



Global Entertainment & Media Outlook 2023-2027

Custom dataset

	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2023-27 CAGR
Music, radio and podcasts in Denmark (DKK mn)	5,372	5,642	3,172	3,482	5,599	5,980	6,063	6,135	6,201	6,261	1.151%
Change		5	-44	10	61	7	1	1	1	1	
Music (DKK mn)	4,438	4,823	2,364	2,987	5,122	5,499	5,576	5,644	5,708	5,766	1.195%
Change		9	-51	26	71	7	1	1	1	1	
Live music (DKK mn)	3,397	3,744	1,281	1,758	3,871	4,214	4,263	4,309	4,355	4,401	1.094%
Change		10	-66	37	120	9	1	1	1	1	
Live music sponsorship (DKK mn)	461	484	148	202	461	507	516	520	525	530	1.092%
Change		5	-69	36	128	10	2	1	1	1	
Live music ticket sales (DKK mn)	2,936	3,261	1,132	1,555	3,410	3,707	3,747	3,788	3,830	3,872	1.094%
Change		11	-65	37	119	9	1	1	1	1	
Recorded music (DKK mn)	1,041	1,079	1,083	1,229	1,252	1,285	1,313	1,336	1,353	1,365	1.525%
Change		4	0	14	2	3	2	2	1	1	
Digital recorded music (DKK mn)	745	794	833	915	936	958	975	985	990	990	0.808%
Change		7	5	10	2	2	2	1	1	0	
Digital music downloading (DKK mn)	44	38	31	34	32	23	16	11	7	5	-32.194%
Change		-12	-20	12	-8	-26	-31	-32	-33	-33	
Digital music streaming (DKK mn)	702	756	802	880	905	935	959	974	983	985	1.302%
Change		8	6	10	3	3	3	2	1	0	
Digital music streaming advertising (DKK mn)	30	36	35	40	51	53	55	56	58	60	2.979%
Change		21	-2	15	27	4	3	3	3	3	
Digital music streaming consumer (DKK mn)	672	720	768	840	854	882	904	917	924	925	1.199%
Change		7	7	9	2	3	3	1	1	0	
Music performance rights (DKK mn)	208	199	170	224	214	223	232	242	252	262	4.100%
Change		-4	-15	32	-4	4	4	4	4	4	
Music synchronisation (DKK mn)	18	16	13	16	23	24	25	25	26	26	2.391%
Change		-11	-19	24	42	4	3	3	2	2	
Physical recorded music (DKK mn)	70	69	67	74	78	80	82	83	85	87	2.308%
Change		-1	-3	12	5	2	2	2	2	2	

Radio (DKK mn)	934	819	809	495	477	482	487	490	493	494	0.652%
Change		-12	-1	-39	-4	1	1	1	0	0	

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

Sources:

PwC, Omdia