

GLOBAL MUSIC MARKET 2015 IN NUMBERS

GLOBAL MUSIC REVENUE

↑ 3.2%

DIGITAL OVERTAKES PHYSICAL

WITH 45% OF GLOBAL REVENUES



GLOBAL DIGITAL REVENUES

↑ 10.2%



STREAMING REVENUES

↑ 45.2%

AND NOW ACCOUNT FOR 43% OF DIGITAL SALES

CONSUMPTION IS EXPLODING

STREAMS

↑ 93%

IN US



PHYSICAL REVENUES

↓ 4.5%

AUDIENCE OF AD-SUPPORTED USER UPLOAD SERVICES

900M (WORLD'S LARGEST ON-DEMAND AUDIENCE)

AD-SUPPORTED REVENUES SECTOR ACCOUNTS FOR AN ESTIMATED

4%

OF GLOBAL MUSIC INDUSTRY REVENUES



DOWNLOAD REVENUES

↓ 10.5%