Music streams hit the 100 billion mark in Germany in 2019
New records broken on Christmas Eve and New Year's Eve

Baden-Baden/Berlin, 8 January 2020 – Audio streaming has firmly established itself as the format with the highest revenue in the German music market – and in 2019 it once again came up with impressive figures. As a special evaluation by GfK Entertainment in cooperation with Bundesverband Musikindustrie (BVMI) shows, last year the number of music streams broke the 100 billion mark for the first time with 107 billion streams. By way of comparison: in the previous year, Germans generated 79.5 billion streams, and around 56.4 billion streams in 2017.

Dr. Florian Drücke, Chairman of BVMI: "More than one hundred billion audio streams in Germany in 2019 – this is not only a milestone, it also shows the ongoing considerable dynamics in this segment and thus the acceptance by music fans: Within only two years, since 2017, music streams have almost doubled. Streaming continues to expand its position, but at the same time the other usage formats remain relevant, and our members' offerings continue to range from vinyl to the cloud."

Dr. Mathias Giloth, Managing Director GfK Entertainment: "Music streaming is popular across all genres – and the playlists were running hot, especially at Christmas time. Again, new records have been set on 2019's Christmas Eve and New Year's Eve as the days with the highest number of streaming to date with 431 million and 407 million streams respectively. At the beginning of the year, the daily number of streams was still under 250 million in some cases. This shows that enormous leaps are still possible in the format that has been part of the official German charts since 2014."

In the category "Most streamed song of a day" "All I Want For Christmas Is You" by Mariah Carey is now in the lead. The catchy song got 3.2 million hits on December 24. "Last Christmas" by Wham! also almost broke the 3 million mark on Christmas Eve and is now in fourth place in the ranking of the most streamed songs within 24 hours. On second and third place, there are two rap tracks: "Ronin" by Bushido & Animus and "Tilidin" by Capital Bra & Samra.

The evaluation is based on advertising-based and paid music streams with a length of 31 seconds or more.

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About the Bundesverband Musikindustrie e. V. (German Music Industry Association):
The Bundesverband Musikindustrie (German Music Industry Association, BVMI) represents the interests of roughly 250 music industry labels and companies who themselves comprise more than 80 percent of the German music market. As the music industry's advocacy group, the BVMI works to promote and uphold the concerns of the music industry among German and European policymaking bodies. It also serves the public as the central contact partner for all issues relating to the music industry. In addition to the compilation and publication of market statistics, the BVMI portfolio also includes many other industry related services. Since 1975, the BVMI has handed out its GOLD and PLATIN awards to the most successful artists in Germany. It launched its DIAMOND Awards in 2014 and has also commissioned the compilation of the Official German Charts since 1977. In 2013, the

BVMI started its PLAYFAIR initiative, which provides consumers with guidance with regard to online music consumption.

For more information, please visit: www.musikindustrie.de, www.playfair.org