

BVMI Half-Year Report 2021:

German Music industry at mid-year: Digital share grows to almost 80 percent, vinyl continues to expand its niche

Berlin, 10 August 2021 - The music industry in Germany turned over a total of 903.8 million euros* in the first six months of this year, an increase of 12.4 percent over the same period last year. This was announced today by the German Music Industry Association (BVMI) in its half-year report. The strongest format on the market remains audio streaming, whose share of total sales is now 70.6 percent after further growth (+19.9 %). Downloads contribute only 3.3 percent to the total market after a further decline of 25.9 percent. The overall digital share in Germany is now 78.6 percent.

While the CD also continued to decline in the physical sector (-16.4 %), vinyl once again experienced a real upswing in the first six months of 2021: a 49.5 percent increase in sales takes the record to a market share of almost 6 percent (5.9 %). Even though this brings vinyl closer to the CD (14.5 %), the format hierarchy in the physical sector remains unchanged. Overall, the physical business currently still generates a good fifth of total sales (21.4 %).

Dr. **Florian Drücke**, BVMI Chairman & CEO: "In the first half of 2021, the industry's turnover grew by a significant 12.4 percent. The digitally generated share rose to almost 80 percent, which represents a new peak. The fact that in the analogue segment vinyl has even grown by around 50 percent in the last six months shows a special facet of our market. The half-year figures once again demonstrate the innovative strength of the industry and the strategic foresight of our members, who, as partners of the artists, are continuously expanding the digital value-added possibilities. The dramatic impact of the Corona pandemic on the entire live sector once again illustrates the importance of digital business to many, but also shows how deeply affected certain sub-sectors of the music industry are currently by the pandemic."

* Revenues valued at retail basis including VAT

Press contact: Sigrid Herrenbrück // Head of Communications
herrenbrueck@musikindustrie.de // +49-30-59 00 38-44

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

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 GOLD and PLATIN to the most successful artists in Germany. It launched DIAMOND 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