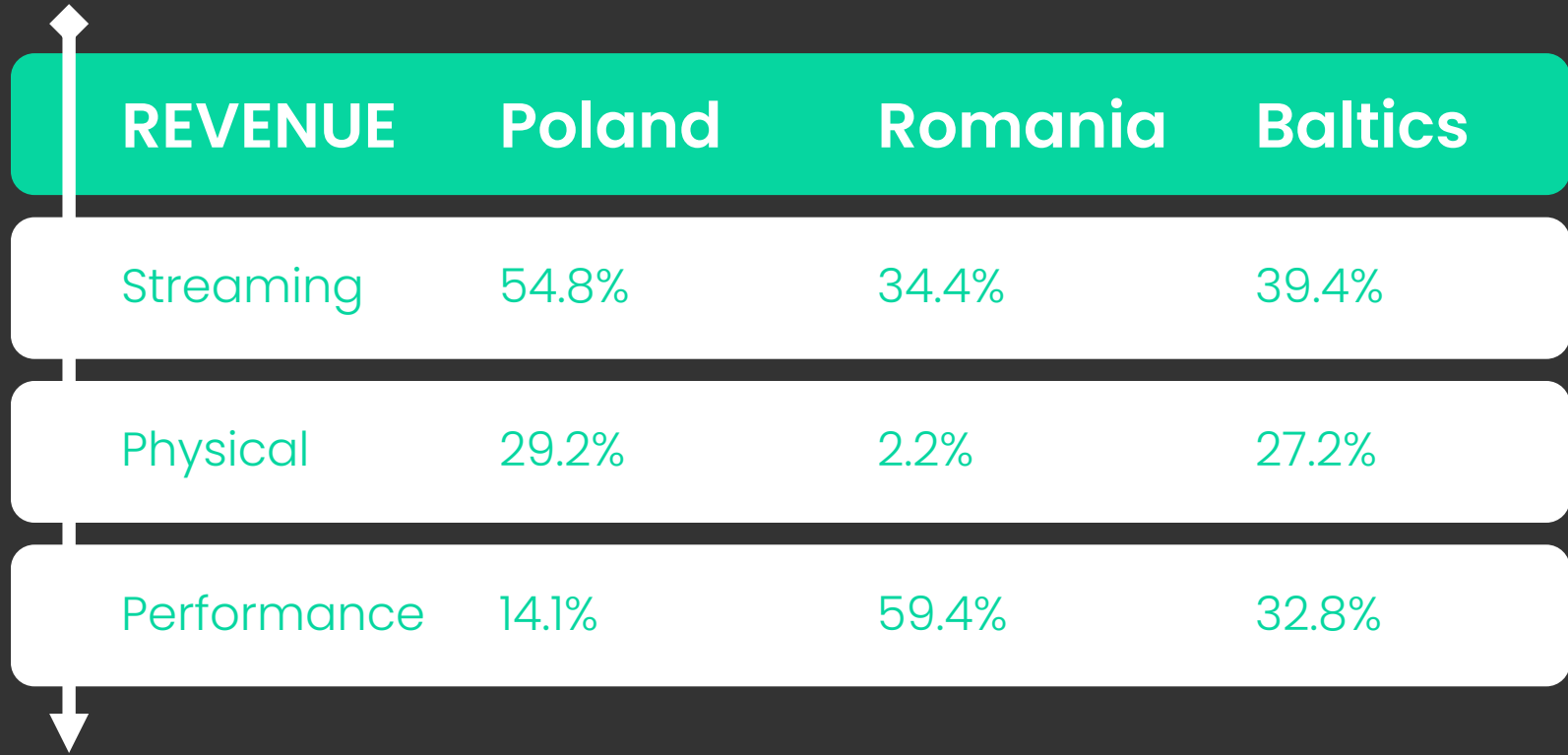
REVENUE	GROWTH	% OF MARKET
Premium streams	+10.3%	48.3%
All streams	+11.5%	67.0%
Downloads	-11.7%	3.6%

IFPI'S GLOBAL MUSIC REPORT: REVENUE STREAMS



REVENUE	GROWTH	% OF MARKET
Physical	+4.0%	17.5%
Performance	+8.6%	9.4%
Sync	+22.3%	2.4%

IFPI'S GLOBAL MUSIC REPORT: REVENUE STREAMS



REVENUE	Poland	Romania	Baltics
Streaming	54.8%	34.4%	39.4%
Physical	29.2%	2.2%	27.2%
Performance	14.1%	59.4%	32.8%

THE DIGITAL MARKET TODAY: MUSIC CONSUMPTION

PREMIUM STREAMING

GLOBAL
SERVICES



REGIONAL
SERVICES



FREE STREAMING



THESE ACCOUNT FOR 32% OF MUSIC CONSUMPTION

THESE ACCOUNT FOR 32% OF MUSIC CONSUMPTION

UGC PLATFORMS



GLOBAL RECORDED MUSIC REVENUES IN 2022

% OF TOTAL REVENUES...

Streaming 67%

Premium streams 48.3%

Free streams 18.7%



collates global
recorded music
revenues

RECORDED MUSIC MARKET TRIVIA QUIZ

What is the biggest recorded music market in the world (ie which country generates the most money for the record industry?)

- USA

RECORDED MUSIC MARKET TRIVIA QUIZ

Which country entered the top five recorded music markets for the first time in 2022?

- China

BIGGEST RECORDED MUSIC MARKETS

USA	#01	FRANCE	#06
JAPAN	#02	SOUTH KOREA	#07
UK	#03	CANADA	#08
GERMANY	#04	BRAZIL	#09
CHINA	#05	AUSTRALIA	#10

RECORDED MUSIC MARKET TRIVIA QUIZ

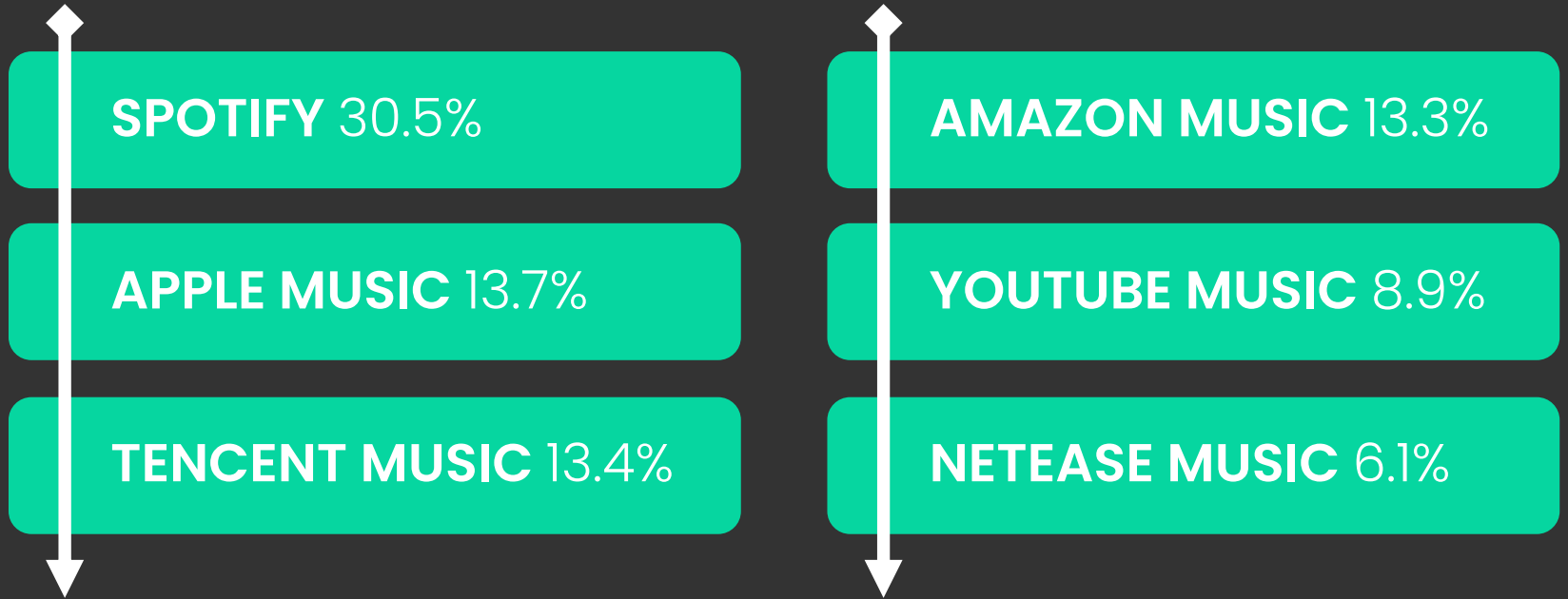
What is the fastest growing region for recorded music:
Asia, Europe, Latin America,
Middle East/North Africa,
Sub-Saharan Africa or US/Canada?

- Sub-Saharan Africa (+34.7%)

Which streaming service has the most premium subscribers worldwide?

- Spotify (30.5% of market in 2022)

PREMIUM STREAMING SUBSCRIBER SHARE



Spotify's lead globally is slowly declined year on year.

What are the key streaming services in China?

- Tencent (Kugou, Kuwo, QQ Music)
- NetEase Cloud Music

What are the key streaming services in South Korea?

- Melon

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