



## Global Entertainment & Media Outlook 2023-2027

Custom dataset

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2023-27 CAGR
<b>Global Music, radio and podcasts (US\$ mn)</b>	94,748	98,668	73,580	87,753	104,408	110,895	114,566	117,327	119,311	120,624	2.125%
Change		4	-25	19	19	6	3	2	2	1	
Music (US\$ mn)	50,420	53,538	35,045	45,992	61,317	66,858	69,750	71,859	73,256	74,080	2.598%
Change		6	-35	31	33	9	4	3	2	1	
Live music (US\$ mn)	26,360	27,152	6,830	12,699	25,264	28,511	29,711	30,592	31,198	31,616	2.618%
Change		3	-75	86	99	13	4	3	2	1	
Live music sponsorship (US\$ mn)	5,548	5,666	1,414	2,483	4,918	5,521	5,730	5,887	5,992	6,063	2.366%
Change		2	-75	76	98	12	4	3	2	1	
Live music ticket sales (US\$ mn)	20,812	21,486	5,415	10,216	20,346	22,990	23,982	24,705	25,206	25,554	2.678%
Change		3	-75	89	99	13	4	3	2	1	
Recorded music (US\$ mn)	24,059	26,386	28,215	33,293	36,053	38,347	40,039	41,267	42,058	42,464	2.582%
Change		10	7	18	8	6	4	3	2	1	
Digital recorded music (US\$ mn)	14,822	17,568	20,124	24,316	26,787	29,433	31,389	32,827	33,773	34,282	3.886%
Change		19	15	21	10	10	7	5	3	2	
Digital music downloading (US\$ mn)	2,083	1,683	1,336	1,160	946	719	536	389	277	193	-27.974%
Change		-19	-21	-13	-18	-24	-25	-27	-29	-30	
Digital music streaming (US\$ mn)	12,738	15,884	18,788	23,156	25,842	28,714	30,853	32,438	33,496	34,088	4.382%
Change		25	18	23	12	11	7	5	3	2	
Music performance rights (US\$ mn)	2,472	2,436	2,248	2,346	2,486	2,593	2,693	2,782	2,862	2,933	3.121%
Change		-1	-8	4	6	4	4	3	3	2	
Music synchronisation (US\$ mn)	453	458	424	517	630	655	675	692	706	718	2.352%
Change		1	-7	22	22	4	3	2	2	2	
Physical recorded music (US\$ mn)	6,313	5,925	5,419	6,114	6,150	5,666	5,282	4,966	4,717	4,531	-5.434%
Change		-6	-9	13	1	-8	-7	-6	-5	-4	
Podcasts advertising (US\$ mn)	779	1,172	1,483	1,823	2,152	2,473	2,767	3,026	3,238	3,403	8.312%
Change		50	27	23	18	15	12	9	7	5	
Radio (US\$ mn)	43,549	43,959	37,052	39,938	40,939	41,565	42,049	42,442	42,817	43,141	0.935%
Change		1	-16	8	3	2	1	1	1	1	

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

**Sources:**

PwC, Omdia, Bundesverband Musikindustrie (Germany), Recording Industry Association of America (US), AGCOM (Italy), The Advertising Association of Thailand (Thailand), Syndicat National de l'Édition Phonographique (France), Telecom Regulatory Authority of India (India)