

BVMI's Year-End Figures:

German Music industry up 8.2 percent in 2019

Berlin, February 27, 2020 - After a successful first half of the year, the music industry in Germany will also record a significant increase in revenues for the full year 2019: Revenues from music sales and revenues from the streaming business grew by 8.2 percent. In total, they came to 1.623 billion euros¹. After two years of minimal decline in 2017 and 2018, the fourth largest music market in the world will thus follow the clearly positive global trend of the past few years in 2019. Several factors contributed to the growth in sales: the dynamic of audio streaming (+27.0%), a decline in sales of CDs that was almost halved (-10.5%) compared to the previous year, and a 13.3% increase in sales of vinyl records. Audio streaming as the leading market segment now accounts for 55.1 percent of total revenues, followed by CDs (29.0%), downloads (6.2%) and vinyl (4.9% share of revenues).

Overall, 64.4 percent of revenues last year were generated in digital business fields (+20.8%) and, correspondingly, 35.6 percent with physical sound carriers (-8.9%).

Dr. Florian Drücke, BVMI Chairman & CEO: "2019 was a very good year, we are seeing the largest increase in revenues in a very long time, which illustrates the dynamic market in which the industry currently finds itself. Two-thirds of the business has now shifted to digital, audio streaming alone accounts for more than half of the industry's revenues. The digital market has been successfully developed and led to growth in recent years without losing sight of the physical product: The CD remains an important and not to be underestimated market segment with almost one third of total sales, while vinyl continues to grow in its niche. Incidentally, video streaming has also grown significantly, albeit from a very low starting level: 31 percent additional revenues from premium and advertising-financed offers still only contribute 2.9 percent to industry revenues. This once again explains one of the industry's current priorities, namely the implementation of the Copyright Directive, which is intended to ensure that user upload platforms give creative professionals and their partners a fair share of the revenues. We know from past years how fragile the digital licensing business is and how important resilient framework conditions and their enforcement are in this respect."

In terms of the share of sales accounted for by certain music genres, "pop" will remain the genre with the highest sales in 2019, at 25.8 percent. For the first time, however, "hip hop/rap" has moved into second place with a share of 19.7%, just ahead of "rock" (19.6%). Also among the five most successful segments in terms of sales are "Children's products" (9.8%) and "Dance" (7.3%).

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About the Bundesverband Musikindustrie e. V. (German Music Industry Association):

¹ Sales measured at retail prices incl. VAT



The Bundesverband Musikindustrie (German Music Industry Association, BVMI) represents the interests of roughly 200 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